Factor Analysis of Effective Variables on the Job Satisfaction of Managers of Rural Information and Communication Technology Offices in Gilan Province

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Extended Abstract

1. INTRODUCTION

Job satisfaction is considered as one of the human development components. Iran has been placed at the second group in human development index among the four existing groups (very high, high, medium, and low human development) and has been placed at the group of “high human development” among other countries. It has also obtained the accepted score of 65 from 100, regarding job satisfaction. In addition, enjoying score 49 of 100 in public electronic services and being placed in the middle of the world ranking table, show a middle status of Iran, which requires more rapid progress. This subject has been considered in recent decades in order to decrease the digital gap in villages; thus, Information and Communication Technology (ICT) offices have been established in rural areas. Number of rural ICT offices in the country became 9900 at 2012 from which 533 offices belong to Guilan province. These offices are active at the fields of post, post bank (electronic banking), and internet services. The present research seeks to investigate the variables which influence managers of these offices, in order to offer these services. In this regard, specific goals were considered as the following:
- Prioritizing the variables related to satisfaction from service offering by managers of the offices.
- Factor analyses of the variables related to satisfaction from service offering by managers of the offices.

2. THEORETICAL FRAMEWORK

Human development index includes a component called ‘Social Integration’ which deals with opportunities equal with employment, rights, job social satisfaction, trust in national government, and personal security. In this index, Iran has been placed among the countries with high human development. The score 76.3 from 100 in “satisfaction from society” and the score 65 from 100 in “job satisfaction” represent this issue. ICT development is composed of 3 main indexes and 11 variables. The first index, ICT access, includes variables: Fixed-telephone subscriptions per 100 inhabitants, Mobile-cellular telephone subscriptions per 100 inhabitants, International Internet bandwidth (bit/s) per Internet user, Percentage of households with a computer, and Percentage of households with Internet access. The second index, ICT use, includes: Percentage of individuals using the Internet, Fixed (wired)-broadband subscriptions per 100 inhabitants, and Wireless-broadband subscriptions per 100 inhabitants. And the third index, ICT skills, includes variables: Adult literacy rate, Secondary gross enrolment ratio, and Tertiary gross enrolment ratio. In ICT development ranking in 2012, Iran obtained rank 88 among 157 countries.

3. METHODOLOGY

The present research is correlation-descriptive study. Sample participants of the research include all the managers of rural ICT offices in Guilan province in 2014 (N=533). Cochran formula was used to Estimate the minimum volume of the sample obtained from 223 offices. Sampling was done based on classified random method, so that Guilan province was divided into three parts including central, east, and west areas and questionnaires were distributed randomly so that each area had to have at least 70 questionnaires. Questionnaires were filled through fax, e-mail, or telephone conversation and in some cases they were sent by express mail. In order to determine the validity at the preliminary test stage, comments of the directors of rural ICT committees were applied. In order to verify the reliability of the questionnaire, Cronbach alpha was computed (r=0.92). For the inferential statistics section,

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factor analysis was used to investgate the inner correlation of variables.

4. DISCUSSION
In prioritizing the variables of job satisfaction of managers in Guilan province the following variables had the highest average respectively: rural ICT offices, social credits of the offices among villagers, skills to do official tasks, appropriateness of job with individual ability, positive effect of the offices in villages, and satisfaction of referees from an office services. On the other side, a number of applicants referred to the internet services, managers’ satisfaction from the offices income, and insurance as the lowest average located at the bottom of the ranking table.

In addition, the sentence that says “claim the main concerns of your job” includes the following answers: 61% about income, 20% job security, 8% systematic problems to offer services, and 4% weakness in meeting attendance notifications.

5--CONCLUSION
Results showed that, seven factors were important in job satisfaction of managers of the rural ICT offices, which could totally explain 88% of satisfactory variance. They include: social, personal, economic factors, post bank, rural facilities, headquarters, and the place where an office was established.

In social factor which explains 19% of satisfaction, variables of positive attitude and satisfaction of villagers and their desirable effects exist in rural areas.

In personal factor which explains 14% of job satisfaction, there are two variables: appropriateness of job with individual ability and hope to progress. The third factor, which explains 12% of satisfaction, i.e., economic factor, includes satisfaction from income and insurance. Despite the fact that satisfaction from the offices’ income is placed at the lowest rank, satisfaction of doing job and hope to progress had a high average. The next affecting factor is post bank (12%) including variables “satisfaction of rural offices from post bank headquarters’ authorities and also amount of villagers refers in order to receive bank services which had an average higher than medium. The next factors include rural facilities (11%), headquarters (10%), and geographic factors (8%).

Regarding that the most job dissatisfaction of the rural offices’ managers was in relation with pension insurance; therefore, establishing offices’ insurance fund by committees of each division and agreement to deposit an amount of self-employed insurance and offering legal representation to the representative of the committee to pursue the matter is one of the existing options at the present condition which may be effective in their health care devices in addition to pension benefits.

Key words: Guilan province, rural ICT offices, job satisfaction

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