

## The Role of Public Relations Activities of the Social Security Organization on the Satisfaction of Insured Persons (Case Study of West Tehran Branch)

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**Abstract:** Public relations is a managerial process aimed at attracting and maintaining positive behaviours in favour of social groups and independent organizations to achieve the mission and goals of the organization. The main responsibility of public relations is to build and maintain a "pleasant environment" for the organization and the client, and the condition for the survival and survival of the social security organization, having dynamic, deep and effective relationships with the visitors, and the condition for success, is the level of awareness of people about the goals, The activities and results of the actions and increase the satisfaction of the insured. This research seeks to investigate the role of public relations activities on insurers' satisfaction. The theoretical framework of this research is based on the chronicle viewpoint and systematic perspective and research methodology of the questionnaire. This research has been carried out on 364 insured persons in West Tehran Branches selected through multistage cluster sampling. The data were analysed using inferential statistics and tests (Kendall, Pearson coefficient and regression coefficients). Based on the findings of the explanation between public relations performance on the satisfaction of the insured members of West Tehran branches and the variables of public relations performance ( $r = 0.88$ ), advertising performance ( $r = 0.80$ ), communication function ( $r = 0.88$ ), notification ( $r = 0.80$ ) There was a significant relationship between public relations performance and employee skill variables ( $r = 0.75$ ), service quality ( $r = 0.79$ ) and Regarding the results of regression coefficients,  $R = 78 = 78\%$  satisfaction is explained by information function, communication function, thinking, advertising performance, age, and communication function has the most effect on the satisfaction of insured persons.

**Keywords:** Public Relations, Satisfaction of Insured, Social Security Organization, Staff Skills, Service Quality, Thinking, Informing, Advertising Performance, Communication Function.

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### Introduction

Clients' satisfaction ensures organizations' success in competitive environments and the clients are satisfied when the organization recognizes their needs and is committed to respect their ideas and employs employees who defines clients contentedness as one their aims (Zareyi, Mahmoudabadi and Asgari, 2008:44). Public Relations in Iran was developed earlier in public entities in comparison with private ones, but the obstacles of public relations of public entities are more than those the non-public entities face. Therefore, public entities public relations shall take this into account that people are not simply and mentally prepared to believe their indoctrinations. However, this lack of belief is not only for our people, and is common in most of the countries (Abbasi & Akbari, 2016:41-42).

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Recognition, mutual understanding and communication in order to achieve goals are adopted as a managerial principle which is indicated as public relations. Today, public relations are considered as strong elements in evaluation and programs enhancement and steering organizational goals. Today, the role of public relations and its field of activity is known to all. All the active entities within the society in different cultural, political, economic... sectors seek public relations to help them in designing rational methods and determining future-related policies. Public relations play different roles in different positions and different circumstances, but its two outstanding roles in internal and external relations are more obvious than other roles. The art of public relations is the ability to recognize external facilities and circumstances and link them with internal facilities and to link internal orders fulfillment with external environment correctly (Ghadiri and Razavi Alhashem,, 2002:61). James Grunig (1993) believes that public relations shall act for public interest, developing mutual understanding between the organization and the public, designing informative subjects and providing dialogue grounds between the organization and the public (Afkhami, 2002:61).

The main role of public relations is to make public opinion close to the realities in the organizations and to elevate their productivity. In this era, productivity is called a method, a concept and a vision toward work and life, and in fact it is seen as a culture and a worldview. Productivity can be involved in every aspect of life and work and social principles, and it has a determining criterion. With the passage of time and the complexity of the social system, more and more, the importance and role of public relations, as a communication technology and art, and facilitating the internal and external communication cycle in governmental and non-governmental institutes, are noticed. And few organizations can be found at the present time that are not in a need for Public Relations Unit, as the center for the circulation and accumulation of information and communication. A well-functioning and strong public relations facilitates the flow of information from the organization to the various groups of public and the audience, and plays an effective and decisive role in directing public opinion. (Habibzadeh Maleki, 2004: 89).

Today, a look at the performance of public relations units is one of the most basic orientations in management science, paying attention to customer orientation principle and satisfaction of service recipients. So, in the administrative and executive system of the country, satisfaction of people from services of governmental institutes is one of the main indicators of measuring the efficiency and development of the organization. An effective public relations program should be based on clear and precise goals, should recognize its audience and be presented accurately in a way to attract the audience's attention. Satisfaction is the pleasant or unpleasant feelings of a person which comes from comparing his mental performance with his expectations. As indicated explicitly from this definition, satisfaction is a function of mental function and expectations. If the performance of the goods or services appears less than expectations, the customer will be disappointed. If the service performance is appeared as expected, the customer is pleased, and highly pleased if the performance of the goods and services exceeds the customer's expectation (Nimtaj, 2013: 37). Satisfaction comes from the information provided by the supplier to the buyer to select the product and is always related to the advertising unit and the sales unit of the supplier. This information can influence the expectations before purchase, and can be important in post-purchase performance evaluation for roles that information determines their first output, and their work outcomes. The roles that are affected by this element of satisfaction include decision makers, goalkeepers and infiltrators (bahreinizadeh & Pourdehghan, 2014:19).

The importance of addressing the role of public relations and the customer satisfaction of social security insured population is doubled because the social security organization is a service provider system and the level of awareness of clients in the area of the administrative cycle and receiving services is limited and, on the other hand, the conditions of the employees and the way of dealing with the system and even with the health care system, is conditional on their communication and practical knowledge. In this regard, public relations should organize training sessions enabling the employees for proper and respectful customer service, and by organizing meetings and gatherings reduce the risk of routine and ordinary thinking of the situation of the clients and to increase the spirits of the staff to increase their creativity and innovation in work and to change their viewpoint towards the system and to use the principle of compliance and cooperation in this regard.

Regarding the extent of public relations activities and their importance in reflecting the performance of the organizations, this research seeks to identify the role of public relations activities of social security organization on the satisfaction of insured population of West Tehran Branches in order to determine how much and how the public relations affects the increase of the satisfaction of the insured and how much the insured are satisfied by the performance of the social security organization.

## **Research Goals**

### **Main goal**

- Studying the Role of Public Relations Activities of Social Security Organization on Satisfaction of Insured Persons in West Tehran Branches
- Sub-goals
- Studying the role of public relations advertising on the satisfaction of insured persons
- Studying the role of public relations communication on the satisfaction of the insured
- Studying the role of Public Relations thought assessment on the satisfaction of the insured
- Studying the role of public relations information on the satisfaction of insured persons

### **Literature Review**

- in "studying on the impact of social interaction and convenience on customer Satisfaction with adjusting the effect of customer experience in Firouzabad social security branch" Ghorbani (2016) found that the level of satisfaction can be formed based on receiving different services or several service-based experiences. All criteria such as customer experience, customer satisfaction, convenience, and social relation represent the psychometric characteristic. Generally, the interaction and quality of service have a significant effect on customer satisfaction.
- Saeiyan (2016) believes that the results of the survey on the level of satisfaction of health insurance policyholders and providing solutions to increase this factor in the Social Security Organization of Bandar Abbas health centers are the awareness and information of the insured, the ease of accessibility, the manner of treatment and behavior of the staff with the client and the loyalty of the insured are affected by the level of satisfaction of health insurance policyholders of the Social Security Organization, and the customer's comfort depends on the needs and expectations of the client from the organization and the level of benefitting from it.
- The results of Nouri Aghaie's research (2016), entitled "Factors Affecting Social Security Insured Satisfaction with Official outsourcing agencies Services", showed: Perceived Quality of Service, Customer Expectations, Perceived Value, and Customer Respect on Customer's Beliefs of Satisfaction from the official brokerage services of the social security organization have a positive and significant impact. The cost of providing services has a reciprocal impact on customer beliefs on the satisfaction of the service. The delivery of services and the quality of service play an important role in customer satisfaction and the attention of managers. Meeting the needs and anticipating the needs of customers increases the level of satisfaction from outsourcing agencies' performance.
- Moazami Goodarzi (2016), in the study on the relationship between public relations and customer glorification and organizational productivity from the perspective of Tehran municipality's staff viewpoints, found that there exists a meaningful positive relation between organizational productivity and public relations performance, the way of informing, the way of internal communication in organizations, the way of external communication, corporate advertising, Customer orientation, customer glorification, service quality, and staff skills in service provision. In general, public relations is a communication channel that transfers the client's demands and expectations to managers and staff. Also public relations By the way of notification, the way of internal communication, the way of external communication, thought assessment, and Organizational Advertising have an impact on organizational productivity, and customer orientation and paying attention to the service quality, increased staff skills and respecting customers affects organizational productivity and increases organizational efficiency and effectiveness.

- Ashrafi Esfahani (2015) in "Investigating the role of public relations and clients glorification on organizational performance in legal medicine" believes that public relations is one of the factors that can play a decisive role in expediting and facilitating the work of the organization. The main task and mission of public relations is to identify the areas of work and the appropriate ways of dealing with the client in the organization, and the exact implementation of the respect plan with the satisfaction of the relevant staff.
- In a study entitled "Investigating the Social Factors Affecting the Satisfaction of Insured Persons of the Social Security Organization of Jam Branch ", Alipour (2015) found that there is a relation between the underlying variables (age, marriage, degree of education) and social status variables, awareness of insurance policies, ease of Access to corporate services, customer reciprocity, and satisfaction of insured persons.
- Ezati (2014) concluded in a study on "the social factors affecting the satisfaction of insured persons of the Social Security Organization of Branches 3,5 and 6 in 2012 " that there exists a relation between the social base, the level of knowledge and knowledge of the insured on insurance and healthcare laws, between the way of behavior and speech of the staff, the relationship between the way the services are provided to the insured and between the facility and the access to the organizational support of the insured and the type of insurance and their level of satisfaction.
- Pourbeigi (2014) has found in the "Investigating the Factors Affecting the Satisfaction of Insured Persons from the Private Services of the Social Security Organization of West Tehran Province", that there is a relation between accelerated service provision, the way of service provision, staff behavior, facilities of the outsourcing agencies, staff discipline, awareness level of insurance laws, accessibility and contribution payment record and level of satisfaction of the insured population.
- Jafarinejad (2013) has found in "studying the level of satisfaction of the social Security Insured from the affairs fulfillment and solutions to increase it" that timely appropriate informing at the place to receive services is implemented in the organization and the access time has the highest Priority and access to the organization's services is the next factor in increasing the satisfaction level of the insured. Also, staff skills and employee familiarity with the rules and regulations of the social security organization and the level of awareness of the insured of the process and regulations have a significant role in increasing the satisfaction of the insured from the organization, and the level of organizational management and organizational structure of the organization, skills and capabilities of employees, how to handle complaints and the levels of administrative automation and insured's awareness of the use of e-services facilities affect the level of satisfaction of insured persons.
- Wartz Wernert (2009) states in an article entitled "Organizational learning from the behavior toward the customer of service provider workers " that the type of employee relationship and social capital have a positive impact on employee performance in providing service to customer and service improvement. Social capital can be a way to increase trust and provide a shared vision through the provision of incentives, improve work performance of the staff, and the company can teach employees through training and providing necessary infrastructure for the originality and value of customer behavior and feedback to the employees in the system, and researchers with the role to understand the employees among drivers avoid tension.
- Element et al. (2009) wrote an article entitled "Using Social Media Technology and Customer Relationship Performance: An Analysis Based on CRM Capabilities". This study by reviewing how to use social media technology and customer-based management systems is in relation with customer as a function at the level of social organizations management. Market design includes information systems and strategic management, and the concept of this study is to measure social capabilities. This research examines how social capabilities work in both customer-centric management systems and social media technologies. These two sources have been effective in capturing an interactive effect on the firm's ability to function, and it has been shown that customer relationship performance is positive. This study analyzes data from 308 organizations using structural equation modeling. Researchers defined social marketing as an integration of customer activities, including processes, systems and technology, with emerging

social media programs, has led companies to engage in customer dialogue and collaboration, and strengthen customer relationships. Despite the social media programs, the effectiveness of CRM technology remains largely unknown and has not been investigated, and the results of the research show that there is a relationship between the relationships in the organization and the client orientation and their satisfaction.

- Dada and Eckinger (2011) in a paper titled "Innovation in Technology and Performance of Banks in Nigeria: Assessing Employee and Customer Response" state that the Nigerian Bank has benefited from innovation in global technology, and ICT Affects the performance of staff and customers, and this article examines the role of information and communication technology on customer responses and productivity performance of the Nigerian bank, which by a study on 15 large banks finds that there is a significant relation between technology innovations and customer satisfaction and performance of Nigerian Banks employees. In other words, if the level of employees' awareness and behavior increases and customer satisfaction increases, the performance of the banks will also be upgraded. The impact of innovation on the technology of performance of the bank affects the employee, increases customer satisfaction and bank profitability, investment, equity returns and competition in the Nigerian industry, and has revolutionized the way of trading and business in Nigeria. To efficiently connect to the World Bank, it should upgrade the bank's e-power and e-finance the system of transactions to reflect the development of the World Bank and not to miss economic competitions, and this can only be done on the basis of customer and bank linkages and loyalty and commitment to obligations.

### **Theoretical Framework**

The theoretical framework of this research is based on Grunick's view. Based on public relations patterns, James Grunick believes that effective organizations through public relations are gathering information from within their borders as well as from external affiliate environments about their performance in order to find out what aspects of the organization need to develop to achieve adaptation successfully. Members are an important source of information in organizations, especially those who contact an addressee group (Kerps, 1983: 213). According to Grunick, four public relations models represent the values, goals, and behaviors that organizations apply to their public relations performance. He described these patterns as advertising, press releases, public information, unbalanced, and double-sided communications. Advertising and outsource agencies means Advertising public relations, which seeks to attract media attention using almost all possible means. A public information pattern is a public relations method used by residing journalists, journalists who usually publish what is right about the organization, but do not voluntarily broadcast negative information. Both of these are the one-way modules that interns follow in giving organization information to groups, but they do not seek to obtain information from people through research or informal methods. The two further patterns, which involve the use of research and other two-way communication methods, are more complicated. However, two-way communication can be deceptive, so that public relations dysfunctional communication programs use the research to detect messages that are likely to trigger group's support, without requiring a change in the behavior of the organization. Effects are not disruptive, because the desired behavioral changes are beneficial to the organization, not the groups, although many interns believe that influential groups also benefit from it. As a result, the disparate two-way model is an example of many new and complicated public relations practices. Nevertheless, this method describes a pattern that is in line with the prevailing intellectual system that has been completed several decades ago by Bernice and others. On the contrary, the fourth pattern has the equal effects, describing the effects that their neutral viewers use for both parties, organizations and groups. Organizations that use the same method of public relations use haggling, negotiating, and resolving strategies for organizing changes based on coexistence of thoughts, mental attitudes, and behaviors of organizations and their audience groups. (Dehghan, 1999) Actually. The first to third patterns follow a one-way relationship and the fourth pattern is devoted to the equal effects. This pattern affirms the benefits of both organizations and groups. Solving disagreements and enhancing mutual understanding and even prioritizing customer views in the production process is considered. In this perspective, public relations use haggling, negotiating, and resolving disagreements for the organization to shift to changes based on the coexistence of thoughts, mental attitudes, and behaviors of the organization and its audience groups. The selected pattern features

the following: The main purpose of communication is to facilitate understanding between people and other systems, such as organizations, groups, or communities, and systems are composed of sub-systems. Although systems have boundaries that separate them from their environment, systems in the environment penetrate the border and penetrate into the system. The doors of the organization are open to penetrating systems and they are trying (Mohsenian Rad and Ghadimi, 2009). In general, public relations can be evaluated in accordance with the comprehensive public relations program drawn from the government's information policies and in order to coordinate the activities with the rules of activity, duties and authority of the public relations of executive entities in four dimensions of communication, informing, Thoughts assessment, and Advertisements and Events.

### Research Hypotheses

1. Public relations advertising performance affects the satisfaction of insured persons in West Tehran branches.
2. Public Relations Communication function affects the Satisfaction of Insured Persons in West Tehran Branches.
3. The public relations information function affects the satisfaction of insured persons in West Tehran branches.
4. The public relations thoughts assessment performance affects the satisfaction of insured persons in West Tehran branches.
5. Public relations performance affects the satisfaction of insured persons in West Tehran branches.

### Methodology

The nature of this research in terms of purpose is applied and in terms of descriptive data gathering method is survey. The location of the research is West Tehran branches of Social Organization. The people surveyed are the insured people who refer to West Tehran Branches of Social Security Organization. The statistical population is the clients of the West Tehran Branches of the Social Security Organization. According to the report of the social security organization, about 500 persons refer to these branches daily. Therefore about 7000 persons refer to all west Tehran branches of social security organization per day. There are different methods to determine the sample size. Having a statistical society, the Cochran formula was used to determine the sample size. As a result, 364 people were identified.

The multistage cluster sampling method has been used due to the statistical society structure. For this purpose, four clusters (7,13, 15 and 8) from the 14 branches of west of Tehran (1,2,6, 7,10,11,13,14,15,17,18,15,26 and 28) were Randomly selected and interviews were made with 91 persons of each selected branches, and 364 questionnaires were filled out.

The questionnaire is the most common and effective method of measuring data, especially in survey research. In this research, a researcher-made questionnaire was used. To assess the reliability and validity of the questions, face validity has been used and the questionnaire has been approved by ten professors and experts in the field of public relations.

The questionnaire according to Cronbach's alpha has the following reliability:

*Table (1): Cronbach's Alpha Test Results*

Variables	Number of questions	Cronbach's alpha value
Customer satisfaction	7	0.826
Satisfaction with service quality	5	0.793
Satisfaction with staff skills	7	0.881
Satisfaction	19	0.919

Communication function	5	0.885
Promotional performance	5	0.732
Thought assessment function	4	0.792
Informing function	8	0.717
Public relations performance	22	0.895

**Research Findings**

According to research findings, 56 percent of respondents are male and 44 percent female, and most respondents are male. In general, the youngest of respondents is 20 and the highest age of respondents is 80 years and their average age is 50 and 64.3% of respondents are in the age range of 20 to 40 years, and most respondents (41.8%) of the respondents have bachelor’s degree. 4.7% of the respondents are unemployed, 16.2 percent employees, 31 percent are freelance, and 10.4 percent are retirees and 1.9 percent are disabled and 23.1 percent are student. 33.5% of respondents are single and 66.5% are married and 54% of respondents have a moderate economic situation and 67.8% of them have an income of less than three million tomans. A total of 63.5% of respondents have less than 10 years of contribution payment record, 24.2% of 10 to 20 years, and 12.4% of respondents 20 to 30 years of contribution payment record. 6.9% of respondents do not even know the Social Security Organization's publication and their knowledge is limited.

According to the descriptive statistics, 10.4% of the respondents rated the skills of the staff at a low level, 39% of the respondents evaluated the staff skills average and 50.5% evaluated staff skills at a high level. 14.3% of respondents assessed the quality of service at a low level and 38.5% of the respondents rated the quality of service at an average level and 47.3% of respondents rated the quality of service at a high level, and 17.3% of respondents were low, 48.4% of them, moderate and 34.3% are highly satisfied with the service provision by the staff, and 14.8% of the respondents are low, 49.5% of the respondents are moderate, and 35.7% of them are highly satisfied with the services of the social security organization. 19.2% of respondents rated public relations performance weak, 55.5% of them moderate and 25.3% strong. Communication performance, advertising performance and thoughts assessment of the public relations of social security organization were strong and Information performance is moderate.

*Table (2): Pearson test between public relations performance and its dimensions and satisfaction of insured persons*

Independent variable and its dimensions		Skill	Quality of service provision	Service Satisfaction	Satisfaction
	r	0.708	0.661	0.828	0.818
Communication function	Significance level	0.000	0.000	0.000	0.000
	Number	364	364	364	364
	r	0.665	0.739	0.774	0.801
advertising function	Significance level	0.000	0.000	0.000	0.000
	Number	364	364	364	364
	r	0.701	0.686	0.783	0.804
Informing function	Significance level	0.000	0.000	0.000	0.000
	Number	364	364	364	364

	r	0.676	0.702	0.782	0.798
Thoughts assessment	Significance level	0.000	0.000	0.000	0.000
	Number	364	364	364	364
	r	0.753	0.760	0.864	0.880
Public relations performance	Significance level	0.000	0.000	0.000	0.000
	Number	364	364	364	364

There is a significant relationship between public relations communication function and the level of satisfaction of social security organization insured population ( $r = 0.88$ ). In other words, by improving the communication performance of the public relations, the level of satisfaction of the insured is also increased, and also there is a significant positive relation between the communication function of public relations and staff skill variables ( $r = 0.70$ ), service quality ( $r = 0.66$ ) and service satisfaction ( $r = 0.82$ ). There is a meaningful relationship between public relations advertising performance and the level of satisfaction of social security organization's insured population ( $r = 0.80$ ). In other words, by improving the public relations advertising performance, the level of satisfaction of insured persons also increases, and also there are positive and significant relation between public relations advertising function and staff skill ( $r = 0.66$ ), service quality ( $r = 0.73$ ) and services satisfaction ( $r = 0.77$ ) variables.

There is a significant relationship between public relations' informing performance and satisfaction rate of social security organization's insured population  $r=0.80$ . In other words, with the improvement of public relations information function, the level of satisfaction of the insured is also increased, and there is a positive significant relation between the performance of public relations information and staff skills ( $r = 0.70$ ), service quality ( $r = 0.68$ ) and service satisfaction ( $r = 0.78$ ) variables. There is a significant relationship between the performance of Public Relations thought assessment and the level of satisfaction of the social security organization's insured persons  $r=0.79$ . In other words, improving the public relations thought assessment, the level of satisfaction of insured persons increases and there is a positive meaningful relation between public relations performance and staff skill ( $r = 0.67$ ), service quality ( $r = 0.70$ ) and satisfaction of services ( $r = 0.78$ ) variables.

According to Pearson test results, there is a significant relationship between public relations performance and satisfaction rate of social security organization's insured population of West Tehran Branches ( $r = 0.88$ ). In other words, with the improvement of public relations performance, the level of satisfaction of insured persons also increases, and there is a positive significant relation between public relations performance and staff skills ( $r = 0.75$ ), service quality ( $r = 0.76$ ) and satisfaction of services ( $r = 0.86$ ) variables.

### Regression Analysis

In order to achieve the research model, the effect of independent variables (informing function, communication function, thoughts assessment, advertising performance, age, history, income) were studied together on the dependent variable. A step-by-step approach was used to do this. In the analytical model, three variables have a direct effect on the performance of public relations. In addition to direct effects, they also have indirect effects through other factors. The variable of communication function that were able to explain 0.78 percent of satisfaction changes, shows that there is a moderate correlation between the satisfaction of the insured and the performance of the public relations.

*Table (3): Projected regression model*

Model	Squared determination coefficient ( $R^2$ )	Adjusted coefficient
1	0.784	0.781

According to the results of the above table, the amount of determination coefficient (R<sup>2</sup>) obtained to explain the performance of public relations in the above model is R = 78. This amount in the humanities indicates that the dependent variable is strongly determined by independent variables; in fact, 78% satisfaction is determined by the information performance, communication performance, thoughts assessment, advertising performance, and age.

*Table (4): ANOVA test results*

Model	Squares	Degrees of freedom	squares Average	F test	Sig
Regression coefficient	45057,003	5	9011,401		
Remainder	12395,171	358	34,623	260,269	0,000
Total	57452,174	363	-		

*Table (5): Regression coefficients for predicted models*

Model	Not standardized coefficients		standardized coefficients	T test	Significance level
	B Impact factor	standard error	Beta		
constant number	8,823	1,857	0,334	4,752	0,000
Communication function	1,085	0,141		7,675	0,000
Advertising performance	0,627	0,157	0,190	3,999	0,000
Thought assessment	0,867	0,183	0,219	4,743	0,000
Informing	0,497	0,102	0,227	4,876	0,000
age	0,062	0,023	0,066	2,669	0,000

Regarding the regression coefficients, in this model the variables of information function, communication function, thoughts assessment, advertising performance, and age affect the satisfaction of the insured. The predicted regression line equation is as follows:

$$y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + b_4.X_4 + b_5.X_5$$

$$(Age) 0.06 + (notification) 0.49 + (Thinking) 0.86 + (Advertising) 0.62 + (communication function) 1.08 + 8.82 = Y$$

The fixed value is 8.82, the coefficient of the effect of the communication function variable is 1.08 The coefficient of the effect of the advertising function variable is 0.62 and the coefficient of influence of the prediction variable is 0.86, the coefficient of influence of the information variable is 0.49 and the coefficient of influence of the age variable is equal to 0.06. In other words, in exchange for a change in the level of informing performance, communication performance, thoughts assessment, advertising performance, the age changes by a unit standard deviation. To answer the question, which of these five independent variables is the most influential, the standardized regression equation was used.

The formula for the standardized coefficient of regression is as follows:

$$Z_y = B_1.X_1 + B_2.X_2 + B_3.X_3 + B_4.X_4 + B_5.X_5$$

$$(Age) 0.06 + (notification) 0.22 + (Thoughts) 0.21 + (Shows) 0.19 + (Communication function) 0.33 = Z_y$$

Regarding the standard regression equation, the most influencing variable is communication function.

Regarding the results of regression coefficients,  $R = 78$ . This amount in the humanities shows that the dependent variable is strongly determined by independent variables; in fact, 78% satisfaction is determined by the information performance, communication performance, thoughts assessment, advertising performance, and age. Regarding the standard regression equation, the most influencing variable is communication function.

### **Discussion and Conclusion**

The findings show that there is a significant relationship between the public relations advertising performance and the level of satisfaction of the insured population of Tehran West Branches of the Social Security Organization ( $r = 0.80$ ). Public relations with effective advertising and in accordance with the goals and policy of the organization can be effective in introducing the organization and services and expediting the services provided to the clients. Public relations advertising does not end only to the external space of the organization, but its main purpose is within the organization to improve the services and service provision, But if the performance of public relations is showy and unreal, would not be very useful and effective. Research indicates that customer satisfaction is a major issue for organizations. The winning or losing organizations are characterized by the percentage of customers who retained them, which is why many scholars and researchers consistently emphasize on the importance of customer satisfaction, assuming the customer as one of the most important shareholders in the business community. Because without him, the organization probably will not succeed.

There is a significant meaningful relationship between public relations and communication performance and the level of satisfaction of the social security organization's Tehran West Branches insured population ( $r = 0.88$ ) which is in compliance with the results of the Ghorbani (2016) and Goudarzi (2016) research. Communication is an important factor in increasing the satisfaction of insured persons. Because the way in which organization and insured interact will increase trust and the range of client interactions and organizational efficiency. There is a significant relationship between the performance of public relations information function and the satisfaction rate of the insured population of social security organization's West Tehran Branches ( $r = 0.80$ ), which is consistent with the results of Niroumand (2009) and Jafarinejad (2013) research. Proper and timely information at the place of receiving services is the most important factor in increasing the satisfaction of insured persons. Also, staff skills and employee familiarity with the rules and regulations of the social security organization and the level of awareness of the insured from the process and regulations have a significant role in increasing the satisfaction of the insured population of the organization, and the level of organizational management and organizational structure of the organization, skills and capabilities of employees, how to handle complaints And the levels of administrative automation and insured's awareness of the use of e-services facilities and services affect the level of satisfaction of insured persons.

There is a significant relationship between the thought assessment performance of Public Relations and the level of satisfaction of the insured population of Social Security Organizations West Tehran Branches ( $r = 0.79$ ), which is consistent with the results of Hedayati's research (2015).

Today if we want to consider an organization as a participatory management, accountability, transparency, customer orientation, successful and dynamic, it will undoubtedly an organization will succeed which knows and respects public opinion. This knowledge cannot be achieved without of thoughts assessment, which is in fact a way of establishing a logical and close interconnection between the organization and the people, and the greatest mission of public relations is nothing but this. Therefore, the realization of observance and human dignity as well as the principle of customer orientation should be understood from the opinions, beliefs and suggestions of customers and personnel on various issues through the thoughts assessment. Because this is the greatest and most honest advisers are for the masses. When there are no marginal issues around the personnel, we will witness innovations, creativity, effective communication with customers and clients, and the timely and routine tasks performed by the personnel.

Findings indicate that there is a significant relationship between public relations performance and the level of satisfaction of insured population of social security organization's West Tehran Branches ( $r =$

0.88). In other words, by improving the performance of the public relations, the level of satisfaction of the insured is also increased, which is in compliance with the findings of Saeiyan (2016), Nuri Aghayi (2016), Moazami Goudarzi (2016), Ashrafi Esfahani (2015), AliPour (2015) Hedayati (2015) Mir Ghafouri et al (2008), Asgari (2005) and Gharehchah and Ghamkhari (2006). Also, there is a positive and significant relationship between public relations performance and staff skills ( $r = 0.75$ ), service quality ( $r = 0.76$ ) and service satisfaction ( $r = 0.86$ ) variables which is consistent with the results of Saeiyan (2016) and Nuri Aghayi (2016), Ezati (2014) and Pourbeigi (2014).

The more an organization can increase its ability to communicate and deliver customer service, and to assure them, and respond to their needs and requests as quickly as possible, they will be able to achieve productivity and efficiency in compliance with organizational requirements and objectives and can also achieve customer satisfaction. In modern management theories, customer-orientation and satisfaction of the service applicants are considered to be one of the main directions. In the administrative and executive system, people's satisfaction with the services of government agencies is one of the main indicators of efficiency and growth measurement, and components such as speed and accuracy in providing customer service, the way to behave and feedback with the recipients and users of the device Are important. Quality of service indirectly leads to increased customer satisfaction and productivity as cost reductions increase stakeholder satisfaction, so productivity can be increased.

### **Recommendations**

- Distribution of brochures and production of advertising teasers in media to increase the trust of the insured population to the Social Security Organization and its electronic services and familiarity with its implementing mechanisms.
- Reforming, strengthening and updating the country's technical and telecommunication infrastructure and their promotion both quantitatively and qualitatively.
- Redesigning Processes in the Public Electronic Communications System (Public Relations Site) in order to achieve a customer-centric goal based on the competitive advantages derived from the use of information and communication technology
- Establishing coordination between different sectors of the various social security organization on the one hand and other branches of the social organization on the other hand to achieve more comprehensive goals by spending less on all aspects.
- Introducing different departments and preparing employees for communication, and reducing administrative cycles by increasing employee skills
- Reducing direct communication through system-based communication technologies
- Save time and expense for insured persons by introducing and maintaining a specific service route and introducing relevant authorities and experts.
- The need to understand customer needs and requirements and designing a customer-oriented system by managing outsourcing agencies managers and referring them to senior executives for making suitable decisions.
- Training of new insurance skills to insurance employees in the form of internship and in-service training
- Institutionalizing the use of point service provision in all organizations (using sites and electronic insurance centers)
- Extending ads and not restricting advertisements to introduce and announce mourning and celebrations, and installing banners and brochures
- Using advertising to introduce organizational capacity and capability.
- benefitting from customers suggestions and designing the right feedback system
- Providing timely and prompt service to the client
- Participation of employees in their deliberate and informed efforts with discipline may have a dramatic impact on productivity

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