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STUDYING THE EFFECT OF ORGANIZATIONAL COMMUNICATIONS ON GOVERNMENTAL ORGANIZATIONS CLIENT BEHAVIOR IN AHVAZ CITY

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ABSTRACT

Communication is the process of transferring information from a person to another person and understand it by receptor i.e. transfer and sharing in thoughts and believes and facts so that receptor perceive and understand them. As well as the client's behavior that most often effect on the cognitive aspects of it in their daily performances, will be addressed. This study aim is to investigate the effect of the organizational communication on the client's behavior of governmental organizations in Ahvaz city. The statistical sample selected among the employees and managers of governmental organizations from Ahvaz. Data were collected by using questionnaire in Likert scale and the data were analyzed by SPSS and LISREL software. After analyzing data, all hypotheses were confirmed and suggested that managers of governmental organizations try to promote the level of organizational communication among the employees. Motivation is a key factor in internal and external behavior. Appropriate rewards desirably can provide motivation among employees. Religious spirit and teachings and spirituality among employees with different occasions of prayer and spiritual happiness and sorrow are induced to employees.

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INTRODUCTION

New businesses are in the 21st century, recognized change as one of the main features. This situation stems from factors such as excessive competition, globalization and technological advances [1]. In order to survive and prosper in such a highly competitive environment, organizational sensing and responding to threats and opportunities is essential. Hence, one case that can help to organizations and their planning is organizational communication and client's behavior. In current unpredictable and variable era, advantage in competition is the main goal of any organizations. In such circumstances, the slightest slip can sometimes lead to a deterioration of the organization.[2].

Communication

Communication is the process of sending information through a personto another person and understood it by the recipient [3]. It means, transferring and sharing of thoughts and ideas or facts in such a way that receive and understand them [4]. In other words, communication is a process that person decide to obtain common concepts by exchanging symbolic messages [5].

Organizational Communications

Can be achieved a new concept by combination of two words of communication and the organization that is related or organizational communications. In organizational communication that one form is human communication, four features are considering, structured, task-based and being surrounded by an organization, in comparison with other forms of communication [6].

Organizational communication is the process by which a system set up for the exchange of information and meanings to different individuals and organizations inside and outside of their organization. [6].

Communication is a system for integration and common ground for the coordination and organization of activities and ultimately increases the productivity of the organization.

Variety of organizational communication is[7]. Vertical communication in the organization, formal and informal communication Discussion reverence and customer satisfaction is one of the important issues raised in the state. In fact, honoring people and customer satisfaction is one of the seven Transformation program in order to transform the country's administrative system was approved by the Supreme Council office up and running[8]. Republic of Iran is the ultimate goal of honoring and it is a latent need among executive agencies that the Management and Planning Organization significant this need to all organizations.

For a Muslim employee, expert and managers, customer orientation and client tribute is not for instructions and circulars, but also is a human and religious duty: not an additional duty, among other tasks, but should be at the heart of things. Any service and striving for customer satisfaction, provides satisfaction of the God. For a Muslim, reverence to people considers as worship and it is the best way to approach God. Especially the client is deprived.Since human resources are the most valuable and important asset of any organization and production and the main source of competitive advantage and causing basic capabilities of any organization, it is one of the major organizational planning, human resources planning[9].

Organizations that have different clients in their interactions need to have a connection to their own dynamics within the communitymore and more. Nowadays, organizations are grappling with challenges [10]. Since the need to communicate in communication management is to manage the government agencies for the following reasons. Setting effective communication and reduce stress at workplace. Communication is a process that planning, organizing, directing, leading and control are done by it. So healthy and effective communication eliminates the stress in this way or at least reduces it [11].

Communication is an activity that managers use it to coordinate and appropriate their times.
When the director see such relationships in order to meet organizational goals, then it should be use of them and when they see the opposite and deterrent,it should be stop these relationships to de-stress.

The main objective of the research

Studying the effect oforganizational communications on the behavior of clients in governmental agencies in Ahvaz
Secondary objectives
Studying the effect of organizational communication on client's behavior of employees in governmental agencies in Ahvaz
Studying the effect of coworkers communication on the behavior of the client with fellow employees in governmental agencies in Ahvaz
Studying the communication with manager on the customer's behavior in government agencies in Ahvaz
Studying the effect of corporate communication policies on the client's behavior of employees in government agencies in Ahvaz
Studying the effect of corporate communications clients' commitment to Islamic morals in governmental organizations in Ahvaz
Studying the effect of client capability and expertise of employees in governmental agencies in Ahvaz
Studying the effect of having discipline in the client portfolio of employees in governmental agencies in Ahvaz
Studying the effect of respect for justice and fairness of client in government agencies in Ahvaz.

MATERIALS AND METHODS

The research hypotheses

The main hypothesis: organizational communication has a significant and positive impact on the client's behavior of employees in governmental agencies in Ahvaz.

Sub-hypotheses

Sub-Hypothesis 1: communication with colleagues has a significant and positive impact on clients' behavior of employees in governmental agencies in Ahvaz**.**

Sub-hypothesis 2: communication with managers has a significant and positive impact on clients' behavior of employees in government agencies in Ahvaz**.**

Sub-hypothesis 3: organizational communication policies have a significant and positive impact on clientele behavior of employees in government agencies in Ahvaz.

In this research study, in order to answer questions about the current status of the subject matter, need for information that is not already available. Therefore, this research is based on primary data that provide compilation, production, and collected in a survey manner. This study, in terms of the nature and purpose and the aim of research, is applied and in term of performance method is descriptive- survey and is carried out in two stages:

The first phase of preliminary studies to the issue of corporate communications and customer behavior, in order to further elucidate the problem occurs in this phase of the research of existing library resources such as books, papers and theses related to literature of the research were used. The second phase with respect to the need to derive a set of hypotheses in this research, by using the design of appropriate questionnaire, the necessary information is collected from managers and experts of the governmental agencies in Ahvaz. In this research, the conceptual model was used in which variables include**:**

Independent variables include corporate communications, including**:** Communicate with colleagues, managers and corporate communication policies and the dependent variable is the behavior of the clientele that includes**:**

Adhere to Islamic morality, capability and expertise, having discipline at work, respect for justice and fairness about clients.

RESULTS ANS DISCUSSION

Conceptual model

Conceptual model that according to an article published the impact of organizational communication, organizational behavior citizenship in 2014 in the Journal of Social and Behavioral Sciences at Elsevier.[12]is the author of the article[Figure–1]..
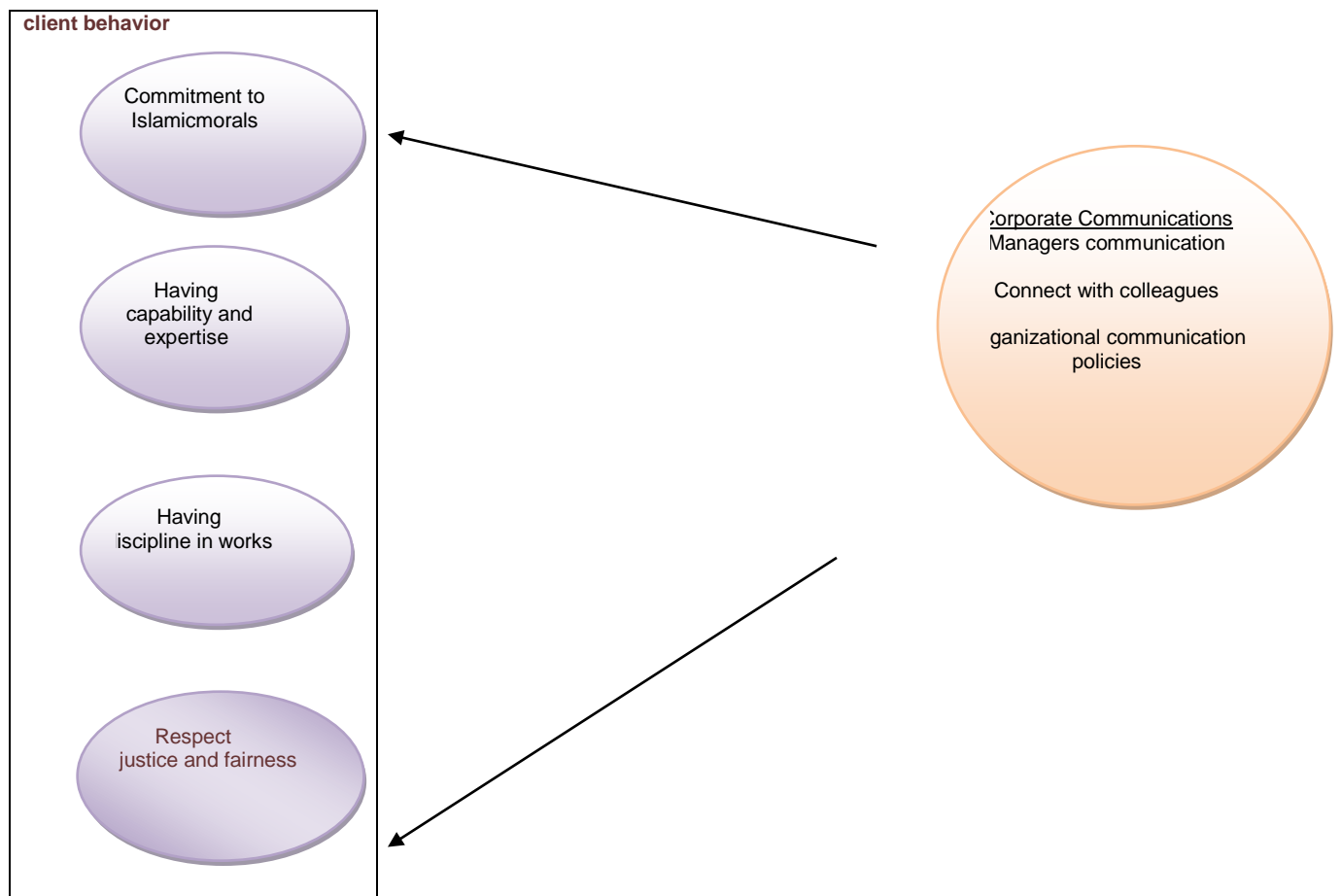

Fig:1. Article about corporate communications impact on citizenship organizational behavior, ps. 1096-1011)[12].
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B. Method of data collection (field, library, etc.)

In this method, due to the nature of the research, survey method will be used. Moreover, interviews with experts and subjective taking notes are used. Internet was used to find subjective articles. The tool to collect data will be questionnaire.

Number of questionnaires to find out the reliability and validity of them, after interviewing supervisors and consultants and experts in government agencies and their confirmation, will be distributed on the basis of statistical sample and after obtaining validity and reliable, questionnaires will distribute in total statistical sample.
C. Data collection tools (questionnaires, interviews, observations, test, fiche, table, sampling, laboratory equipment and information Bank and computer networks and satellite, etc.)

The questionnaire will be used to data collection. In this part of the survey method, whereby the production and collection of primary data are collected by means of a questionnaire. About reliability and credibility of the questionnaire, after design and drafting and consultation with advisors and experts, and their confirmation, we will distribute some of them as a base, which will be collected and analyzed to obtain valid and reliable questionnaire to be distributed among the samples. The questions will be answered in a package that will be graded on a Likert scale.

D. Data analysis method:

In order to do any research, accu
rate data collecting and appropriate methods to analyze the information essential basis for new information about the phenomenon under study **.**In this study to test the hypothesis, descriptive and inferential statistics were used to analyze the data. SPSS software and lisrel also be used**.**In this method, because the aim is to evaluate the effect of variables, so path analyzing and confident level 95% were used. Descriptive statistics to analyze the data and to obtain statistical indicators and the statistical data used to elicit results.

Reliability of research tools

When research tools have reliability that using it again in a similar study and obtained almost identical results. Also, the reliability of correlation between the scores on set of test scores and another set of equations, which are obtained independently on a defined subject [13] To calculate the reliability of measuring devices, various ways such as the reliability test, reliability in parallel, measures the internal consistency, reliability, compatibility between questions (Cronbach's alpha) and split-half reliability question was used. The alpha coefficient for each individual test questions with other questions compared. Cronbach's alpha coefficient ranges between zero (no reliability) to 1 (perfect reliability). And a tool where alpha is more than 0.7 of reliability is acceptable.

Any subset of questions for calculating a sample of the total variance should be calculated. In order to test reliability, Cronbach's alpha coefficient was used in this study. Cronbach's alpha coefficient of reliability assessment tools are based on the correlation matrix of items and reliability of the entire spectrum of measures. SPSS program in addition to the alpha (reliability of the whole) determine position of each item to their role in the decrease or increase of the total. In this tool has the answer to every question can be different numerical values.This means that if the observed score and the true subjects are to be permitted in any of the subjects, the squared correlation between these scores is called reliable coefficient. Cronbach's alpha for the variance sub-score of the questionnaire and the total variance calculated by using the following formula to calculate the coefficient alpha**[Table–1]**.

$$r\alpha = \frac{j}{j-1}\left(1 - \frac{\sum sj2}{s^=}\right)$$

j= subset amount of questionnaires questions
sj2= Subtests variance of j
s2 = total variance test

Table: 1. Alpha coefficient reliability of the study

Questionnaire	Cronbach's alpha
Questionnaire of Corporate Communications	0/87
Client Behavior Questionnaire.	0/92
The entire questionnaire	0/90

As the table above can be seen in all cases, Cronbach's alpha is approved. Basically, Cronbach's alpha indicates good reliability and excellent all the way to closer questionnaires which indicated the reliability of the questionnaire is very good. Total reliability obtained 0.90 that indicated the reliability of the questionnaire is very good.

Descriptive Statistics

In this part of the statistical analysis, to determine the distribution of statistical samples in terms of gender, level of education [Table–2,3].

Gender

Table:2. Of gender distribution of respondents

Gender	Frequency	The percentage of frequency	Cumulative frequency percent
Man	209	62.58	62.58
Female	125	37.42	100/0
Total	334	100/0	

Level of education

Table: 3. The frequency of the level of education of respondents

University education	Frequency	The percentage of frequency	Cumulative frequency percent
Diploma	87	26.05	26.05
Associate Degree	171	51.97	78.02
Bachelor degree	46	13.77	91.79
M.A.	30	8.21	100.0
Total	334	100	

Inferential statistics

After describing the variables in the sample, this section examines the assumptions and objectives set forth by statistical tests and using statistical analysis findings, this judgment is about the validity of the claims.

Kolmogorov-Smirnov test

At this stage of the study and other analyzes to check the hypothesis of normal or non-normal distribution of the data must first be identified. In this study, to verify the normal distribution of data Kolomogrov-Smirnov test was used. Because obtained sigis greater than 0.05, so can be concluded that all data distribution is normal variable **[Table–4]**.

Table: 4. significance level of Kolmogorov - Smirnov indicators

Components	Significant level
Contact partners	0.073
Contact Managers	0.053
Organizational communication policies	0.051
Client behavior	0.069

Explain and interpret the dependent and independent variables of the researchIn this section, to examine the relationship between independent and dependent variables of the study, to explain and interpret variables, with respect to the normal distributionand explain and interpret the variables of the test sample t-test value number 3 (test value = 3) and 95% (5% error) was used. In the above case, if the amount of P-Value is greater than 0.05, variables with test value (i.e. number 3) has not significant difference in the operating results of the average in the population, and if the value P- value is less than 0.05, variables with test value (i.e. number 3) has a significant difference.In this case, if the average factor is greater than 3**,** there were a powerful factor in the statistical population and if the mean factor was lower than the number 3 **,**there were just weak factor in the population**.** According to all these words can be seen that there is strong behavior of the clientele work (because the P-Value is less than 0.05, and the mean is greater than 3) in the population **[Table–5]**.

Table: 5. The result of one sample t-test for independent and dependent variables

Factor	T test	Average	Standard deviation	Significant level
Adherence to Islamic morals	7.741	3.2720	0.57563	0.000
Capability and expertise	13.354	3.4600	0.54463	0.000
Capability and expertise	2.120	3.0780	0.58161	0.035
Having discipline in the works	8.092	3.436	0.5680	0.000
Respect for justice and fairness	12.348	2.5211	0.58901	0.000
Contact Managers	11.054	3.0600	0.50463	0.000

The result of goodness of fitness test obtained from the LiezelSoftware, confirms the goodness of fit model **[Table–6]**.

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Table: 6. results goodness of fitness test in standard mode

Chi square	Freedom degree	Significant level	RMSEA	GFI	AGFI	NNFI
599.36	488	0.00000	0.073	0.93	0.9	0.94

According to the LISREL calculated output, chi-square is equal to 599.36. The low rate of this index represents the amount of the small difference between the conceptual models with observed data of the research. Also, the amount of RMSEA equals to 0.073, which indicates a good fit. Admittance limit, RMSEA is 0.08; it is observe that the amount is smaller than this limit the amount of subsequent favorable fit. Whatever the amount is less, the model is a better fit.

GFI AGFI index and a measure of the relative amount of variance and covariance are jointly explained by themodel. As these values are closer to fitting the data would be more appropriate. These values are equal to 0.930.9 respectively that is perfect. Standard-fit index or NNFI also should be higher than 0.9 that in this study, the amount is equals to 0.94.

Research hypotheses analyzing

The main hypothesis of the study: organizational communication has a significant and positive impact on the behavior of client employees in government agencies in Ahvaz**[Figure–2,3]**.
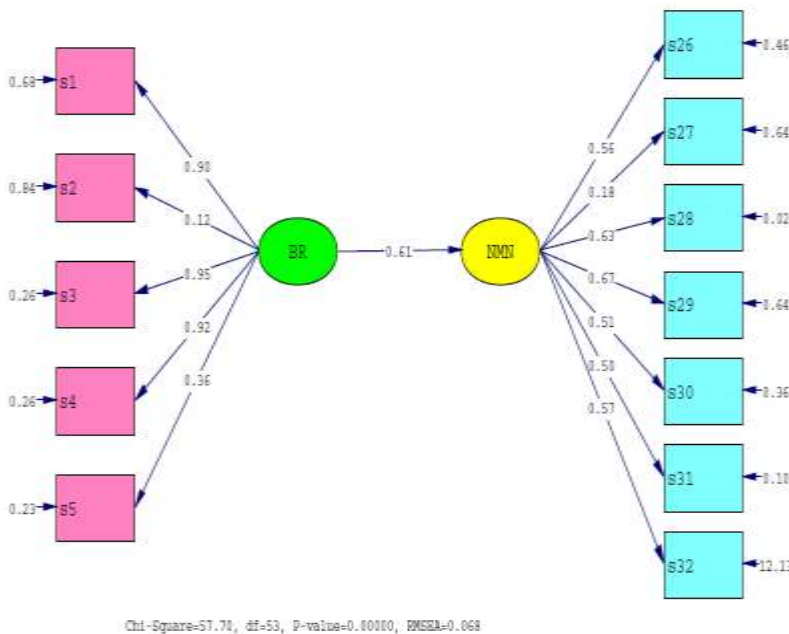

Chi-Square=57.71, df=53, P-value=0.00000, RMSEA=0.068

Fig: 2. Research model in standard evaluation

Chi-Square=57.70, df=53, P-value=0.30000, RMSEA=0.068
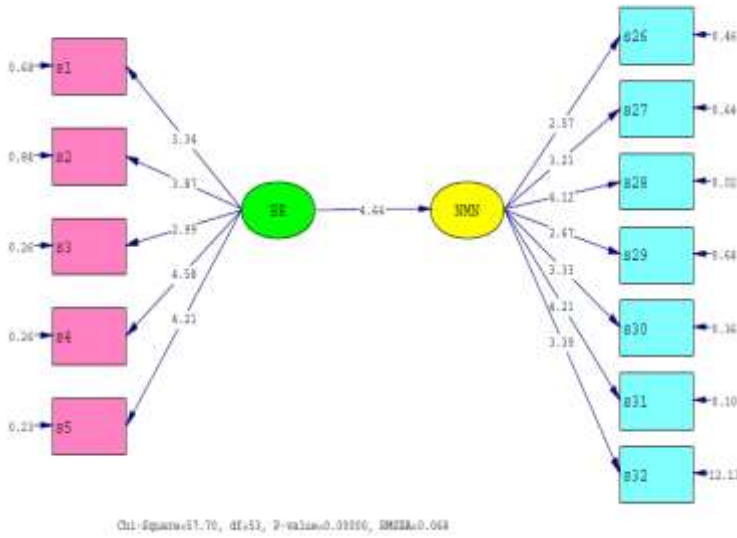
Fig:3. Research model in significant numbers statue

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According to the structural equation, the amount of path coefficient is 0.61 that according to t test equals to 4.66> 1.96 at 0.05 significant level, the null hypothesis is rejected, the claim therefore been supported 0.95 researcher with confidence and with the error of 5 % we can say that: corporate communications client behavior of employees in government agencies has a significant and positive impact in Ahvaz.

Study secondary hypothesis 1: communication with colleagues, clients has a significant and positive impact on the behavior of employees in government agencies in Ahvaz**[Figure–4,5]**.
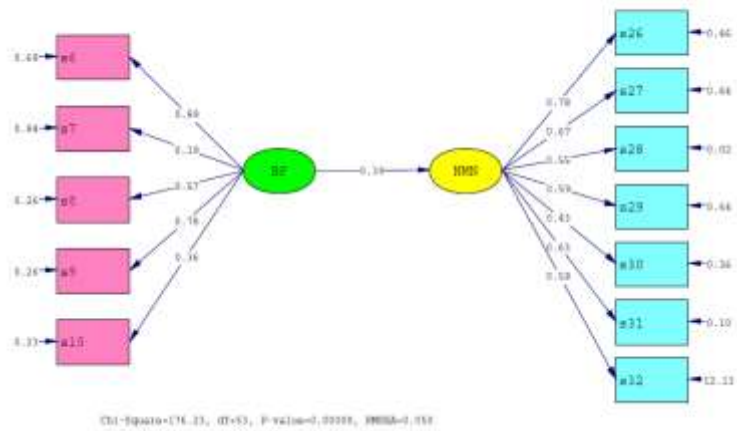
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Chi-Square=176.23, df=53, P-value=0.00000, RMSEA=0.058

Fig:4.Research model in standard evaluation

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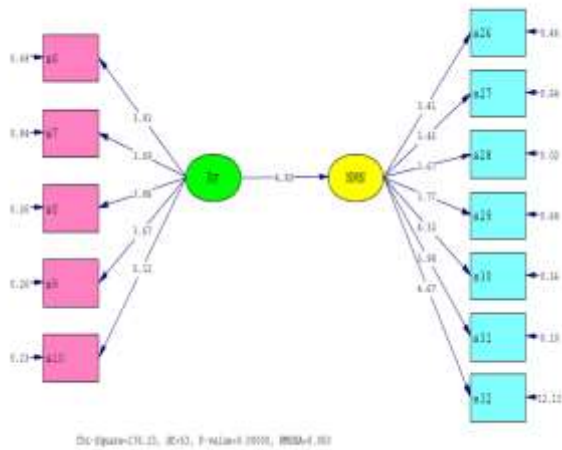
Fig:5. Research model in significant numbers statue

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According to the structural equation, the coefficient is 0.39 that according to t test 4.80> 1.96 at 0.05, the null hypothesis is rejected, therefore the claim has been supported at 0.95 coefficient level and with the error of 5 % can be said that communication with coworkers has a significant and positive impact on client's behavior of employees in governmental agencies in Ahvaz.

Study secondary hypothesis 2: the relationship with the client behavior management staff has a significant and positive impact in government agencies in Ahvaz**[Figure–6,7]**.
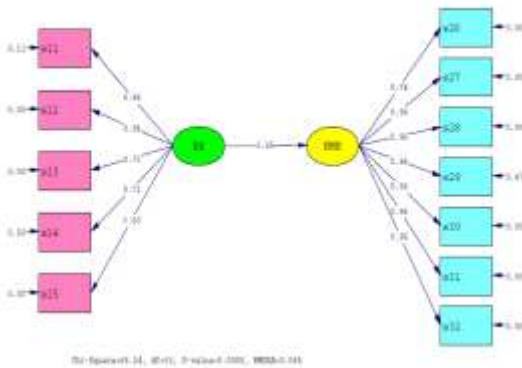

Fig:6. Research model in standard evaluation

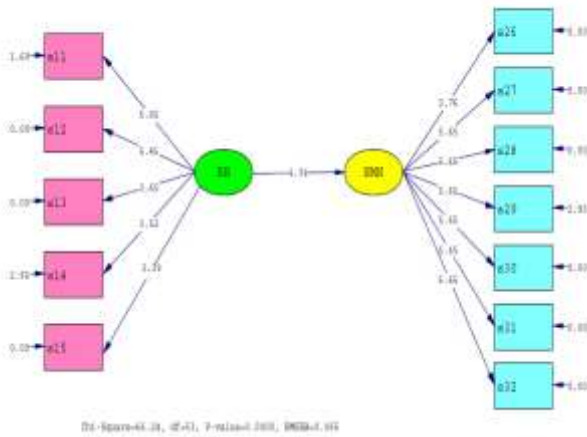………………………………………………………………………………………………..

Fig:7. Research model in significant numbers statue

According to the results of structural equation on the chart, the path coefficient is 0.65 that according to t test 4.34> 1.96 at 0.05 significant level, the null hypothesis is rejected, the claim therefore been supported 0.95 researcher with confidence and with the error of 5% can be said that communication with clients, managers, employees has a significant and positive impact on governmental agencies behavior in Ahvaz.

Study secondary hypothesis 3: organizational communication policies clientele behavior of employees has a significant and positive impact in governmental agencies in Ahvaz**[Figure–8,9]**.
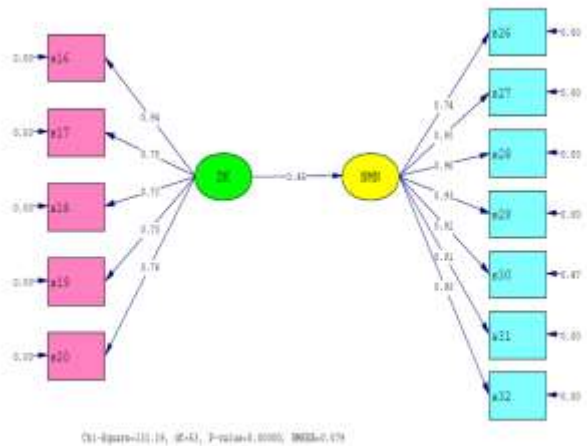

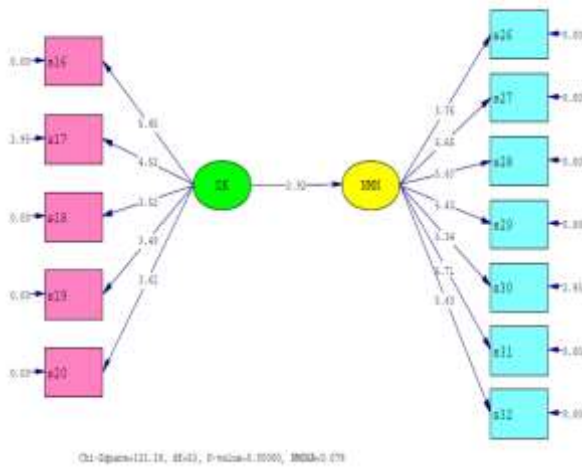**Fig:8. Research model in standard evaluation**

Fig:9. Research model in significant numbers statue

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According to obtained Structural equation by the coefficient is 0.45 that t test 2.92> 1.96 at 0.05 significant level, the null hypothesis is rejected, therefore the claim been supported self-confidence of 0.95 and the error rate of 5% it can be said that organizational communication policies clientele behavior of employees has a significant and positive impact in governmental agencies in Ahvaz.

CONCLUSION

The conclusion of the first main hypothesis: organizational communication on client behavior has a significant and positive impact on employees in government agencies in Ahvaz. The conclusion of the first sub-hypothesis: communication with colleagues has a significant and positive impact on clients, employees' behavior in government agencies in Ahvaz. The conclusion of the second hypothesis: the relationship with the client behavior management has a significant and positive impact on staff in government agencies in Ahvaz. The conclusion of the third sub-hypothesis: organizational communication policies clientele behavior of employees has a significant and positive impact in government agencies in Ahvaz.

Recommendations:

According to the acceptance of hypotheses and regarding to conceptual model of the research, suggests that managers and directors in governmental agencies to:
1. Understand the status between current situation and the ideal situation of the index   and try to reduce this gap
Obtain equal competitive advantage with market share and continue the activity in order to expand the scope of organizational and strategic management of human resources
Induce religious spirit and teachings of religion and spirituality among employees in different occasions of prayer and spiritual happiness and sorrow are to staff and adherence to Islamic morals and capability and expertise among staff.
Use employees in their communication styles and pragmatic, people-oriented, process-oriented and idea oriented.

CONFLICT OF INTEREST
Authors declare no conflict of interest.

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FINANCIAL DISCLOSURE

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