

Factors Affecting the Service Performance of the Employee Social Security Gilan State Province with an Emphasis on Social Stresses Associated with Customer

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The subject: factors affecting the service performance of the employee social security Gilan state province with an emphasis on social stresses associated with customer. Stress is interdisciplinary subject which in recent years has attracted the attention of experts in various fields of sciences especially psychology and management. In between Organizations such as Social Security can improve efficiency and effectiveness of their own, by identifying and control the social stress related to customers, therefore The aim of this study is to investigate the relevance between social stress related to customers on performance of Guilan's social security employee. this study in terms of the aim is applied and in terms of the nature is descriptive-correlation that have been done in the year 2016. The statistical population of this study are Guilan's social security employees that the number of employees are 710 And the simple random sampling method is used that their number is estimated 250. Data collection tools included a questionnaire that Measured social stress related to customers on employee performance that its validity was determined 0.81 by Cronbach's alpha. And for data analysis used the software Spss16 and SmartPis2.0. Based on the results of significant research verify all assumptions. through the seven variable effective, vague expectations of customers were most effective.

Keywords : social stress, emotional exhaustion, customer orientation, services performance improving

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