

# The effect of information and relations technologies on increasing labor outcome

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**ABSTRACT:** The aim of present study is inventing the relation between applying information and relations technologies and analyzing its role in increasing labor outcome in Melat bank of Borojerd city. The statistic society of this study comprised of 50 employees of Melat Bank which they were selected regarding to Morgan' chart 44 people. The method of sampling is simple. It was applied of researcher's made questionnaire and with 20 questions it evaluate the amount of applying information technology and relations in increasing the labor outcome. It was applied of content and it was applied of Alpha Kronbakh method. It was annalied the results of tests it was applied of statistic and introductive of Kelmegroph– Smirnoph for normalizing the devalued factors. The results of analyzing the data indicate that there is a meaningful relation between applying information technologies and the relation in increasing labor outcome. Majority of Bank employees believe that applying the information technology lead to better reply, promoting the clients' satisfaction and increasing information technology there is a direct relation between staff's promotion.

**Keywords:** Information and relations technologies, Clients' satisfaction, replying, operation promotion.

## INTRODUCTION

Doubtlessly the improvement of information and relations technologies affect all human's life even the economy. In the recent years improvement of information and relations technology has opened new horizons to economy and financial parts. It causes decreasing in financial and economical pars by founding new methods and techniques in processing the information and transferring them in the country. And it becomes the most important factor in the economy field. (Pourpartovi, 2007)

The electronic banking is inspired one of the technological and implicational applications in banking industry. It has been in applying this kind of technology in the banking system in recent years.

Nowadays the position of information and relations technologies in a country it is one of the indexes of economical development in that country. The fast improvement of information and relations technologies in the recent two decades it has affected imperatively all officials and financial parts. Also technology has been an essential tool in economical and social development. Today the main reason of lowness in the developing countries in social, economical and even cultural development it is their weakness in exploring right technology and applying it in economical and providing parts of country. In present era the information technologies and relations have found a key role, in defining the power and civilizations of societies. As in the recent tow decades the improved countries have paid critical attention to development of information technologies and relations and they have applied of these technologies in their national and regional agendas. The requisite of applying information and relations technologies are not hiding for anybody today and one of the reasons of paying attention to these technologies is comparing in the costs, time, quality and totally increasing the labor outcome of organizations.

The information technology is important of two aspects of applicable technologies. In the applicable aspect it increases the more and the merrier social and different economical and decreases the costs. In contrast it provides in the field of different hardware and software applicable facilities.

Nowadays the search and study is an inevitable task for all financial and trading organizations and most of the institutions consume large amounts of money for researches. Because these organizations should be prior in providing the financial sources in basically construction of country, so the requisite of paying attention to information and relations technologies are in the direction of obtaining high profit in financial institutions. Because it is vital for banks to facilitate with information and relations technologies in some aspects of profiting and clients' satisfaction and promoting the organization operation and other effective factors.

Though it should be paid more attention for absorbing more sources to apply information and relations technologies it should be inspired as the most important organizations plans. So in this concern it is very important and vital for analyzing the financial institutions responsibilities in three main factors which they are as following: Replying the clients, clients' satisfaction and promotion of organization operation and regarding to the mentioned points the main goal of this study is:

Inventing the relation between applying the information and relations technology consumption on promoting labor out come

***That the goal is divided to the following sub goals***

The relation between applying information and relation technologies and increasing labor out come

The relation between applying information and relation technologies and clients' satisfaction

The relation between applying information and relation technologies and organizations operation promotion

The relation between applying information and relation technologies and replying to the clients

***Regarding to the above points we are going to reply the following questions***

Is there relation between applying information and relation technologies and increasing labor out come?

Is there any relation between applying information and relation technologies and clients' satisfaction?

Is there any relation between applying information and relation technologies and organizations operation promotion?

Is there any relation between applying information and relation technologies and replying to the clients?

Lots of people have searched in our concern and they reached to different results as:

Alparoukim studied 759 banks. Their founding indicated by 10% increase in applying information and relations technology, it has indicated 1/9% decrease in total costs.(Alparoukim, 1990). Van Ark and et al (2003), Lee and Katri they are as the most important empirical searches for East Asian countries. The results have indicated that the part of information and relation technologies technology has had positive effect in European and Asian countries and it guide them to the sources of information and relations technologies Gerengson et al has indicated that by passing the time the consumption of information and relations technologies hare increased.

Jorgenson and Motohashi (2005) analyzed the sources of promotion of Japan and United States economy and they were insisted on the information and relations technologies the period of 1975-2003. The results indicated that the share of information and relations technologies have been increased after 1995. Searches regarding to regression also were done in this concern.

Jahandar Rezayi (2009) in a study with article the effect of information technologies on Saderat Bank concerning to the years 2000-2005 and by classification of 30 provinces it has been applied of panel structure concerning to production. The dependent factors depend on investment in the staff of information technology and the dependent factor is following, once bank income pure (The profit after taxes) and once the complex of all accounts and delivered deposits.

## **THE METHOD OF SURVEY**

As this survey is going to search the effect of information and relations technologies on increasing labor out come, the study is circular and introductive. The statistic society of this study is all branches of Melat Bank Brojerd city. It consists of 5 braches and 50 people of employees. In this study as sampling, it tried to provide samples accidentally from 5 branches. Four branches wee selected as the sample of survey. Therefore the sampling in this survey is from 4 people of Melat Bank of Borojerd city. In this study meanwhile distributing 20 questionnaires and applying the Alpha Kronbakh formula the credit index was reached 0/97 that it indicate high credit of questions.

The researcher in the present study first by applying KS test tried distributing the factors which the results of this factor indicate that the distribution of these factors are unmoral though it has applied the Pierson cooperation test as testing the relation between the factors.

**Founding of search**

**Introduction of clients' satisfaction factor**

Table1. Introduction of Clients' satisfaction

| Total plenty percentage | Plenty percentage | Plenty | Level         |
|-------------------------|-------------------|--------|---------------|
| 0                       | 0                 | 0      | Very low      |
| 1/7                     | 1/7               | 3      | Low           |
| 9/09                    | 7/39              | 13     | Middle        |
| 3/39                    | 23/3              | 41     | Much          |
| 100                     | 67/61             | 119    | Very Much     |
|                         | 100               | 176    | Total Complex |

According to the chart 1 it has observed replies to clients' satisfaction, the percent of replies are very low, 1/7 percent low reply, 7/39 middle replies, 23/3 percent is much replies and 67/61 percent very much replies.

**Introduction of replying factors to clients**

Table2. Introduction of replying factors to clients

| Total plenty percentage | Plenty percentage | Plenty | Level         |
|-------------------------|-------------------|--------|---------------|
| 0                       | 0                 | 0      | Very low      |
| 0                       | 0                 | 0      | Low           |
| 5/68                    | 5/68              | 5      | Middle        |
| 37/5                    | 31/82             | 28     | Much          |
| 100                     | 62/5              | 55     | Very Much     |
|                         | 100               | 88     | Total Complex |

According to the chart 2 it has observed replies to clients' satisfaction, the percent of replies are very low, 5/68 percent low reply, middle replies, 31/82 percent is much replies and 62/5 percent very much replies.

**Introduction of promotion of action factor**

Table3. Introduction of promotion of action factor

| Total plenty percentage | Plenty percentage | Plenty | Level         |
|-------------------------|-------------------|--------|---------------|
| 380/                    | 380/              | 1      | Very low      |
| 521/                    | 141/              | 3      | Low           |
| 12/12                   | 61/10             | 28     | Middle        |
| 12/37                   | 25                | 66     | Much          |
| 100                     | 88/62             | 166    | Very Much     |
|                         | 100               | 264    | Total Complex |

According to the above chart it has observed replies to clients' satisfaction, the percent of replies are very low, 1/14 percent low reply, middle replies, 10/61 percent is much replies and 62/88 percent very much replies.

**Introduction of information technology factor**

Table4. Introduction of information technology factor

| Total plenty percentage | Plenty percentage | Plenty | Level         |
|-------------------------|-------------------|--------|---------------|
| 0                       | 0                 | 0      | Very low      |
| 0                       | 0                 | 0      | Low           |
| 6/82                    | 6/82              | 24     | Middle        |
| 42/33                   | 35/51             | 125    | Much          |
| 100                     | 57/67             | 203    | Very Much     |
|                         | 100               | 352    | Total Complex |

According to the chart 4 it has observed replies to clients' satisfaction, the percent of replies are very low, 6/82 percent low reply, middle replies, 35/51 percent is much replies and 57/67 percent very much replies.

Table5. The KMO test for analyzing the balance of questions for factors

| element     | Operation role)circular( | element     | Operation role)circular( | The result of KMO     |
|-------------|--------------------------|-------------|--------------------------|-----------------------|
| Question 1  | .705                     | Question11  | .705                     |                       |
| Question. 2 | .650                     | Question 12 | .632                     | Amount of test0/733   |
| Question 3  | .890                     | Question 13 | .683                     | Amount of bartled607  |
| Question 4  | .761                     | Question 14 | .810                     | Meaningful level0/000 |
| Question 5  | .786                     | Question 15 | .734                     |                       |
| Question 6  | .772                     | Question 16 | .656                     |                       |
| Question 7  | .704                     | Question 17 | .725                     |                       |
| Question 8  | .612                     | Question 18 | .841                     |                       |
| Question 9  | .792                     | Question 19 | .874                     |                       |
| Question10  | .785                     | Question 20 | .658                     |                       |

In the above chart the amount of KMO is more than 0/5 and the meaningful rate is less than one percent and from the other hand the vesicular round of each one is more than 0/3 percent so the 1 to 20 factors is suitable for measuring. In the other word the paradigm of survey is admitted.

Table6. The Smirnoph- Kmogroph for evaluating normalizing the factors

| Technology | Promoting | Client reply | Client satisfy satisfaction satisfaction satisfaction | index                                 |
|------------|-----------|--------------|---|---------------------------------------|
| 44         | 44        | 44           | 44  | Number                                |
| 4.50       | 4.513     | 4.568        | 4.56  | Average                               |
| .404       | .5284     | .4523        | .518  | Obstacle deviation                    |
| .136       | .229      | .258         | .207  | Amount of factor                      |
| .112       | .179      | .174         | .202  | Positive amount                       |
| -.136      | -.229     | -.258        | -.207   | Negative Amount                       |
| .899       | 1.516     | 1.713        | 1.372   | Amount of                             |
| .394       | .020      | .006         | .046  | Kelmegroph- Smirnoph Meaningful level |

In the above chart the amount Smirnoph- Kmogroph is more than 5 and the meaningful rate is less than one percent and from the other hand the vesicular round of each one is more than percent so the factors is suitable for measuring. In the other word the paradigm of survey is admitted. The factors are applied for no parametric hypothesis therefore it has been applied of Spierman test.

First Question: Is there any relation between applying information and relations and upgrading labor out come?

$$\begin{cases} H_0: \rho = 0 \\ H_1: \rho \neq 0 \end{cases}$$

Table7. The Spirman for first question

| α  | Meaningful level (α) | number | Amount of Spirman |
|----|----------------------|--------|-------------------|
| 5% | 0/001                | 44     | 5740/             |

It is observable in the above chart the level of meaningful is less than 1 percent and because this amount is less than a therefore in this question there is a meaningful relation in the level of 1 percent. Therefore because the fault of this test is less than 1 percent though by 99 percent confidence it indicates that by applying information technology and relations there is meaningful relation.

The amount of Spierman ( 0/574) it indicates that this test has suitable balance but the positive amount implying direct relation between two factors in which as we apply more information technology it exceeded the amount of labor out come.

Second Question: Is there any relation between applying information and relations technology and increasing clients' satisfaction?

$$\begin{cases} H_0: \rho = 0 \\ H_1: \rho \neq 0 \end{cases}$$

Table8. Spierman test for second Question

| $\alpha$ | Meaningful level (g) | Number | The amount of Spierman |
|----------|----------------------|--------|------------------------|
| 5%       | 0/000                | 44     | 6420/                  |

It is observable in the above chart the level of meaningful is less than 1 percent and because this amount is less than **a** therefore in this question there is a meaningful relation in the level of 1 percent. Therefore because the fault of this test is less than 1 percent though by 99 percent confidence it indicates that by applying information technology and relations there is meaningful relation.

The amount of Spierman ( 0/642) it indicates that this test has suitable balance but the positive amount implying direct relation between two factors in which as we apply more information technology it exceeded the amount of labor out come.

The third question: Is there relation between applying information and relations technology and the level of replying to clients?

$$\begin{cases} H_0: \rho = 0 \\ H_1: \rho \neq 0 \end{cases}$$

Table9. The Spierman test for third question

| $\alpha$ | Meaningful level (g) | Number | The amount of Spierman |
|----------|----------------------|--------|------------------------|
| 5%       | 0/000                | 44     | 4700/                  |

It is observable in the above chart the level of meaningful is less than 1 percent and because this amount is less than **a** therefore in this question there is a meaningful relation in the level of 1 percent. Therefore because the fault of this test is less than 1 percent though by 99 percent confidence it indicates that by applying information technology and relations there is meaningful relation.

The amount of Spierman ( 0/470) it indicates that this test has suitable balance but the positive amount implying direct relation between two factors in which as we apply more information technology it exceeded the amount of labor out come.

The Fourth Question: Is there relation between applying information and relations technology and promotion of organizational operation?

$$\begin{cases} H_0: \rho = 0 \\ H_1: \rho \neq 0 \end{cases}$$

Table10. The Spierman test for fourth question

| $\alpha$ | Meaningful level (g) | Number | The amount of Spierman |
|----------|----------------------|--------|------------------------|
| 5%       | 0/000                | 44     | 6450/                  |

It is observable in the above chart the level of meaningful is less than 1 percent and because this amount is less than **a** therefore in this question there is a meaningful relation in the level of 1 percent. Therefore because the fault of this test is less than 1 percent though by 99 percent confidence it indicates that by applying information technology and relations there is meaningful relation.

The amount of Spierman (0/645) it indicates that this test has suitable balance but the positive amount implying direct relation between two factors in which as we apply more information technology it exceeded the amount of labor outcome.

## CONCLUSION

The aim of present study is inventing the relation between applying information and relations technologies and analyzing its role in increasing labor outcome in bank employees.

### ***The first survey question***

Is there relation between applying information and relation technologies and increasing labor outcome?

Regarding to the results of first question it is expressive able:

The results have indicated that the part of information and relation technologies technology has had positive effect in European and Asian countries and it guide them to the sources of information and relations technologies two factors have applied. In chart 10-4 it illustrates the Spierman test in the level of 0/001 becomes meaningful and though by 99% of confidence it can be told the relation should have been right. In the other words there is relation between applying information technology and clients' satisfaction. The positive amount of Spierman (0/574) is implying the positive relation between these two in which regarding to the present study such it increase applying information technology so it can be told that the information technology had a positive affect on labor outcome. The information procedure is effective on different economical parts, in which it cause decreasing the costs in producing and the increase in enjoyment of product and service and ultimately it leads to economical growth.

### ***The second survey Question***

Is there any relation between applying information and relation technologies and clients' satisfaction?

Regarding to the results of second question it is expressive able:

There is relation between applying information technology and client's satisfaction and because of normalizing the factors of the Spierman's question and also for making the relation two factors. In chart 11-4 it illustrates the Spierman test in the level of %1 becomes meaningful and though by 99% of confidence it can be told the relation should have been right. In the other words there is relation between applying information technology and clients' satisfaction. The positive amount of Spierman (0/642) is implying the positive relation between these two in which regarding to the present study such it increase applying information technology so it can be told that the information technology had a positive affect on labor outcome.

Therefore the information procedure is effective on different economical parts, in which it cause decreasing the costs in producing and the increase in enjoyment of product and service and ultimately it leads to economical growth. The client's satisfaction is turning the main organizations' goal.

The clients always are looking for providers which give better goods or services. In today comparative world inventing the consumers needs and make them providing before rivals it is the main element of succeed for organizations. Nevertheless the banks try by applying information technologies give better services to individuals and reach to more clients' satisfaction.

### ***The third survey question***

Is there any relation between applying information and relation technologies and replying to the clients?

Regarding to the results of third question it is expressive able:

There is relation between applying information technology and client's satisfaction; it was applied because of normalizing the factors and making a relation between them by Spierman test.

In chart 12-4 it illustrates the Spierman test in the level of %1 becomes meaningful and though by 99% of confidence it can be told the relation should have been right. In the other words there is relation between applying information technology and clients' satisfaction. The positive amount of Spierman (0/642) is implying the positive relation between these two in which regarding to the present study such it increase applying information technology so it can be told that the information technology had a positive affect on labor outcome.

Fast changes in information and relations technologies lead to world comparativeness and upgrading the clients' needs. These modifications make the requisite of applying clients faster via the methods of the modifications.

If the organization services are lower than clients' expectations, the clients turn and they try providing their needs via other organizations. The financial organizations regularly should pay attention to the clients' ideas and critics and they make suitable methods for absorbing and maintaining clients' attention. The clients express their needs via their critics and ideas though paying attention to them and reapplying them suitably it increases the clients' satisfaction and concluding more labor outcome.

#### ***The fourth survey question***

Is there any relation between applying information and relation technologies and organizations operation promotion?

Regarding to the results of fourth question it is expressive able:

There is relation between applying information technology and client's satisfaction; it was applied because of normalizing the factors and making a relation between them by Spierman test.

In chart 13-4 it illustrates the Spierman test in the level of %1 becomes meaningful and though by 99% of confidence it can be told the relation should have been right. In the other words there is relation between applying information technology and clients' satisfaction. The positive amount of Spierman (0/645) is implying the positive relation between these two in which regarding to the present study such it increase applying information technology so it can be told that the information technology had a positive affect on labor outcome.

It increases the speed of operation by applying information technology, the increase in replying customers, absorbing clients' satisfaction, saving and restoring the data as fast as possible.

#### ***Applicable suggestions***

Paying the costs of informational technology via the state, personal part and the related parts in the following states:

A: sub constructions like, transistors, satellites, telephone lines and etc.

B. the hardware facilitations such servers and the bases of telephone lines

C. Software like official software, and network software.

2- Becoming the services and software and hardware well in organizations

3-Making modifications in organization's view regarding to the information technology

4-Introducing an agenda about spreading these technologies and their applications in society

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