

## STUDY THE RELATIONSHIP BETWEEN LEADERSHIP STYLE AND CUSTOMER SATISFACTION

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**ABSTRACT:** One of the tasks of managing an active role in the leadership of the organization. Today, managers are essential to numerous challenges such as the need for transformational leadership, Human resource management, quality management, sustainable development and sustaining competitive advantage, organizational change, shaping, improving the organization's core values, philosophy or mission faced. This research is descriptive-correlation of field branch and the account when a cross-sectional study comes, because it contains a set of methods that aim to describe the situation or phenomenon under investigation. The present study aimed to describe the systematic and continuous leadership style to the satisfaction of our customers. This study examines the leadership style to satisfy customers' registration offices in Tehran and Alborz Province is discussed and the presence or absence of a significant relationship between these two variables studied, so the correlation type. This research is also cross-sectional survey For the cross-sectional data collection of one or more characters at one point of time the sampling is done. Two questionnaires were used to measure the variables of the questionnaire was based on the opinions of experts and its reliability as measured by Cronbach's alpha coefficient was used It can be noted that the leadership style of customer satisfaction in the physical and tangible objects, there is no significant relationship In the hypothesis of a significant relationship is established.

**KEYWORDS:** Management Style, Customer Satisfaction, Company Registration.

### INTRODUCTION

Leadership, a subject that has long been attracted to the researchers and the general public. Leadership issues have long been studied, but scientific studies on leadership merely the beginning of the twentieth century was and the major axis of investigation, the determinants of leadership effectiveness. Behavioral scientists have tried to understand the basis of the characteristics, capabilities, and based on what aspects of the situation, the leader's influence on followers and goals of groups can be determined. Some people emerge as leaders and determinants of action and behavior of the leader, another important issue that has been examined, but the issue is more prominent, effective leadership (Bennis, 1959). The Secret conservation organizations to conserve its customers only organizations that will be successful and will continue to exist that a sufficient number of customers attracted to them and gain their consent. Most commentators believe that the surest way to success, remain in the minds of customers organizations because of the variety and number of its customers not only to take care that customer expectations are met, but to try order to understand customer attitudes towards the organization and how their service is? This need

has led the organization over the past sought to measure customer satisfaction with the services to be provided in this section. However, in Exploring leadership secrets that surround several advances have been achieved, but many questions still unanswered. In this study the interaction between transformational leadership styles are addressed.

Between transformational leadership and engagement, Methods is motivation. Transformational leader behavior, leader of personal values and beliefs caused and likewise subordinates more than what is expected of them, what their motivation (Bass, 1985). Then, in Section 2 reviews the literature. In section 3 we review the research methodology. In Section 4 we analyze the data and conclusions presented in Section 5.

### LITERATURE

Why is a successful organization? Some management scholars believe that the essential difference between a successful and unsuccessful organization is leading the way. Successful organizations have an important characteristic that distinguishes it from successful organizations: dynamic and effective leadership. Peter Drucker notes that managers are the main source of rare works great. The

Manager performs all the tasks that the human and material resources in order to achieve the objectives of integration. If the function fails, the job is not done. In all fields to search for people who have the ability to effective leadership, effective leadership. Yd.kmbvd constant endeavor to act is not limited to commercial enterprises. Therefore, when the shortage of leadership talent in our criticism of the lack of people to fill executive and administrative talk about our leaders are frequently. What we are suffering from a shortage of people who are prepared for leadership roles in society. Vkarkhvd important to effectively bring to fruition.

Terms of leadership with different people, have different meanings. The word is a common word in a technical discipline, without being exactly redefined is accepted. As a result, many causes of secondary meaning is ambiguous in its meaning (Janda, 1960). Others use vague terms, Such as power management, administration, control and supervision, to describe the same phenomenon has caused more divisions. Bennis, (1990) reviewed the leadership literature and concluded: Always seems that the concept of leadership has fled or is otherwise permanently takes, Ridicule us to open the instability and its complexity. We therefore investigated to deal with the proliferation of numerous words but still enough this term is not defined. Leadership phenomena according to their opinion and it is that aspect most of all, their interest is defined (Stogdill, 1974). After a review of the literature led to the conclusion that almost as many definitions of leadership is the number of people

who have tried to define the concept of the terrorists. Leadership in terms of personal characteristics, behavior, influence people, interaction patterns, role relationships, occupation, and place of management thought others about the legality of influence leaders have defined. During the twentieth century, numerous theories and models in order to identify the characteristics of effective leadership are formed. Over the last twenty years, considerable interest has been shown in many studies the new models of leadership. It seems many definitions of leadership on rational and cognitive processes occur. In addition, previous models of leadership was unable to criticize because the leadership of the anatomy of the perfect present leadership styles and behaviors. In response to such criticism, and interaction-oriented concepts of transformational leadership emerged. As with the evolution and development of traditional management measures are met Evaluate the performance and characteristics of change-oriented leadership is crucial. Era of information and communication, trade and commerce, as has the speed, innovation, and attract more customers, the kind of "leadership" have also changed. Therefore, leaders need to lead a modern context. Now in the era, the leader of a network is the Internet.

One of the most comprehensive studies by Professor Kanungo has been done in table (1) shows a comparative summary of it (Kanungo, 1998).

**Table 1:** The difference between leadership and management

Management features	Characteristics of Leadership
Dealing with everyday issues such as repairs and dedicated resources	Define the long term objectives of the strategy and tactics of
Supervisory behavior	Conduction behavior
Asks how and when the standard condition reached?	Asks what the standard should be changed and why?
It creates new prospects for the organization defines	It creates new prospects for the organization defines
Others to control routine	Action to promote change in others
Reliance on control strategies	Use of the empowerment strategy
Reinforcing the status quo and cause stability	To challenge the status quo and creating change

In the modern corporate world, it is expected that many organizations with the structure and the new leadership approaches to innovation and creativity that is essential to the present century. Move to the psychological needs of people in the organization Respond. The issue of leadership in recent years attracted the attention of many scholars and theorists theory, as well:

1- Charismatic leadership: charismatic Greek words meaning "gift of God ", like a miracle, or the ability to predict future events. It is .Max Weber, The term is from Rudolph Sam (religious

historian and theorist of German law) was borrowed.

2- Charisma Leadership: The date of the first use of this term can be found in the Gospel of Saint Bolls the term used in a range of Saint Bolls things like wisdom, knowledge, prophecy, medicine, healing , strength and the blessings in different languages knows that the Holy Spirit gives to certain individuals .

## METHODOLOGY

Adherence to the scientific method is a systematic procedure that uses statistical

methods and current research related to factors shall be respected.

This study focuses more on action and less reasons to consider that forms the standpoint of objective, quantitative basically the study of applied.

In present study, variables and relationships among them are the main subject of relatively little research. Furthermore, quantitative methods have the advantage that they can be accurately planned before data collection was Measure the concepts dealt with issues related to sampling. This study was conducted in three phases. Firstly, the use of library resources related theoretical research has been collected. Secondly, the data for this study were collected using questionnaires used in the data analysis was performed using E-Views software.

For validity, the questionnaire was designed based on published literature and expert project management was in the hands of experts. To determine reliability, the Cronbach's alpha coefficient was calculated for the entire questionnaire. Coefficient was calculated at 0.91 level.

Independent variable in the study of leadership styles .In this study, two groups of transformational leadership and interactive (interactive) divided.

The dependent variable in this study, customer satisfaction is the Registry. To measure customer satisfaction with the services provided SERVQUAL model used.

The main hypothesis of this study is: Between leadership styles in the country of registration of customer satisfaction with the services offered, there was a significant relationship.

Secondary hypotheses derived from the main hypothesis of this study are:

- 1- Style of leadership with customer satisfaction in the physical facilities is significant and tangible relation
- 2- Style of leadership with customer satisfaction in the reliability, significant associations.
- 3- Leadership style to ensure customer satisfaction in the relationship is significant.
- 4- Leadership style to meet customer satisfaction in the relationship is significant.
- 5- Leadership styles and empathy in customer satisfaction, significant associations.

**RESULTS**

Pearson correlation test for secondary hypotheses assuming normality of data

Sub-Hypothesis 1: Leadership Style With customer satisfaction in the physical and tangible objects significant associations.

660.0	Pearson coefficient
0.134	<b>sig</b>

According to the above table, it is clear that since the p-value is greater than 0.05, therefore the relationship between leadership style and customer satisfaction in the physical facilities is tangible and meaningful.

Sub-hypothesis 2: the style of leadership with customer satisfaction in the service reliability of a significant relationship.

-0.959	Pearson coefficient
0.000	<b>sig</b>

From this table, it is clear that the p-value is less than 0.05, so the assumption is true. Here it is clear that the leadership style of customer satisfaction in the following Reliability There is.

Sub- Hypothesis 3: Customer satisfaction is the leadership style after securing the services of correlation is presented.

-0.941	Pearson coefficient
0.000	<b>sig</b>

Using the Pearson correlation test, it was determined that the amount of p-value less than 0.05, the default is true.

Sub Hypothesis 4: leadership style to meet customer satisfaction in the customer relationship is significant.

-0.861	Pearson coefficient
0.000	<b>sig</b>

The table above shows that between leadership style and customer satisfaction in the customer's address, there is a significant relationship.

Sub Hypothesis 5: The leadership style of customer satisfaction is significantly related to empathy with customers.

-0.921	Pearson coefficient
0.000	<b>sig</b>

To determine the p-value of less than 0.05 between leadership style and customer satisfaction in empathy with customers, there is a significant relationship.

The main hypotheses: the style of leadership in the country of registration of customer satisfaction with the services offered, there was a significant relationship.

Levine's test for equality of variances	
F	Sig.
3.001	0.098

According to the above table, it can be argued that Levine's test should not be significant (the test was not significant, sig =0.098), so the test can be performed independently.

According to the p-value=0.000, we can conclude that the leadership style (transformational or interactive) leads to differences in the level of customer satisfaction.

### DISCUSSION AND CONCLUSION

According to the p-value=0.000, we can conclude that the leadership style (transformational or interactive) leads to differences in customer satisfaction with the services provided in the registration. Therefore, we can also accept the existence of this relationship in the population studied, this result is consistent with the expectations hypothesis of the study, the theoretical foundations as well as bass results consistent with the documented the cases referred to in the text of the study, the following recommendations for future research related to the research topic can be presented:

- 1- Perform work according to the model presented in other departments or institutions and organizations in the community and comparing findings across dimensions.
- 2- Because of the variability in customer satisfaction for a change in leadership style is not completely and 100%, other causes of unplanned and uncontrolled variables identified and their impact on customer satisfaction study adhered to.

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