

The impact between customer orientation and job satisfaction through the role of mediator of emotional work and job position modifier (Case Study : Employees of the Gilan Provincial Standard Office)

Maryam Hossein Fekr*, vahid reza mirabi,

Job Satisfaction is one of the most important elements that increases the productivity of employees in different fields of business and improves the performance of the individual and the organization. This research studies the impact of customer orientation on job satisfaction with the role of mediation of emotional workforce and adjustment of job position among employees of the Guilan Provincial Bureau of Statistics. The hypotheses in this research include a customer-oriented relationship to job satisfaction with the role of mediation of emotional work force and job-adjustment modifications, the client-side has a positive effect on job satisfaction, the client-side has a positive impact on deep work, a customer-oriented orbital Surface work has a negative effect; deep work has a positive effect on job satisfaction; superficial work has a negative effect on job satisfaction; a customer-oriented relationship has a positive effect on job satisfaction through in-depth work mediation; the client-side has a negative effect on job satisfaction through intermediary work; Client orientation on emotional work by adjusting job position The emotional work has a significant effect on job satisfaction with adjustment of job position. This research is based on the type of applied target. Data gathering was a field method. A questionnaire was used to collect information. The statistical population of this research is 100 employees of the department in Guilan province. Sampling method In this study, inaccurate sampling is available. 80 people were sampled as examples of the title through the Cochran formula for a limited community. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all

variables. SPSS SMART PLS2 software was used to analyze the data. Of the ten hypotheses presented in the study, 6 hypotheses were statistically validated and 4 hypotheses were not approved. Confirmed hypotheses include a customer-oriented relationship to job satisfaction with the role of mediation of emotional workforce and adjustment of job position, the client-side has a profound effect on deep work, the client-side has a negative effect on superficial work, an effect on job satisfaction Positive, superficial work has a negative effect on job satisfaction. Hypotheses that were not approved include (impact of customer orientation on entrepreneurship by adjusting job positions, a significant impact on job satisfaction with job adjustment, client-centered impact on job satisfaction, and customer-oriented effects on job satisfaction with career adjustment) Did not go.

Keywords : Job Satisfaction, Surface Work, Deep Job, Customer Orientation, Job Position

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