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The Relation between Social Intelligent and Service Presentation Quality (Case study: Selected Branches of Melat Bank of Isfahan City)

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Abstract

This research purpose is to determine the relation between the social intelligence and the service presentation quality in Esfahan city Melat bank selected branches. The statistical society in this research includes Esfahan city Melat bank staffs and their customer. According to receive information from their staff number in 1393 about 900 individuals and the customer society is also considered unlimited. The sampling type is categorized sampling. To determine the sample volume for two staff and customers' society, the Morgan table and Cochran formula is used. The staff volume is 269 individuals and the customers sample is 800 individuals. To evaluate the social intelligence the Tromso standard questionnaires has been used and to assess the service presentation quality Servqual standard questionnaire is applied. In order test research hypothesis, the deductive statistic has been used. The obtained results from this research show that the social intelligence has positive and direct relation with social services quality. It should be noted that between three criterions of social skill, social intelligence and service presentation, the social skill with 64% coefficient has the greatest effect in service presentation.

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1. Introduction

One of the most important environmental factors is customer, if the organization could provide the customers satisfaction or increase it, it will be successful to that extent as well. Hence developing organization always tries to take assurance about their customer satisfaction. In recent competitive world, not only the present source protection, rather gathering new sources is not the simple task. Only the organizations and institutions are successful in these fields which are capable of increasing their competitiveness power and enhance the products and services quality according to the customers' requirements (Shahin and Samea, 2010). During two recent decades by emergence of information era and human relation valuable augmentation and also social intelligence organizational strategic success as one of the most important issues in social science and human sources has been taken in to consideration in management, organizational and training fields and frequently it has been discussed about its capabilities and applications compared to other intelligence. In this research to assess the social intelligence, the social information processing dimension, social skills and social information has been considered. In servicing industries, presentation of services with high quality to customers is a key factor which is influential in organizational performance. The service quality evaluation is assumed as one of the main issues and the experimental studies concept in servicing marketing (Akinci et al, 2010). The managers of servicing industries needs information about how to effect the service quality on the customer satisfaction level (Fin, 2011).

Parasuraman and others mentioned that the quality concept in product realm is not too much important in servicing. They presented a new tool for service quality assessment. By the use of this tool, the service proper quality is approved when the customers' expectation from the intended service is obtained or something over than their expectation has been dedicated to him. The Servqual model in servicing different realm is used to assess the service quality (Parasuraman et al, 2005). Servqual model is the capable model to measure the service quality which is used for measuring the available quality level in service presentation and gathering customers' opinions and their expectation from services determination. Five dimension of this model includes the tangibility, confidentiality, responsibility, assurance and empathy. In This research first the social intelligence rate of Melat bank staffs has been measured. Then the presented quality rate has been measured from the customers view. The researcher tries to determine the relation between the social intelligence and services presentation quality in Melat bank.

2. Theoretical basis and hypothesis planning

2.1. Intelligence Concept

Different definitions have been presented from intelligence, as the intelligence is considered a spiritual concept, (Biyabangard, 2006). Vegsler noted from the Goldman and co-workers 1995 assumed the intelligence as the group or individual capabilities in targeted performance, the rational thought and effective facing with surrounding environment (Goalman, 2001). We can define the intelligence in different method; the most general definition is that the intelligence is assumed as the variation capability or flexibility capability in adaptation. Terman believes that the intelligence is the individual capacity in artificial thinking. About above definitions we understand that the intelligence is the combination of realized activities (Squiler, 1994). Steen berg defines the intelligence as below, the mental activities to achieve targeted adaptation with actual environment related to the individual life or selecting and forming it (Sternberg, 2003).

2.2. Social Intelligence

Maybe we can say that the first individual, who used the attractive intelligence expression in scientific and academic institutions, was a student in art PHD course in 1985 at an American university (Boyatziset al, 2013). Social intelligence as another type of intelligence which has been considered in recent years was presented in 1920 by Thorndike. The social intelligence has the close meaning with concepts as competency and social skill and also it has much common conformity with emotional intelligence and interpersonal intelligence (Weis and Sub, 2007). In defining social intelligence about a general class has been discussed. It means that the human capacity for realization of what happen in this world and responding to it in an effective social and personal method (Hromek and Roffey,

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