

Religiosity and Customer Satisfaction in Public Sector of Pakistan: An Empirical Study

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Abstract

Customer satisfaction is considered to be the basic ingredient in all the spheres, especially for public sectors. When it comes to organizations which are owned by government then the level of expectation also increases in terms of both service and quality and It is directly associated with employees and employers who run these organization because mostly they are hired with some reference and because of that they fail to perform their duties with full devotion. Keeping this in view, the researcher wanted to focus on all the issues which arises in public sector organizations and wanted to related those issues with one thing which is known as religiosity which vary from person to person and wanted to highlight that whether this element exists in public sector organizations of Pakistan or not. For this purpose an appropriate sample of 120 respondents was selected (out of them were 60 male and 60 female refer to introduction females are considered to be more strict towards their rules and regulations) and data collection tool for the variables was used from the body of knowledge to get clear results about researcher's topic. In order to analyze two independent sets of data "Regression coefficient" was used. The empirical analysis proved a positive relationship between religiosity and customer satisfaction in public sector organization of Pakistan.

Keywords

Religiosity, Customer satisfaction, Pakistan Public sector organizations

Introduction

Religion plays an important role but it differs from person to person. Generally it is believed that women are considered to be sterner towards their religion and ethics on work place as compared to males. One of the reasons behind this could be that females are not as co-operative as males especially when it comes to support other females at their work place, though sometimes it is not considered good but in other way it results in a positive behavior towards their religiosity and ethics. Now days because of the recession everyone is moving so fast that even males also try to avoid themselves to indulge in any other's matters. In need of money and to fulfill basic desires people do not care about teachings of religion and ethics which is considered to be the part of religion. In Pakistan this problem has become worse especially in public sector, people get their work done with the help of money no one pays importance to ethics or teachings of religion. Measures should be taken to get rid of such activities which give priority to money and not to merit.

Problem Statement

Keeping the above discussion in view the researcher plans to study the effects of religiosity in terms of Assurance and customer satisfaction in public sector of Pakistan.

Originality of the Study

The research area that is religiosity effects in public sector of Pakistan has never been studied before there is a visible gap in the body of knowledge, by conducting this research researcher will fill this gap and contribute to the body of knowledge.

Applied Aspects

Customer satisfaction is considered to be the prime objective of every organization whether it is from public or private sector but some employees do not care about it, which is some how linked with religion. Findings of this research may be conversed to the public sector organizations to make them aware that how policies should be changed to avoid illegal transactions because it is not allowed in any religion whether it is Islam, Christianity, Hinduism etc.

Objectives of the Study

The objectives are:

- To study the affect of religiosity in public sector organizations of Pakistan
- To study the customer satisfaction level in the same area.
- To study if there is any relationship between the two variables, that is religiosity (Independent) and customer satisfaction (dependent).

Literature Review

The term religiosity is a broad term as different researches have already been conducted on it but not in terms of customer satisfaction. Albrecht, Pitcher and Cunningham (1986) identified six different dimensions of religiosity which shows that it is a diversified term basically these are based on three major components which are Cognition, Affect and behavior. Besides this some other researchers have found up to twelve components which actually effects religiosity. But all of them have agreed that some distinction lies between religious canons, religious practices and mysticism. Besides this Maslow (1954) presented hierarchy of need also plays an important role as if the basic needs of individuals are not fulfilled then other factors are left far behind. This theory says that individuals want basic necessities of life once these needs are fulfilled then they go for safety, love/belongingness, self-esteem, etc. but if person is not getting necessities then all other things are just like illusion for him, he/she would never behave responsibly and to some religion also comes after their basic needs. Same happens in work organizations, that until and unless a person is getting something back or in return why there is a need of spending so much time in all that stuff which does not have any concern with his life. As there is a theory developed by organizational psychologist named affective event theory (AET), it is basically a model which tells that the individual reacts to express the emotions to certain events happening at the work place and those responses can influence their organization and work place (Howard M. Weiss).

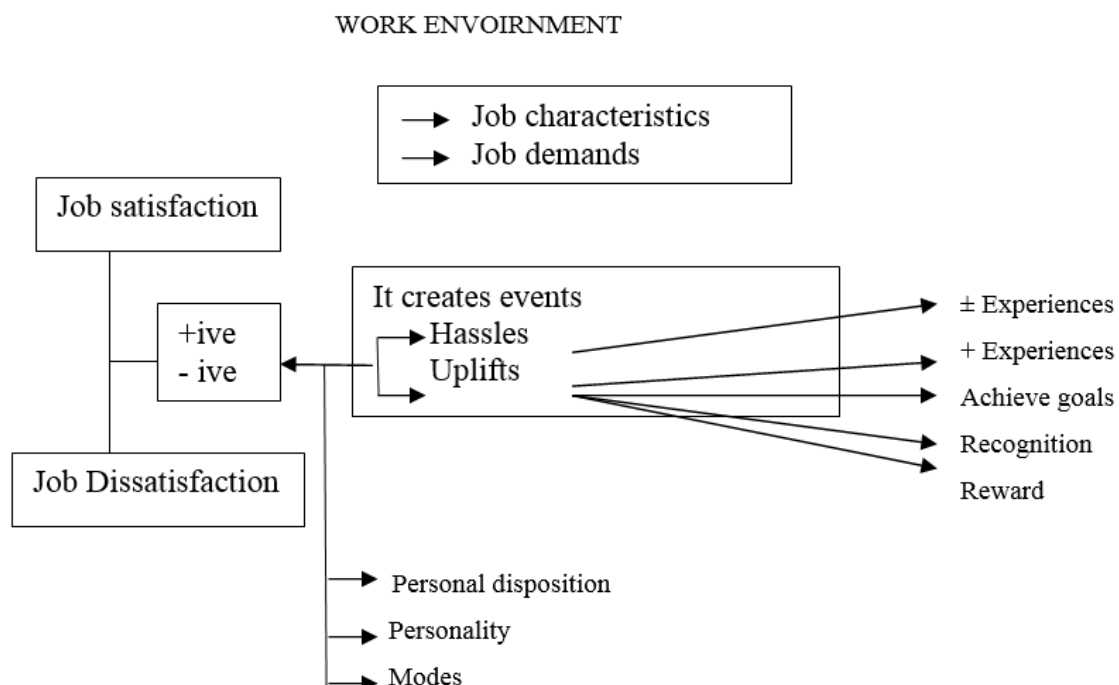


Figure 1: Work Environment

Keeping in view the above model (Howard M. Weiss) found that if person is getting desired outcomes he will work properly and religiosity would also be there, but if these components are not available then the factor of religiosity also disappears and customers have to suffer the consequences.

Theoretical Framework and Hypothesis Generation:

Researcher has built up the following theoretical framework to produce hypothesis (Figure A)

Following hypothesis have been developed from the above theoretical framework

Research Hypothesis:

Higher the level of religiosity among employees (Empathy, assurance), higher would be the satisfaction of their customers. And the level of religiosity varied according to age and the factor of gender also affects religiosity.

Following Null hypothesis will be used for experimental testing:

There is no relationship between religiosity and customer satisfaction

Methodology

As the researcher has selected area of public sector and to be concise the universe for this research consisted of the residents of twin cities of Pakistan, however as discussed in introduction about the male and female psyche so same proportion of males and females have been selected to know who plays his/her role in terms of religiosity.

Sampling Procedure

Total Sample is of 120 respondents equally divided in males and females i.e. 60 males and 60 females as shown below in Table 1. Basically questionnaire was filled by the customers who were treated by these employees.

Table 1: Details of sampling

Residents	Males	Females
Internees	Up to 10	Up to 10
Permanent Employees	50	50
Total	60	60
Grand total	120	

Source: Researcher's own processing

Tools for Data Collection

In order to measure customer satisfaction Servqual model was adopted from the detailed questionnaire developed by Parasuraman et al. (1988 and 1990) and Lickert scale was used for the examination.

Reliability of the instruments:

SPSS version 13.0 was used to analyze data. 0.727 was the Alpha reliability value for the tool during pre-testing which shows a strong internal consistency of the instruments being used.

Presentation and Analysis of the Data

Demographics: Residents of the Twin cities of Pakistan

Employees Survey

It was found that a heavy majority of public sector employees in twin cities were belonging from age group 35-55 where as a small portion of population belonged to the age group of 20-25 basically most of them were internees, same age groups were there in females. So researcher gave questionnaire to the customers being treated by these employees. Researcher personally avoided those customers who were entertained by employees over 55 because at public sector retirement age is 60 so there could be any biases if employees who were about to retire were not satisfied with their pensions etc, obviously they would not treat customers keeping the aspect of religiosity in mind as explained above as well that current recession of the world also plays an important role in this matter.

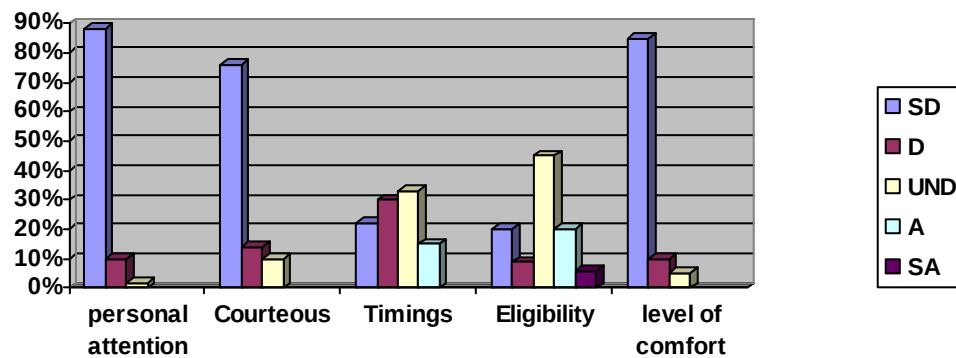


Figure 2: Analysis of Dependent Variables (Customers treated by Male employees):

From this distribution it could be analyzed that customers being treated by male employees were not satisfied. 90% believed that they were not given personal attention, however only few disagreed that timings were not suitable and they had to wait for hours for their turn but mostly customers were satisfied and sum were uncertain, and 75% were of the view that staff was not at all courteous. Mostly customers believed that employees at public sector were not hired through proper hiring procedure because they did not have work knowledge to satisfy their customers however a large number of customers were uncertain whether employees are eligible or not, and customers also did not feel secure to hand over their documents to the employees.

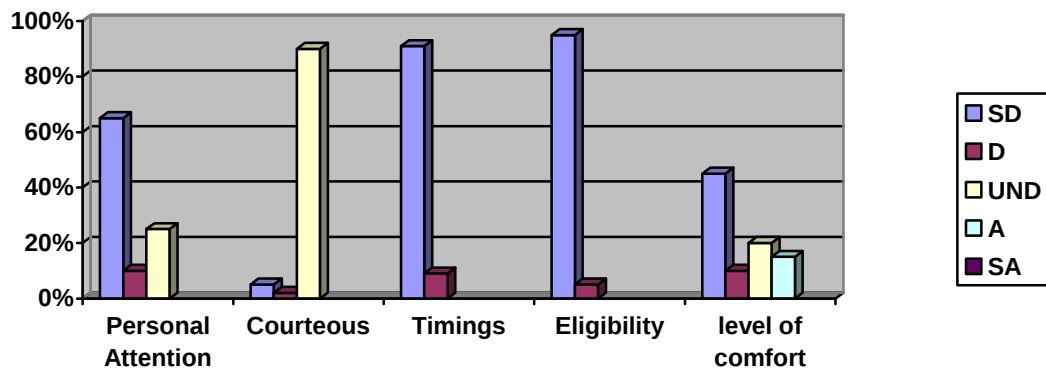


Figure 3: Analysis of Dependent Variables (Customers treated by Female employees):

As compared with the males, customers treated by female employees had a contrast view in some questions. Only 60% thought that they did not get personal attention most of them were uncertain. 90 % believed that they were courteous. Timing was again the same problem same happened with eligibility criteria. But in terms of level of comfort it was not as bad as it was seen in the customers of male employees, only 45 % believed that they could not trust them. (researcher observed that in those 45% most of them were females but in order to avoid confusion researcher did not mention the age and gender of customers)

Regression Model:

Table 2: Religiosity and customer satisfaction (individually customers treated by male and female employees)

Male (N = 60)						Female (N = 60)					
R	R square	Adj.r square	F stat	P value	St dev	R	R square	Adj.r square	F stat	P value	St dev
.555	.309	.274	.49835	.000	0.98	.530	.269	.245	.50276	.000	0.983

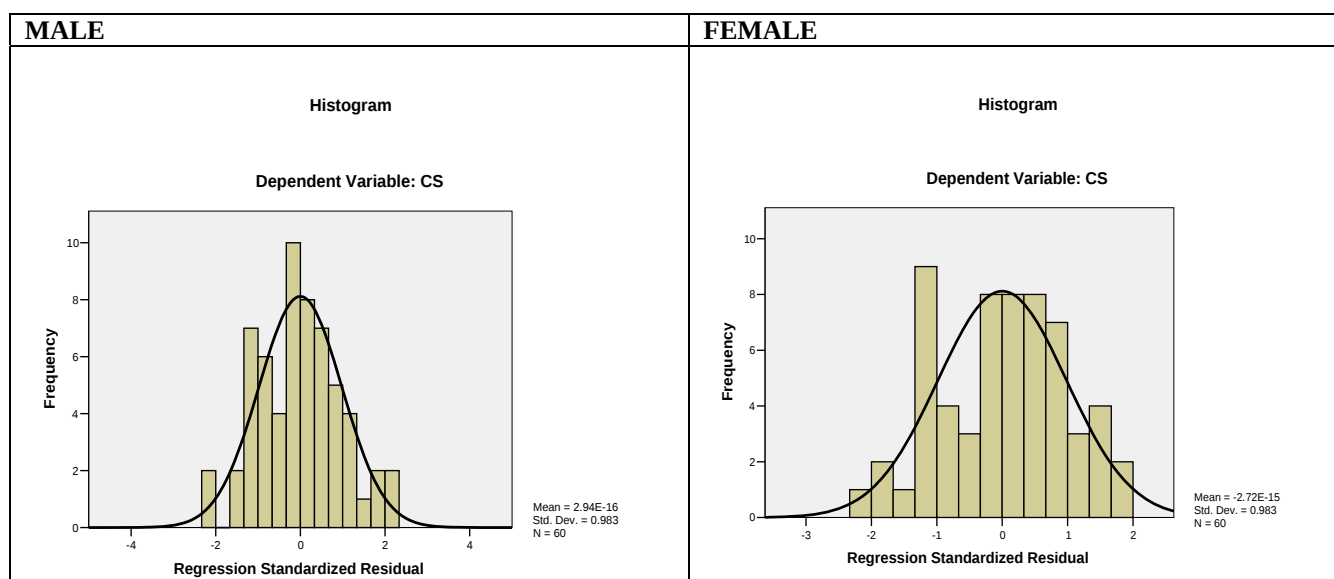


Figure 4: Histogram

Table 3: Religiosity and customer satisfaction (As an intact)

MALE/FEMALE (N=120)					
R	R square	Ad.r square	F stat	P value	St. dev
.539	.209	.268	.49506	.000	0.991

It is clearly evident that there is a difference between results of employees both male and female who have treated the customers. The male employees have a higher level of religiosity as compared to female which resulted in higher trend for customer satisfaction in males.

Research Hypothesis

Higher the level of religiosity among employees (Empathy, assurance), higher would be the satisfaction of their customers.

Null Hypothesis

There is no relationship between religiosity and customer satisfaction

Validation of Acceptance of Hypothesis

As the data in Table 2 shows that there is a positive relationship between Religiosity customer satisfaction which resulted in acceptance of research hypothesis and reject of null hypothesis. Following justifications could be there for this acceptance.

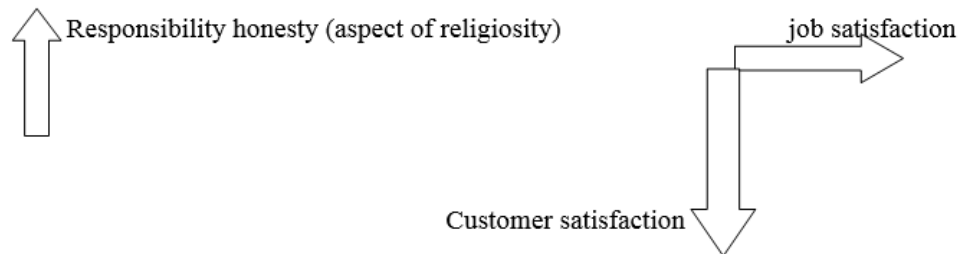
Generally in Pakistan public sector employees were not considered co-operative at all, customers have to wait for hours and sometimes two to three days. No work commitments were found and not even any sincerity with job and at times employees themselves were not satisfied with their jobs and they were not satisfied themselves then how they could treat customer as a king? Mostly employees were hired with some references and sometimes not even eligible for that post. When it came to the comparison with private sector organizations they were more civilized and customer oriented so customers were not satisfied with the public sector. Usually employees are interested in the amount of pension that public sector paid up to 75 % of the total salary and allowances are also very good and on the other hand there was not any job rotation so at times it became boring that same kind of problems with customers and all that so they fail to maintain their focus and sincerity with their job.

Conclusion

With the above analysis it can be concluded that, Employees were not sincere with their jobs, were only interested in the amount of pension to secure their future. There was no such accountability, so they were taking it for granted. Last but not the least in fact the most important of all employees did not have any feeling of adding value to their job by giving their best, no consensus was there.

Recommendations:

There should be proper check and balance in everything. Other countries were flourishing because they got honest and sincere employees. They did justice with their job, so here in our country some workshops should be conducted to train employees for being honest and sincere with their job. Government at their level should try to inculcate that employees should do justice with their job and to the responsibility given to them which simply means religiosity at work place. If they are honest they will do their best and customer satisfaction will also increase.



Scope of the Study

For the purpose of being concise researcher had decided to limit the scope with Public sector otherwise a lot of private organizations were there, and there too a lot of corruption took place but then it would have become difficult for analyzing that where the element of religiosity was missing more. Most of the recent examples of public sector organizations that were selected were Pakistan International Airlines, Pakistan Railways, Islamabad Electric Supply corporation and Capital Development Authority.

Religiosity and Customer Satisfaction in Public Sector of Pakistan

Dear Respondent

I am conducting an academic research on the above topic. Find below please a series of questions to be answered by you. I assure you that whatever information is obtained, will be used for academic/research purposes only. I will be extremely grateful for your kind cooperation.

Age: _____ Gender: _____ Status: _____

Sr.#	Empathy	Strongly disagree	Disagree	Undecided	Agree	Strongly Agree
1	Employees give you personal attention					
2	Employees have your best interest at heart					
3	Employees/staff understand your specific needs					
4	Operation hours are convenient					

Sr.#	Assurance	Strongly disagree	Disagree	Undecided	Agree	Strongly Agree
1	Behavior of employees inspire confidence in you					
2	Employees of public sector organizations are consistently courteous with you					
3	Employees are hired on basis of merit					
4	Employees have sufficient knowledge to answer your questions					
5	You feel secure and comfortable in dealing with employees of public sector organizations					

Sr.#	Customer satisfaction	Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	You are pleased with this sector's services					
2	The services provided by employees meet your satisfaction level					
3	Compared to private sector org you are happy with dealings of public sector					
4	You are satisfied with the customs of this sector					

Source: SERVQUAL Model by Parasuraman 91994) and Taylor and Baker Customer Satisfaction Tool (1989)

Biography

Muhammad Muzammil Tanveer is a young professional working in the Finance department of one of the leading university of Pakistan as part of their management team. He has studied accounting and finance from Kaplan Financial London and has published two research papers in an International Journal namely "Actual Problems of Economics". His areas of expertise are Accounting & Finance and he is associated with his present employer (National University of Sciences & Technology) from more than three years. Mr. Tanveer published research papers. He is associated with few international bodies of Accounting & Finance.