

The Study of Effectiveness of Administrative Reform Program on Customer's Satisfaction in the Education Departments of the Cities of Mohr and Lamerd

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Abstract : The study aimed at assessing the effectiveness of administrative reform programs on customer satisfaction in the education departments of the city of Mohr and Lamerd. The research was a descriptive survey. The study included all patients (clients) Education of city Lamerd and Mohr 2550 the number of people who were estimated based on 334 subjects. The customer satisfaction questionnaire clerical administrative reform program (2012), which is formally equal to -0.86 0.55 reported. Reliability using Cronbach's 0.88 was calculated. The purpose of this study was descriptive and inferential statistical methods were used. Results showed that the system's suggestions and plan Feedback is significantly higher than the effective level. The mean effective plan is documenting circulars and instructions of the significantly lower.

Keywords: effectiveness, administrative reform, satisfaction, education

1.Introduction

According to many experts, education has entered a new era of "competition" and "quality" of the main characteristics of responsiveness to the needs and demands of its customers are considered (Anderson, 2000). Quality of a product or service that the customer understands the most important factor affects the functioning of the organization. So the quality of the final target customers is given the importance and role of the customer in quality, to improve the quality of educational systems and foremost, we must determine the client. The provision of education and training requirements to ensure customer satisfaction, importance and is essential. (Curvoleite. 2004) in this regard Hashemi et al (2013) states, organizations and processes in a dynamic environment the present time, have been forced to change their face and are compatible with environmental factors. It is necessary for organizations to regularly change

their internal and external structures and make meaningful changes in the environment play a key role. Organizations that thinking as a principle of continuous improvement and development of embedded value are always eager to identify their understanding of the position and various strategies to employ in order to satisfy their customers (Hashemi et al., 2014). The administrative change as the process efficiency and customer satisfaction is education. Evolution of the concept, the product of thought, creativity, desire for achievement, attitudes change, environmental changes, are around the new needs (Dwayne.2004). In scientific research, factors that change is necessary in the formation of two types of organizations within and outside the organization are considered. The following organizational factors such as organizational development, changes in senior management; change in management science, deficiencies and

gaps, organizational conflict, absence or lack of information, failure to achieve the goals outlined in the phenomena of the external such technological revolution, economic problems, competition, intensity integration, consumer demand; globalization of trade and investment as well as the social and cultural changes have been noted. With this brief description, studies show development and administrative reform program, despite the far distant past, the administrative system of the main problems encountered. Besides the need for fundamental changes in the framework of Article 44, the Constitution of the Islamic Republic of Iran has been communicated to the government. Administrative reform in Iran has accelerated in recent decades than in the past been followed sporadically; but the administration has yet to achieve the desired result and to coordinate with global environmental change and a long way to go before and a comprehensive and coherent model of administrative reform of the administrative system is an inevitable necessity.

Fundamental changes in the education system in the world in recent years and reform the laws and regulations in the wake of this change could be the argument of administrative reform. Any changes require a specific framework and principles that can be shaped accordingly. In recent years changes in the education system of the special challenges facing planners put the system they always have a lot of concerns about how to deal with this challenge is (El Kelety.2006). There are various changes and demands of human societies over time commensurate with the demands of education, made the external environment and the internal behavior their actions and developments that could have a longer survival among community organizations. Mentioned reasons could be strong evidence for the researcher is able to create a system of administrative change and why the change in the education review. Objectives of the education

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system consisted of religious communities much harder than other communities. Although the education system in an effort to transfer to later generations and their optimal institutionalization but especially the sacred system of the Islamic religious community effort and attention to this matter (Hashmi and Belaghat, 2011). Hence, according to what was said administrative reform and the role of education in improving service quality and customer satisfaction are important to the organization; the present study investigated the effectiveness of administrative change on satisfying customer needs.

2. Research Questions

1. Does the system offer customer satisfaction in the departments of Education of the city of Lamerd and Mohr estimates effectiveness?
2. Does the adornment of clients' satisfaction in work and education offices in the city of Lamerd and Mohr estimates effectiveness?
3. Does the customer's consent documentation circulars and instructions to the departments of education in the city of Lamerd and Mohr estimates effectiveness?
4. Does the project Feedback Office of Education in the city of Lamerd and Mohr estimates effectiveness?

3. Methodology

This research is descriptive. The study included all patients (clients) education administrators and teachers, including the city of Mehr and Lamerd schools. N is the total number of teachers and administrators in 2550, of which 850 were women and 1,700 were men. Stratified random sampling using Cochran formula is based on a sample of 334 patients was estimated in order to better generalize the results of 340 patients were evaluated. The customer satisfaction questionnaire Mollaie administrative reform program (2012) which includes 28 items in four of the proposals, the document circulars,

adornment after work, and then taken project Feedback. The validity of the questionnaire using item analysis (homology underside, minor correlation with test scores, total scores) (Biabangard, 2007) by the Mollaie (2012), after confirming the face validity of the calculation and the -0.86 0.55 reported. Using Cronbach's alpha reliability of the 0.88 was calculated. The purpose of this study was descriptive and inferential statistical methods were used. The descriptive information such as mean, frequency, percentage, standard deviation, median and mode diagrams of samples and variables are investigated. In order to analyze the statistical assumptions of the one-sample t-test was used to determine the effectiveness of administrative reform on customer satisfaction finally, the rankings of the administrative reform of the Friedman test was used to Spss software.

4.The findings

Are administrative reform program of customer satisfaction in the education departments city of Lamerd and Mehr effective?

Does the system offer customer satisfaction in the departments of Education of the city of Lamerd and Mehr estimates effectiveness?

To answer that question out of the four hypothetical one-sample t-test in terms of effectiveness (One sample-T Test) is used.

H0: Administrative reform program of customer satisfaction in the education departments city of Lamerd and Mehr effective is not effective

H1: Administrative reform program of customer satisfaction in the education departments city of Lamerd and Mehr effective is effectiveness

Table 1 Compared with the mean effective administrative reform program (favorable) (Q3)

Variable	Mean	Standard deviation	Effective level (Q3) (Desirable)	Amount t	df	p-value
Administrative reform program	4/04	0/35	4	2/58	339	0/04

Table 1 shows Comparison of the mean level of effective administrative reform program (favorable) (Q3).

Observed in the mean total transformation program office (4.04) of the effective (4) on 2.58 $t = 339$ degrees of freedom significantly (p -

value =0.04) is higher. Administrative reform program is desirable and thus effectiveness. This suggests that administrative reform programs in customer satisfaction in the education departments city of Lamerd and Mehr is effective.

5.Special test question

1. Does the system offer customer satisfaction in the departments of Education of the city of Lamerd and Mehr estimates effectiveness?

To answer that question out of the four hypothetical one-sample t-test in terms of effectiveness (One sample-T Test) is used.

H0: The system offer customer satisfaction in the departments of Education of the city of Lamerd and Mehr is not effective?

H1: The system offer customer satisfaction in the departments of Education of the city of Lamerd and Mehr is effective?

Table 2 Comparison of mean effective level of administrative reform program (favorable) (Q3) (4)

Variable	Mean	Standard deviation	Effective level (Q3)(Desirable)	Amount t	df	p-value
offers system program	4/30	0/35	4	15/75	339	0/0001

Table 2 offers a comparison of the average level of program effectiveness (optimal) (Q3) shows.

It is considered that the application proposals mean (4.30) of the effective (4) based on the $t = 15.75$ degrees of freedom 339 significantly (p -value = 0.0001) is higher. The program offers the optimum level and effectiveness of the system. This shows that the system offers to the clients' satisfaction with the education departments of the city Lamerd and Mehr is effective.

2. Does the adornment of clients' satisfaction in work and education offices in the city of Lamerd and Mehr estimates effectiveness?

To answer that question out of the four hypothetical one-sample t-test in terms of effectiveness (One sample-T Test) is used.

H0: The adornment of clients' satisfaction in work and education offices in the city of Lamerd and Mehr is not effective

H1: The adornment of clients' satisfaction in work and education offices in the city of Lamerd and Mehr is effective

Table 3 Comparison of the mean level of effective workplace adornment system programs (desirable) (Q3) (4)

Variable	Mean	Standard deviation	Effective level (Q3) (Desirable)	Amount t	df	p-value
workplace adornment system programs	3/91	0/78	4	1/98	339	0/0001

Table 3 shows compares the average level of effective workplace programs adornment system (desirable) (Q3)

Observed that mean the adornment of the workplace (3.91) of the effective (4) on $t = 1.98$ degrees of freedom 339 significantly (p -value = 0.0001) is lower. The system's effectiveness is not as desirable workplace adornment. This suggests that the adornment of work on client satisfaction in the education departments of the city's Lamerd and Mehr is effective.

3. Does the customer's consent documentation circulars and instructions to the

departments of education in the city of Lamerd and Mehr estimates effectiveness?

To answer that question out of the four hypothetical one-sample t-test in terms of effectiveness (One sample-T Test) used.

H0: The customer's consent documentation circulars and instructions to the departments of education in the city of Lamerd and Mehr is not effective

H1: The customer's consent documentation circulars and instructions to the departments of education in the city of Lamerd and Mehr is effective

Table 4 Comparison of the mean of all the adornment system work efficiently with (optimal) (Q3) (4)

Variable	Mean	Standard deviation	Effective level (Q3) (Desirable)	Amount t	df	p-value
Documentati on Directives and Instructions	3/75	0/58	4	7/61	339	0/0001

Table 4 shows Comparison of mean effective plan documenting circulars and instructions from the (ideal) (Q3).

Observed that the mean program documentation Directives and Instructions (3.75) of the effective (4) on $t = 3.75$ degrees of freedom 339 significantly ($p\text{-value} = 0.0001$) is lower. The program documentation, instructions, circulars and effectiveness is not desirable. This indicates that the program documentation circulars and guidelines on customer satisfaction in the education departments of the city's Lamerd and Mehr are effective.

4. Does the project Feedback Office of Education in the city of Lamerd and Mehr estimates effectiveness?

To answer that question out of the four hypothetical one-sample t-test in terms of effectiveness (One sample-T Test) is used.

H0: The project Feedback Office of Education in the city of Lamerd and Mehr is not effective

H1: The project Feedback Office of Education in the city of Lamerd and Mehr is effective

Table 5 Comparison of mean effective surface schemes Feedback (favorable) (Q3) (4)

Variable	Mean	Standard deviation	Effective level (Q3)(Desirable)	Amount t	df	p-value
The project Feedback	4/26	0/37	4	13/12	339	0/0001

Table 5 shows Comparison of mean effective surface schemes Feedback (favorable) (Q3)

Feedback observed that the average program (4.26) of the effective (4) based on the $t = 13.21$ degrees of freedom 339 significantly ($p\text{-value} = 0.0001$) is higher. So the program Feedback

and effectiveness is desirable. This indicates that the project Feedback on customer satisfaction in the education departments of the city Lamerd and Mehr is effective.

Table 4-11 Ranking of administrative reform program using the Friedman test is shown.

Table 4-11. Friedman test for ranking program of administrative reform

Program of administrative reform	Mean	Standard deviation	Average rating	Chi	Degree of Freedom	p-value

System offers	4/30	03/35	2/97	171/19	3	0/0001
project Feedback dimension	4/26	0/37	2/87			
Adornment workplace dimension	3/91	0/78	2/33			
documenting Directives dimension	3/75	0/58	1/83			

According to Table 4-11 it can be seen that the highest ranked out of the system offers (2.97) and the lowest average rank of the document Directives (1.83), and according to the

chi-square observed (171.19) and 3 degrees of freedom difference between the average rating is a significant level of administrative reform program (p-value =0.0001).

6. Discussion and conclusions

First question: Does the system offer customer satisfaction in the departments of Education of the city of Lamerd and Mehr estimates effectiveness?

Results showed that the program offers a significantly higher level of effectiveness. The program offers the optimum level and effectiveness of the system. This shows that the system offers to the clients' satisfaction with the education departments of the city Lamerd and Mehr is effective. According to the results, it can be said that the respondents to this study ideally the effectiveness of the Office of Education of Mehr and Lamerd city employee surveys are done. The desirability and effectiveness of customer surveys are conducted. Comments employees and clients as well as the effectiveness are examined. Comments reasonable staff and clientele are consistent with organizational goals if desired, and the effectiveness of the executive. Places and places for staff and clients in favorable and effective proposals are anticipated. Monthly meetings to receive suggestions from the staff to see the desired effect takes place (the offer) results with the results Zarei et al (2008), Tavakoli et al (2007), Kazemi et al (2006), Jenna and rotary (2010), Koroloit and Yolanda (2004) and Ethan (2001) is aligned.

Second question: Does the adornment of clients' satisfaction in work and education offices in the city of Lamerd and Mehr estimates effectiveness?

Results showed that the program of work of adornment significantly lower effective level. The system's effectiveness is not as desirable workplace adornment. This suggests that the adornment of work on client satisfaction in the education departments of the city's Lamerd and Mehr is effective. Based on the findings and implications of the study results, we can say that respondents believe the departments of Education of Mehr and Lamerd separate items, papers and other information necessary for the application of the removal of non-functional and the workplace as well as repair replace or correct the flaws and imperfections are desirable and will not be effective. Sort items and information to determine the right place for them, so that they are quickly and easily accessible it might not be a desirable and effective.

Keeping the environment clean to prevent dirt and property of people and elimination or control of pollution are desirable and might not be effective. Continuity, and maintain optimal situation arising from the implementation of the resolution, order and safety at work as effectively, if not desirable. Teaching concepts of adornment to all employees, public participation and developing, promulgating and

implementing regulations of the desirable and might not be effective. (Adornment workplace)

Findings and the results of individual Noushin Fard and Amini (2012) aligns Zarei et al (2008), Tavakoli et al (2007), Rotary and Jenna (2010) and Koroloit and Yolanda (2004) is non-aligned.

Third question: Does the customer's consent documentation circulars and instructions to the departments of education in the city of Lamerd and Mehr estimates effectiveness?

Results showed that the program documentation, circulars and instructions of significantly lower effective level. The program documentation, instructions, circulars and effectiveness is not desirable. This indicates that the program documentation circulars and guidelines on customer satisfaction in the education departments of the city's Lamerd and Mehr is effective.

Based on the findings and implications of the study results, we can say that respondents believe

The Office of Education of Lamerd and Mehr is circular in error the accuracy is desirable. Directives and documentation and filing are not timely notified of the status and utility of this feature is not effective. Does not pose any specific directive and documentation and are at a lower level than desired. It is updated and new information contained in the circulars. The information contained in the Circular is less commensurate with the object and purpose of the activity. Documents, circulars and loud enough is legible. All directives is signed and sealed. Terms defined in the Circular and are not significant enough for them. Adequate and

reliable documentation of the proposed directive (directive documentation and instructions). The results Zarei et al (2008), Tavakoli et al (2007), Kazemi et al (2006), Rotary and Jenna (2010), Koroloit and Yolanda (2004) and Ethan (2001) is a non-aligned .

4. Does the project Feedback Office of Education in the city of Lamerd and Mehr estimates effectiveness?

Results showed that the plan Feedback is significantly higher than the effective level. So the program Feedback and effectiveness is desirable. This indicates that the project Feedback on customer satisfaction in the education departments of the city Lamerd and Mehr is effective. Based on the findings and implications of the study results, we can say that respondents believe the departments of Education of Mehr and Lamerd appropriate location for the client is predicted.

Facilities such as copy, cooler, common telephone are forecasted to client's reliable response complaints. Speed work is done. Accuracy of the work is done. Accountability and responsibility for the appropriate client justice and appropriate behavior towards clients is done. The client is available in different administrative units. It can be said that the features listed and the effect is desirable (Feedback Scheme). The results Zarei et al (2008), Tavakoli et al (2007), Kazemi et al (2006), Rotary and Jenna (2010), Koroloit and Yolanda (2004) and Ethan (2001) is aligned.

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