



Effect of Social and economic impact in improving of rural administrators performance for rural resident's satisfaction (Case Study: Hassan Abad district in the city of Eslamabad-e- Gharb)

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ABSTRACT

Satisfaction as one of the most important principles of public participation in rural development is considered, this research was done for study the Effect of Social and economic impact in improving of rural administrators performance for rural residents satisfaction. in this study bases Social of individuals in three dimensions, age, education and social stratification, and economic base in two dimensions, revenue and jobs in improving the performance of rural administrators for rural residents satisfaction were examined. Research methodology was based on descriptive -Analytical methods and parametric tests, analysis of variance (ANOVA), Means Plots and Independent simplest test by use SPSS software. Questionnaire measuring tool for collection the data from 267 households sample from 11 villages was used, which samples were selected by using of Cochran formula through simple random sampling method. The findings showed that between total Social base factors (age, education and social stratification); four rural administrators in 40-30 years age of rural administrators group, and with 3.20 average, two rural administrators with bachelor's degree and 3.32 average and seven rural administrators in upper stratum of society with 2.95 average and economic base in earnings dimension according to Leuven test (because Fisher's significance level was lower than 0.05), in dimension of job, except administrators, the most additive effect was related to performance of administrators; according to significant level (more than 5%) performance of rural administrators had a decreasing effect in performing their duties to the satisfaction of rural residents and finally in analysis of general performance of rural administrators bases on rural resident's view according to Anova test, Bagher Abad-e- Olia, Tang-e- Shohan-e- Olia and Siahkhor villages had a best performance with 3.45, 3.18 and 3.02 average respectively, and in lower ranking, Anjyrak and Gorgi villages had a lower performance between villages of Hassan Abad rural zone for satisfaction of rural residents with 2.7 and 2.47 means respectively.

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Introduction

Node in rural management over the past decade and maybe in a hundred years the political, social, economic and cultural one of the most the most critical issue and challenges for planners and practitioners have been (Ghadiri innocent and Riahi, 3:2003 -2). According to the 2007 census about 25 percent of Iran's population live in rural areas (Statistical Center of Iran: 2007). So village as the smallest unit of life the national distribution requires the establishment of appropriate the cycle of development of the country. to achieve such goals, Of transitive in connection with the can be effective one of these factors; local management; Official Android Thread and knowledge management and especially the guidance and leadership, Is subject with human life and even before that has been (real, 5:2004). looking at the evolution of management of Rural can be downloaded in relation to rural communities there will always match the needs of staff various conditions felt by rural communities and nobody wants that come from the rural community village and take on leadership and rural people under such a person would develop (Hosseini abri, 1:2002). after the

Islamic Revolution in Rural Management according to the constitution of a hundredth approved in 05/28/1998 councils to be given (helped tens of Affairs, 2005: 19). subsequent Parliament "Law on Organization of the Islamic Council of State» in the year 1361 and the electoral law in 1998 adopted (Ministry of Construction Jihad, 3:1375). in 1377, the law of self Administrators Establishment in the villages adopted and modeled urban management which consists of two entities city Council and the Mayor, the Interior Ministry was allowed up to Rural Affairs sustainable Rural Development organization called Administrators according to the characteristics of the resident's request, self-sufficient with independent legal personality over 20 households in the village over 35 thousand villages in the country, to Establishment (Badri and Mousavi, 15:2008), given the emerging nature of this entity field review by the municipal and Administrators country to satisfy villagers the operation was carried out in Qazvin Administrators (the population of this research is Administrators 9) the results show Tuesday Administrators successful performance, Tuesday Administrators

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average performance and three Administrators with poor performance (office of Rural Studies and Planning, 16:2011),

Hypotheses

1 - The social base Administrators (Age, education, social stratification) the performance of their in carrying out their duties Satisfaction for rural residents There is a significant relationship.

2 - The economic status Administrators (Occupation, income) the performance of their In carrying out their duties satisfaction for rural residents there is a significant relationship.

Research framework

The most common approach today is an approach that the process considers the man a few times. perceptual responses to the environment (Because of how environmental stimuli understanding and organizing their and react to them), emotional and motivational states associated with environmental stimuli (Or positive stress and negative emotions) and cognitive reactions to the environment. (Estimated richness, complexity and meaning of the environment). the model human being knows an internal processor and more internal processes mental and dealsto the behavioral. The purpose of this model has been used by researchers, this was how does the human environment, understands feels ,It reacts (Altman, 250:2003). many people the things that can not be tend when what we want we can choose, satisfaction is our gain (Gyfvrd, 2004: 360-355). early studies of satisfaction of view is more dimensional look. for example, some researchers understanding of people's satisfaction have described a conceptual standpoint (, Michelson 1966 355 - 360 pp). the dictionary satisfaction "Satisfying or gratifying and satisfying to" have meaning. happiness mode here, satisfaction and utility meet the needs and demands fulfilled and requirements referred by service providers the visitors will be created, satisfaction is called (F race, 23:2004). according to Cutler satisfaction is a function of the difference between the perception of individual performance expectations (Rahnavard, 21:2003).

Satisfaction and dissatisfaction of human physical and emotional behaviors that reflect the environment of the human mind. On the human environment and that human behavior affects the person. Human emotional behavior based on Kant's combination of circumstances, Hopes and dreams of a man facing his own life, as well as the effects of the environment on human perception is composed. analysis based on a combination of personal satisfaction with life, and adapt their lives with hopes and dreams. the social environment of human life and life's hopes and dreams is more consistent, greater satisfaction and vice versa. Therefore, based on the wisdom of Kantian perspective based on experience and reason (Foroughi, 202:2008). said to be based on the satisfaction of knowing, R'alyism and idealism that human subjects forms the perceptual system (Shayan et al, 160:2009).

Social Status: Social status is one of the basic concepts of sociology, social status is the person or group on a social level, in comparison with other groups to meet. Status and social status of the rights of benefits to the individual (Cohen, 83:2006). Many factors such as wealth, power, income, education and occupation, there is a measure of social status. In this study, we measured socio Administrators parameters (age, education and social stratification) have been used. Social status - economic: social stratification of people based on their rate of good quality, and ranks them according to their condition Holds social classes (Cohen, quoted Khvshfr, 2005: 17). In this study, we assess the

economic base Administrators indicators (income and jobs) have been used.

In the conservative view, and especially Fvnksyvnyalism, social inequalities as a necessary requirement for social acceptance and social class as an essential structure of society has been accepted. In this view, the function viability and survival of the classes that enable society into social inequalities and in fact they have an excuse to maintain the consistency and durability justify society. Contrary to this view, radicalism, try removing the inequalities in society and the promise of a classless society without oppression and extortion message that the disciples. The idea of the leadership, Karl Marx, the capitalist system into two classes, the proletariat and the capitalist division and causing social inequalities and extortion in the mode of production, the system has understood and accordingly all Ranjbaran and workers to overthrow the capitalist system and the capitalist world dictatorship of the proletariat and socialism is called liberation. eclectic view of the manner in which conservative ideas and solutions that have benefited and will benefit from radical, procedures intellectual ideas "Karl Marx" and "social stratification" Weber in the field of social stratification (high, medium and low) in case we have discussed (Giddens, 13:1373). according to the description provided, whether based on an action Administrators radical views have notification to attend either show, to the satisfaction of rural residents is significant.

Materials and Methods

Hassan Abad rural district the latest political divisions has 22 villages are therefore, in this study only 11 of its villages due to the 50 families have been studied. this research was a descriptive - analytic study. to collect the data needed the review of documents and Knabkhanh and field studies were used. the next step is to complete the information obtained, the sample size was determined to be interviewed. and also completed a questionnaire (questionnaire based on the theoretical framework), rural people were acting. to obtain samples In this study, a modified formula of Cochran (Hafez Nia, 142:2008). with a standard error of 5% and a confidence level of 95% is used the sample size was estimated that 267 households. in this study, simple random sampling is used as follows:

$$N = \frac{\frac{t^2 pq}{d^2}}{1 + \frac{t^2 pq}{N(d^2 - 1)}} = \Rightarrow n = \frac{\frac{1.96^2 * .7 * .3}{.05^2}}{1 + \frac{1}{1037} \left(\frac{1.96^2 * .7 * .3}{.05^2} - 1 \right)} = 267$$

Data analysis software

Spss (Anova, Means and Independen samplest test) Compare that to achieve this important Is there any difference between the two groups was statistically significant or not Be used (Kalantari, 120:2003 - 118). Validity based on factor and component identification The history of research and expert opinion Experts and Rural Planning was Cronbach's alpha was used for reliability and the value of %90. Was approved. indicating the high reliability of the questionnaire.

Table (1) Cronbach's alpha based on standardized items

Cronbach's alpha	Cronbach's alpha based on standardized items	number
.90	.90	80

Source: Findings

Table (2) distribution of sample villages Divided

Type Administ ratory	Number of question naires	Illite rate	Liter ate	Popula tion	Topoga phy	Fam ily	Village
Part-time	25	170	447	689	Mountai nous	145	Kamar zard
Part-time	22	190	388	637	Mountai nous	126	gorgi
Part-time	24	179	428	668	Plain	139	Bagher abad sofia
Part-time	22	175	372	594	Mountai nous	124	Bagher abad olya
Part-time	26	189	427	690	Mountai nous	147	anjirak
Part-time	18	135	313	106	Mountai nous	106	Tang shahan sofia
Part-time	22	146	341	125	Mountai nous	125	Tang shahan olya
Part-time	24	124	408	575	Plain	137	Shahid malki
Part-time	47	211	839	1153	Plain	271	Hasan abad
Part-time	18	82	359	486	Plain	106	seyakh or
Part-time	19	128	362	539	Plain	111	vahada t
11	267	1729	4917	6262	11	1537	Σ

Source: Statistical Center of Iran, 2007, the authors studied

The introduction of geographical area between 32 degrees and 44 minutes West of Islamabad city circuit to 34 degrees 40 minutes north latitude and 45 degrees 55 minutes to 46 degrees and 59 minutes east of the prime meridian is located. (West of Islamabad city's strategic development plan , 6:2005). The village of Hassan Abad in 2007, one of the seven administrative divisions Village West is a city of Islamabad. 46 degrees 39 minutes 29 seconds in length and a width of 34 degrees, 10 minutes, 4 seconds and a distance of 15 kilometers northeast of Islamabad and 40 kilometers from the city of Kermanshah is located. The village is a 22 (Tarmh: Android Green Consulting Engineers, 41:2009). The names of the villages in the figure (1) is shown.

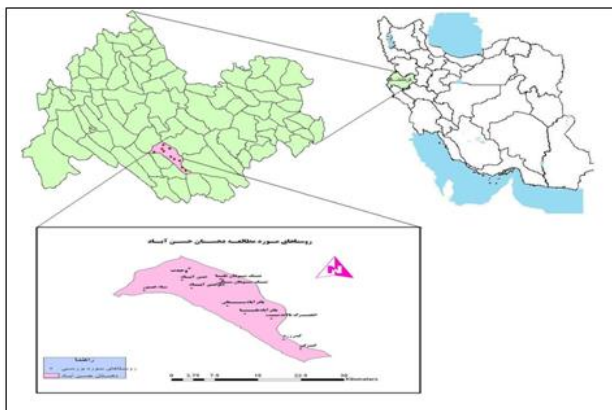


Figure (1)Location of the study area in the province and the country Source: Database of Earth Science And the authors draw) www. Ngdir . ir.(

Findings of descriptive and inferential

1 - The first main hypothesis: between Administrators social status (age, education, social stratification) with their performance of their duties to the satisfaction of rural residents, there is a significant relationship.

H0: Administrators between age and performance in their duties to the satisfaction of the rural residents was no significant relationship.

H1: Administrators between age and performance in their duties to the satisfaction of rural residents, there is a significant relationship.

Table (3) shows that f Administrators calculated for age (8.308) at the 99% confidence level ($P < 0/01$) Sig and 263 degrees of freedom is significant. The difference between age and performance Administrators to be statistically significant.

Table (3) Age Administrator

Sig	F	Df	ms	Ss	Source of change	Variable
.000	8.308	3	3.589	10.766	Between group	Age Administrator
		263	432.	113.596	Inter group	

Source: Findings

As Table (4) shows Significant differences between average group 40-30 years and 50-40 years, 30-20 years and 30-20 with 40-30 and 50-40 are but in the other groups. no significant differences between groups. therefore, we conclude that Administrators age group 40-30 years with four Administrator and the mean (3.20) increasing influence on the performance Administrators in carrying out their duties rural residents have for satisfaction and thus 99% in H1 hypothesis is confirmed and H0 hypothesis is rejected.

Table (4) Age Administrator per test (Anova and Means)

Age Administrator	Mean	Std. Deviation	99% Confidence Interval for Mean		Minimum	Maximum	Manager	%
			Lower Bound	Upper Bound				
20-30	2.83	.657	2.70	2.95	1	4	2	18.2
30-40	3.20	.779.	3.01	3.40	1	5	4	36.4
40-50	2.65	.549	2.52	2.78	2	4	3	27.3
More than 50 years	2.94	.610	2.69	3.19	1	4	2	18.2
Σ	2.88	.684	2.79	2.96	1	5	11	100

Source: Findings

1-2 - There is a significant relationship between education and practice Administrators.

H0: The level of performance in carrying out their duties to the satisfaction of rural residents Administrators no significant relationship.

H1: The level of performance in carrying out their duties to the satisfaction of rural residents Administrators significant relation exists.

The data in Table (5) shows that f calculated for literacy Administrators (9.918) at the 99 percent level ($P < 0/01$) Sig 263 and 3 degree of freedom is significant .confirm the hypotheses H0 and H1 error of 0.01 hypothesis is rejected.

Table (5) literacy Administrator

Sig	F	Df	Ms	Ss	Source of change	Variable
.000	9.918	3	4.213	12.639	Between group	literacy Administrator
		263	0.425	111.723	Inter group	

Source: Findings

Table (6) literacy test Administrator terms (Anova and Means)

Administrator education	Mean	Std. Error	99% Confidence Interval for Mean		Minimum	Maximum	Manager	%
			Lower Bound	Upper Bound				
Lower secondary	2.65	.064	2.52	2.78	2	4	4	36.4
	36.4	4	5	1	2.96	2.72	.061	2.84
	9.1	4	1	3.22	2.69	.126	2.95	Diploma
	1							Associate degree
	18.2	2	5	2	3.54	3.09	.111	3.32
	100	11	5	1	2.96	2.79	.042	2.88
								Σ

Source: Findings

1-3 - There is a significant relationship between stratification and social Administrators performance.

H0: the social stratification and the performance of their duties to the satisfaction of the rural residents Administrators no significant relationship.

H1: the social stratification and the performance of their duties to the satisfaction of the rural residents Administrators significant relation exists.

Data in Table (7) shows that the calculated f Administrators for social stratification (3.114) confidence level of 95 percent ($P < 0/01$) Sig 264 and 2 degrees of freedom and is significant. The difference between social stratification and performance Administrators there.

Table (7) social stratification Administrator

Sig	F	df	ms	Ss	Source of change	Variable
.046	3.114	2	1.433	2.866	Between group	social stratification
		264	0.460	121.362	Inter group	

Source: Findings

As Table (8) shows Significant differences between moderate social stratification and class Administrators there are high Administrators Upper class average (2.95) and No. 7 Administrators growing influence on the performance of their duties to the satisfaction of the Administrators to rural residents have In terms of test results (Anova and Means) of 99% confirm hypotheses H1 and H0 hypothesis is rejected.

Table (8) Administrator social stratification based on tests (Anova and Means)

% Manager		Maximum	Minimum	95% Confidence Interval for Mean		Std. Error	Mean	Social stratification Administrator
				Upper Bound	Lower Bound			
3	0/09	5	1	3.04	2.83	.055	2.93	Lower stratum
7	0/064	4	1	3.22	2.69	.126	2.95	Average
1	0/027	4	2	2.83	2.56	.067	2.70	Top class
1	100	5	1	2.96	2.79	.042	2.88	Σ

Source: Findings

2 - The second main hypothesis: between Administrators economic status (occupation, income) to rate their performance in fulfilling their duties to the satisfaction of rural residents, there is a significant relationship.

2-1 - There is a significant relationship between job performance and Administrators.

H0: the job performance of their duties to the satisfaction of the rural residents Administrators no significant relationship.

H1: the job performance of their duties to the satisfaction of the rural residents Administrators significant relation exists.

Table (9) jobs Administrator

Sig	F	df	ms	Ss	Source of change	Variable
.94	2.004	4	1476.508	3.691	Between group	jobs Administrator
		262	736.920	120.761	Inter group	

Source: Findings

The level of significance (Sig) is greater than 5%, there is no significant relationship between job performance and Administrators, thus confirming the hypothesis H0 is rejected and H1 (H0 rejected if you do not need to test, Post Hoc and Means is not). And thus reducing the level of employment than Administrators significant impact on the performance of their duties to the satisfaction of rural residents have Administrators the villagers from paying job than administrators not satisfied.

2-2 - There is a significant relationship between income and performance Administrators.

$$\begin{cases} H0: u_1 = u_2 \\ H1: u_1 \neq u_2 \end{cases} \text{ ادعا}$$

Satisfaction in terms of income charged during the test, the significance level of 0.05 Fisher is lower, hence the assumption of equal variances is rejected. Therefore, a more careful analysis of test t, in the second row of the table (10), (by not assuming equal variances) are used. as seen in the table is noticeable, significance level of 0.05 is lower so why are not the hypothesis

Table (10) Average test two communities (Independent samplest test) between income and performance Administrator

95% confidence interval of the difference		-test t					Test lon		income
up	down	Standard error of the difference	The mean difference	Significant (Domain 2)	d.f	t	Significant	F	
-2.3	-19.6	4.3	-11.011	.013	265	-2.5	.002	9.9	Assuming equal variances
-.4	-21.6	5.2	-11.011	.042	56.4	-2.08			By not assuming equal variances

Source: Findings

Table (12) test for parametric analysis of variance (Anova) Average performance Administrators settlements and villages in Hassan Abad

Maximum	Minimum	95% Confidence Interval for Mean		Std. Error	Std. Deviation	Mean	N	performance
		Upper Bound	Lower Bound					
3.93	1.53	2.9734	2.5226	.10923	.54615	2.75	25	Bagher abad olya
3.35	1.73	2.6665	2.2767	.09372	.43958	2.47	22	Tang shohan olya
3.98	1.25	3.2157	2.6926	.12642	.61933	2.95	24	Seyah khor
4.50	2.05	3.7683	3.1294	.15360	.72043	3.45	22	vahdat
4.00	1.53	2.9457	2.4562	.11882	.60587	2.70	26	Bagher abad sofia
4.75	1.45	3.3434	2.5121	.19701	.83586	2.93	18	Tang shohanolya
4.68	1.85	3.5130	2.8552	.15817	.74188	3.18	22	Shahid maleki
4.45	1.35	3.1459	2.4311	.17277	.84638	2.79	24	Kamer zard
4.35	1.25	2.9081	2.5291	.09415	.64546	2.72	47	Hasan abad
3.90	1.88	3.2582	2.7768	.11498	.51421	3.02	20	anjirak
3.45	1.93	3.2070	2.6930	.12125	.49992	2.96	17	gorgi
4.75	1.25	2.9589	2.7941	.04185	.68376	31.92	267	Σ

Table (13) yield Administrators rank every village in the rural village of Hassan Abad views

Rank	Performance Administrator	Average yield Administrator	Type of village	Number of households	Name of village
1	good	3.45	Mountainous	124	Bagher abad olya
2	good	3.18	Mountainous	125	Tang shohan olya
3	good	3.02	Plain	106	Seyah khor
4	Average	2.96	Plain	111	vahdat
5	Average	2.95	Plain	139	Bagher abad sofia
6	Average	2.93	Mountainous	106	Tang shohanolya
7	Average	2.79	Plain	137	Shahid maleki
8	poor	2.75	Mountainous	145	Kamer zard
9	poor	2.72	Plain	271	Hasan abad
10	poor	2.70	Mountainous	147	anjirak
11	poor	2.47	Mountainous	126	gorgi

Source: Findings

H0 means that there is a significant relationship between income and performance Administrators and Administrators been satisfied with respect to part of the income therefore, to improve the performance of their duties (satisfaction of rural residents) do not fail.

Overall performance analysis Administrators In the village of Hassan Abad from the perspective of rural based on parametric tests (Anova), and analytical findings

The data in Table (11) shows that f calculated for the overall performance Administrators the analysis of variance (Anova), (3.820) at a confidence level of 95% (5P <0/0) Sig and degrees of freedom, 256 and 10, from the perspective of villagers significant is.

Table (11) analyzed the overall performance Administrator

Sig	f	df	ms	Ss	Source of change	Variable
.014	3.820	10	1.615	16.148	Between group	Total performance
		256	.423	108.214	Inter group	

Source: Findings

In this study, in terms of functional tasks and Administratory Administrator the physical functions - development, health - Environment - environmental and economic - financial, social - political and Staff - administrative division was. As shown in Table (12) is considered average performance Administrators Hassan Abad village settlements in view of the fact that rural villagers speech bagher Abad olya seyakhor and tange Shvhan to respectively 3.45, 3.18 and 3.02 had the best performance. Finally out of the worst of the villages Anjyrk and Gorgi to 2.70 and 2.47 respectively in the rural village of Hassan Abad said. Bagher Abad village in Upper seyakhor Creek and Upper Shvhan tight unity (ten gauze) with good performance Sadiq Abad, Lower, Lower Shvhan tight and Shahid Maleki (Aquarius) with average performance and yellow belt, Hassan Abad, Anjyrk and poor performance can be a Gorgi. Interestingly, as the center of the village of Hassan Abad district where the Administrator functionally weak in pain.

Conclusions

In order to effect Social and economic base Administrators Improve their performance For rural residents Satisfaction Study (Hasan Abad district in the city of Islamabad-gharb) were performed. the results of the data collected using parametric tests (Anova, Means and Independen samplest test) Summarized as follows:

1 - the total raised by social factors (age, education and social stratification) and the economic base of the (income) effect Administrators performance enhancers and in other jobs Administratory (employee, farmer, etc.) with respect to some reducing the impact on performance Administrators Administrator time in their duties to the satisfaction of rural residents have.

2 - Literacy Administrators one of the variables affecting the performance Administrators satisfaction of villagers. Administrator Baqrabad olya Village the law is a bachelor's degree Interviews with villagers and the overall performance of based on tests conducted ranked first with an average performance is good.

3 - in terms of overall performance Administrators test (Anova) Bagher Abad seya khor and tang Shvhan to respectively 3.45, 3.18 and 3.02 the best performance (good) in the rural districts of Hassan Abad and finally out Anjyrk villages and wolf worst

performance (poor) to 2.7 and 2.47 respectively for rural residents are satisfied.

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