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EVALUATION OF THE EFFECTIVENESS OF QUALITY OF EDUCATION ON JOB SATISFACTION

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ABSTRACT

The objective of this study was to evaluate the effectiveness of quality of education on job satisfaction of social security hospital is in Khorramabad city. The method used in this study, the objective was descriptive and measurmental in nature. Statistical population research, 312 people in Khorramabad city social security hospital that has at least an upper secondary qualification are up. Statistical population of the table Grjisy and Morgan (1970) number 172 simple random sampling method was selected as the sample size. Data collected from the questionnaires for quality of education Tul and Khair (2013) and job satisfaction Gardner and Pierce (2013) was used. To determine the reliability of the questionnaire, Cronbach's alpha for the quality of education equivalent to (0.870) and job satisfaction with (0.850) was calculated Suggesting an acceptable level of reliability. For data analysis, Kolmogorov-Smirnov test, Friedman rank and linear regression was performed using SPSS software. The results showed that the factors affecting the quality of education has a significant positive effect on job satisfaction of employees. In the meantime facilities of (59.4) and educational materials at a rate (54.8) is most effective and time management (28.7) and the techniques of teaching (41.8) minimum impact on job satisfaction of hospital staff organizations Khorramabad city has.

Keywords: *Quality, Training, Education, Job Satisfaction*

INTRODUCTION

Today, by spending millions of dollars for their personnel training, organizations act to learning and sustainable development of their key forces to make competitive advantage. Significance of personnel training quality, enables achieving job satisfaction and quality objectives (Tall and Cheer, 2013). In this way, appropriate utilization of human resources as a main factor for development of decline of financial institutions is only possible by awareness of knowledge of human resources management and industrial psychology (Odostep, 2000).

Problem Statement

In modern and social world of today, organizations are social systems for which human resources are the most important factor for efficiency and effectiveness. Hence, they require effective personnel having optimal performance and they do not succeed without relying on their personnel's attempts and commitment. Role of human factor in promoting organizations is of considerable significance and is considered as the most effective basis for organizational development. In this regard, development demands training committed, professional and skilled human force and attempt to increase factors contributing to their job satisfaction. Job satisfaction is vital for having personnel with the best qualifications and capabilities. Moreover, organizational performance depends upon job performance of personnel. It results in personal productivity and commitment of person toward organization, his/her mental and physical health will be ensured and ultimately, his/her spirit improves and s/he will be satisfied of life and take new skills trainings rapidly. Job dissatisfaction leads to loss of spirit and this is not suitable for work. At the time of approval of 3rd development plan in 2000, government emphasized on the issue of training in article 150 and explicitly addresses it as one of the basic plans. "Executive administrative are allowed to allocate a percent of their current and civil funds in holding trainings. In this way, most of organizations hold various courses in their educational centers. Since these courses require heavy investment and active human forces, being aware of the quality of held courses and their efficiency resulted from their effectiveness are considered as the most important expectations which organizations

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have from educational system. Responding expectations requires understanding factors contributing to planning, such as strategy, goals and structure of educational center, its management and organization, educational standards, educational team, equipment and utilities, process of learning and teaching and evaluations of their effectiveness in helping educational role in product quality and services improvement. (Ivankovic, 2001)” Furthermore, due to importance of education in article 58 of the law of national services management according to which organizations are obliged to design educational system of executive departments personnel in order to improve their effectiveness and efficiency in such a way that in addition to making knowledge, skill and vision of personnel appropriate for desired job, provide necessary motivation for continuous corporation of personnel in training process. In this manner, the relationship between employees, managers and training will be established and they will have minimum educational hours according to regulations of each year. Base on above, in this research, we investigate the quality and methods of holding educational courses in social security organization and attempt to the basic question about the effect of education quality on job satisfaction of personnel of social security hospital in Khorramabad city.

Importance of Research

Development of human self-efficacy, making capacity and empowering human forces in public sector, increasing efficiency and effectiveness of activities, developing skills and extending job knowledge of employees appropriate for growing demands, will be achieved when each organization bases development plans in personal, job and organizational level according to principles of continuity and comprehensiveness of training and use maximum capacity to implement them. Facts reveal that by passing time, necessity for attending new demands in various professional and scientific fields is growing for managers and executives. Successful organizations have found out this reality and instead of emphasizing on quantitative goals, concentrate on making capacity and promotion of professional capabilities in each level. To achieve this goal in both intention level such as motivational factor, understanding needs and customs, and ability level such as development of skills, techniques and scientific methods, prioritized training and optimization of human force in their plan so that it can be possible to meet principles and strategies. In this regard, in 3rd plan of economic, social and cultural development and corresponding instructions and regulations, holding appropriate educational courses compatible with personnel’s job to improve their effectiveness level especially through short-term training was emphasized. Consequently, in 7-part plan of administrative system development, 5th plan seriously attended issues of training and optimization of human forces and this is taken in new system of personnel training into account. Therefore, it is necessary to provide trainings so that in addition to change the vision of people in positive direction and compatibility with organization, it can be useful in effectiveness and performing duties. Job performance of personnel is of specific significance and sensitivity. Since if in an organization, personnel satisfaction in not prioritized over other goals, that organization will certainly fail and dissolve. In this way, job satisfaction has mutual effect on personnel and organization. A person joins an organization with goals and dreams and being compatible and coordinated with those goals makes the person satisfied and this in turn leads to innovation, creativity in work, production increase and therefore, organization with benefit from more health and dynamic. Personnel, who are less satisfied, will engage in higher rate of replacement. According to what stated above and due to importance, role of social security organization in providing services to numerous Iranians and necessity of respecting clients for managers and personnel of this organization, it is mandatory for personnel to have sufficient skills and expertise to provide clients with services and this demands trained and at the same time satisfied personnel. By keeping this necessity in mind, in this paper, effect of training quality on job satisfaction of personnel of social security hospital of Khorramabad was evaluated.

Research Questions

1. How characteristics of instructor affect job satisfaction of personnel of hospital?
2. How training techniques affect job satisfaction of personnel of hospital?
3. How time management affects job satisfaction of personnel of hospital?

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4. How training material affects job satisfaction of personnel of hospital?
5. How training utilities and equipment affect job satisfaction of personnel of hospital?
6. How training goals affect job satisfaction of personnel of hospital?
7. How training feedbacks affect job satisfaction of personnel of hospital?

Research Background

- Tul and Khair (2013), in a research entitled factors contributing to trainings quality and its effect on personnel job satisfaction, discovered that training goals, techniques, instructor characteristics and training material and feedback have all positive and significant relationship with job satisfaction of personnel.
- Jones *et al.*, (2008), studies the relationship between training, job satisfaction and performance in workplace and found out that personnel training leads to improvement of personnel performance.
- Blum and Kaplan (2000), studies thousand personnel of Xerox services authority personnel in Europe and revealed that training and education are key priorities of personnel.
- Study of nurses in Britain showed that dissatisfaction from progress opportunities and training have more contribution to job satisfaction (Sapper and Ward, 2001).
- Pike (2003) believes that importance of time management in performing various duties is highlighted in training courses. He related the significance of time management in the beginning and end of training to allocating a time to respond participants' questions.
- Rae (2000) and Mitchell (1998) consider the role of instructor in effectiveness of training significant. They proposed that instructor can take the responsibility of a leader. A leader can do planning. Main role of instructor is planning and design of training programs and following them to achieve educational goals. An instructor must be a good lecturer as well as a good listener. S/he must be aware and can give a live lecture till the end of the course.
- Holton *et al.*, (2000) used the first study and its pattern as a conceptual framework. In this framework, three elementary training consequences are considered. These are learning, personal performance and organizational results. These results are defined as acceptable results of in educational intervention for developing human resources. Change in personal performance is noted as the consequence of learning and results of organizational level are considered as the result of changing personal performance. Personal performance term is used in shifting pattern of Kirk Patrick pattern instead of behavior.
- Alavi and Shariate (2010), in a research entitled job satisfaction of Tehran University of medical sciences in E-learning programs, illustrated that participants in e-learning courses are very satisfied and due to lower satisfaction of the training course content, improving quality of the content seems necessary.
- Zakerfard *et al.*, (2011), in a paper entitled the effect of training cognitive skills to shift supervisors on job satisfaction and performance of personnel found that this training only improved job satisfaction of low level employees and has no effect on their performance. Results of this research can be effective in improving organizational training and job satisfaction.

Conceptual Model of Research

Dimensions of Training Quality

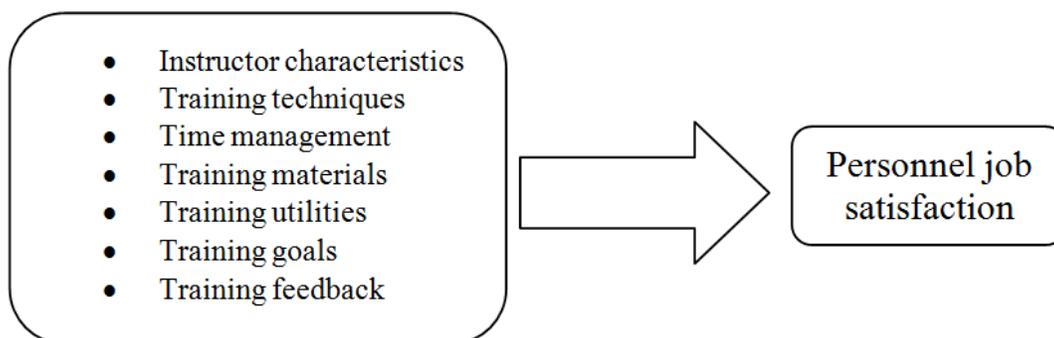


Figure 1: Conceptual model of research

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MATERIALS AND METHODS

Research Methodology

Method used in this work is applied with respect to objective since it tries to evaluate the effect of dimensions of training quality on job satisfaction of personnel. Moreover, with regard to nature and method, it is descriptive from survey type.

Statistical Population

Statistical population of this research includes all personnel of Khorramabad social security hospital having diploma degree or higher who are 312 people.

Sampling Method and Sample Volume

To obtain sample volume, Kerjcie and Morgan standard table was used and 172 people were selected by means of random sampling.

Data Collection Method

In this work, to collect information corresponding to theoretical basis and literature, library method is used; that is, by referring to library, studying books and papers relevant to this topic, relevant information was collected. To collect data of analysis of research hypotheses, field method based on questionnaire was applied.

Data Collection Tool

In this research, standard questionnaire was used. Two questionnaires having 23 and 35 questions were prepared as follows:

Questionnaire of Personal Information: includes personal information prepared by researcher in order to collect information corresponding to personal characteristics of the tested person. Through this questionnaire, data about gender, educational level, age and employment history were collected.

Standard Questionnaire of Training Quality: this questionnaire contains 27 questions which was used before by Tul and Khair (2013) and Gardner and Pears (2013) including 6 questions and after approval by our advisor, it was used in our statistical population and then, its stability and validity were evaluated.

Data Analysis

In this research, descriptive analysis of data using redundancy, redundancy percent and mean is performed and is summarized in table. Furthermore, inferential analysis was applied to test research hypotheses using Kolmogorov – Smirnov, Pearson correlation factor and Kruskal Wallis.

RESULTS AND DISCUSSION

Research Finding

Conclusion and Comparison of 1st Question Findings: Since the level of significance is 0.000 less than error level (0.05), regression could explain changes in independent and dependent variable. From value obtained for standard beta coefficient (0.676), it can be inferred that characteristics of instructor positively and significantly affect job satisfaction of personnel since for a unit change in independent variable, 0.676 units change in dependent variable will be made. According to calculated determination factor (0.457), it can be said that by keeping other factors unchanged, 45.7% of job satisfaction of personnel is affected by characteristics of instructor. Results of this part are in agreement with that of Tul and Khair (2013), Sapper and Ward (2001), Rae (2000), Mitchell (1998) and Zakerfard *et al.*, (2011).

Conclusion and Comparison of 2nd Question Findings: Since the level of significance is 0.000 less than error level (0.05), regression could explain changes in independent and dependent variable. From value obtained for standard beta coefficient (0.646), it can be inferred that training techniques positively and significantly affect job satisfaction of personnel since for a unit change in independent variable, 0.646 units change in dependent variable will be made. According to calculated determination factor (0.418), it can be said that by keeping other factors unchanged, 41.8% of job satisfaction of personnel is affected by training techniques. Results of this part are in agreement with that of Tul and Khair (2013), Blum and Kaplan (2000), Eshraghi (2012) and Zakerfard *et al.*, (2011).

Conclusion and Comparison of 3rd Question Findings: Since the level of significance is 0.000 less than error level (0.05), regression could explain changes in independent and dependent variable. From value

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obtained for standard beta coefficient (0.536), it can be inferred that time management positively and significantly affect job satisfaction of personnel since for a unit change in independent variable, 0.536 units change in dependent variable will be made. According to calculated determination factor (0.287), it can be said that by keeping other factors unchanged, 28.7% of job satisfaction of personnel is affected by time management. Results of this part are in agreement with that of Tul and Khair (2013), Sapper and Ward (2001), Pike (2003), Eshraghi (2012) and Zakerfard *et al.*, (2011).

Conclusion and Comparison of 4th Question Findings: Since the level of significance is 0.000 less than error level (0.05), regression could explain changes in independent and dependent variable. From value obtained for standard beta coefficient (0.741), it can be inferred that training materials positively and significantly affect job satisfaction of personnel since for a unit change in independent variable, 0.741 units change in dependent variable will be made. According to calculated determination factor (0.548), it can be said that by keeping other factors unchanged, 54.8% of job satisfaction of personnel is affected by training materials. Results of this part are in agreement with that of Tul and Khair (2013), Jones *et al.*, (2008), Sapper and Ward (2001), Eshraghi (2012), and Zakerfard *et al.*, (2011).

Conclusion and Comparison of 5th Question Findings: Since the level of significance is 0.000 less than error level (0.05), regression could explain changes in independent and dependent variable. From value obtained for standard beta coefficient (0.771), it can be inferred that training utilities positively and significantly affect job satisfaction of personnel since for a unit change in independent variable, 0.771 units change in dependent variable will be made. According to calculated determination factor (0.594), it can be said that by keeping other factors unchanged, 59.4% of job satisfaction of personnel is affected by training utilities. Results of this part are in agreement with that of Tul and Khair (2013), Sapper and Ward (2001), Royler and Goldstein (1993), Eshraghi (2012) and Zakerfard *et al.*, (2011).

Conclusion and Comparison of 6th Question Findings: Since the level of significance is 0.000 less than error level (0.05), regression could explain changes in independent and dependent variable. From value obtained for standard beta coefficient (0.652), it can be inferred that training objectives positively and significantly affect job satisfaction of personnel since for a unit change in independent variable, 0.652 units change in dependent variable will be made. According to calculated determination factor (0.425), it can be said that by keeping other factors unchanged, 42.5% of job satisfaction of personnel is affected by training objectives. Results of this part are compatible with that of Tul and Khair (2013), Royler and Goldstein (1993), Eshraghi (2012) and Zakerfard *et al.*, (2011).

Conclusion and Comparison of 7th Question Findings: Since the level of significance is 0.000 less than error level (0.05), regression could explain changes in independent and dependent variable. From value obtained for standard beta coefficient (0.732), it can be inferred that training feedbacks positively and significantly affect job satisfaction of personnel since for a unit change in independent variable, 0.732 units change in dependent variable will be made. According to calculated determination factor (0.536), it can be said that by keeping other factors unchanged, 53.6% of job satisfaction of personnel is affected by training feedbacks. Results of this part are compatible with that of Tul and Khair (2013), Royler and Goldstein (1993), Alavi and Shariati (2010), Eshraghi (2012) and Zakerfard *et al.*, (2011).

Suggestions

1. Instructors employed for training personnel must teach them socialization, tolerating problems, guidance and education method to them. Therefore, tolerance is one of the key factors in success of instructors in education and training.
2. Holding training courses for instructors in order to teach them training techniques, effectiveness of training courses and ultimately job satisfaction of personnel.
3. Instructors of training courses must attempt to improve effectiveness of courses by reviewing training method after course and utilization of skills.
4. Instructors must keep in mind that management method and using time by people is a part of their habits. Hence, changing them demands time and suffering.
5. Studied organization must pay attention to selection of instructors and used those who have highest level of science and work experience.

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6. Due to high rank and value of training utilities in this work, organizational managers must allocate complete utilities to personnel and instructors and have comprehensive plans in this regard.
7. Determination of training goals and methods of achieving them through regular planning in organization by means of recognition and explanation of goals to instructors and trained personnel.
8. Managers of studied organization must measure the results of participants learning according to required behavior in workplace and efficiency standards through designing a performance evaluation system for training courses.

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