



Bank Saderat Iran



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In the name of Allah

Assesment of employees' job satisfaction, and customer satisfaction in Bank Saderat Iran

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Abstract

The purpose of present study was to determine the level of employees' job satisfaction, and customer satisfaction in Bank Saderat and to recognize factors impacting on employees 'job satisfaction. For doing so, the study was carried out in two stages. At the first stage, after defining the main components in job satisfaction and customer satisfaction, two separate questionnaires namely, Job satisfaction, and customer satisfaction specialized for Bank Saderat were formulated and developed. Through a pilot study their psychometric features were studied. The final questionnaires were administrated on two separate samples including the bank employees (N= 873) and the customers (N=350) in the bank branches in Tehran. The samples were selected randomly through stratified sampling method. At this stage the method was descriptive-survey. Explanatory Factor Analysis confirmed the initial theoretical structure and extracted seven factors as main factors contributing in job satisfaction as follows: meeting material- non martial needs, relationship with colleagues, and customers, nature of work, relationship with supervisor, responsibility and respect, workplace conditions, and organizational climate. The level of employees' job satisfaction was average. The lowest scores of job satisfaction were found in following factors: organizational climate, meeting material-nonmaterial needs, and workplace conditions. However, there were favorably satisfaction with collaboration and sympathy among co-workers, and others, as well as supervisors' competence and merit. Explanatory Factor Analysis showed customer satisfaction confirmed the theoretical model, and extracted four factors in meeting customer satisfaction as follows: satisfaction with staff, and the bank procedures, physical condition of the bank, obstacle in equipment for the bank services, and obstacles made by human resource for bank services. The level of customer satisfaction for the bank was satisfactory. At the second stage of the study, experimental design, pre-test-post test method was applied. At this stage, an intervention was applied to improve and modify relationships skills among employees. The intervention was carried out on a sample of 38 of employees selected randomly from five the bank branches in Tehran. Comparing the pre-test and post-test scores of the experimental and control groups revealed that there was a significant increase in scores of some components of job satisfaction in experimental group than control group as follows: relationship with colleagues and customers, relationship with supervisors, statues, responsibility, and respect.,