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Investigation Of The Factors Affective On The Loyalty of Customers In Banking Industry In The Framework Of The Model Of Personality Characteristics Of Personnel (Case study: Sepah Bank in Mazandaran Province)

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Abstract

The aim of this study was to investigate the effect of personality characteristics of personnel on the loyalty of customers in banking industry in the branches of the Sepah Bank in the Mazandaran province. In terms of target groups of this study can be applied; and in terms of how data collection is descriptive. In terms of data analysis, correlation and structural equations is considered. For this purpose, based on random sampling, a sample of 396 selected using the 26-item questionnaire was used to collect data. The results show that the 4 elements of personality characteristics of personnel has a positive and significant impact on loyalty of customers in the Sepah Bank branches in Mazandaran province.

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Keywords: Employees; Personality characteristics; loyalty; Bank Sepah

1. Problem statement

In current years event, the bosses of and the counsellor psychologists, more than before for evaluating some Characteristics of personality of volunteer at the sensitive time of recruitment, announced completely exact and satisfying methods as obligatory. Haunt and Brow's research about thousands workers of different institutions shows

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that the factors of personality more than lack of proficiency and skill in a large amount interferences as the factor of exclusion and failure and lack of success, promotion and progress.

By attention to the personality of people, the process of recruitment, transfer and promotion of them can be better. Because the personality Characteristics of people act as some factors for determining of their behavior. By identifying these Characteristics for predicting the behavior, a framework can be achieved. Understanding the personality of people can help to the management of organization to put the competent people in different posts of organization that in turn this action will cause that the movement of personnel decreases and their occupational satisfaction increases (Robins, 1998). In every position of organization, either production or service, the most important factor for keeping and surviving of organization is “customers”. If the organization by attracting the satisfaction of customers can succeed in making loyalty in them, can prepare the field of long growth and survival that this action is possible by study and planning of management and its introduction is complete knowing of demand of customer (kumar, 2004).

The main matter in this research is that what effect do the Characteristics of personality of personnel have on the loyalty of the customers in divisions of Sepah bank divisions in Mazandaran province?

2. Importance and necessity of doing of research

We live in a society that the demand for products is increasing than the past and any company without the satisfaction of customer is not able to continue its life (Gould, 1995). In addition , there is this fact that the expectations of customers have been extremely increased and the companies should not only think about removing the basic and elementary needs of customers ; that should work beyond it and put their main focus on the basis of reciprocal profit and long relationship (Omalley, 2000).

Loyalty of customers in today's competence world will lead to the success of companies. The loyal customer have more tendency to the buying and paying time and money and for this reason , the companies try that in the frame of program of loyalty making , keep the customer close to themselves (Hjalte & Larsson , 2004).

Today's organizations supply easily their needed products and primary material from other organizations of other countries and the only resource that is not easily exchangeable in its ideal form is human power, so that it can be said the most important competing asset of one country is efficient and standardized human power (Cascio, 2005).

Each occupation has the unique Characteristics; against the people have also their personality Characteristics, they like to work lonely in the group. The personality, is a set of mental Characteristics that exist permanently in the person and is affective on his / her behavior and thinking. Or in the more exact word, the personality of people is a combination of mental Characteristics that we use for determining of the position of that person in the classifying (Robins, 1998).

3. Research goal

The main aim of this research is answering to this question that: "Does the personality characteristics have the meaningful effect on the loyalty of customers in banking industry in the branches of the Sepah Bank in the Mazandaran province?" and it is divided to the secondary questions as follows:

- Does the “Extraversion” have the meaningful effect on the loyalty of customers in banking industry in the branches of the Sepah Bank in the Mazandaran province?
- Does the “Agreeableness” have the meaningful effect on the loyalty of customers in banking industry in the branches of the Sepah Bank in the Mazandaran province?
- Does the “Flexibility” have the meaningful effect on the loyalty of customers in banking industry in the branches of the Sepah Bank in the Mazandaran province?
- Does the “Conscientiousness” have the meaningful effect on the loyalty of customers in banking industry in the branches of the Sepah Bank in the Mazandaran province?

4. Theoretical basis of research

4.1. Personality Characteristics of personnel

Different definitions of personality have been presented by authorities like Izadi (1972), group of writers (1992), Kadivar (1993) Saatchi (2000) and ... But we can relatively reach to the acceptable definition that contains common Characteristics of multiple definitions. So personality is a set of physical, mental and behavioural Characteristics that distinguishes a person from the other people (Karimi, 1996).

4.2. Loyalty of customer

When loyalty occurs that the customers strongly feel that the considered organization meets their needs in the best manner. So for accomplishment of this matter they should move toward making the program of loyalty as the motor of provocative of loyalty. Of course the aim of making the program of loyalty will be making the position of winner/winner (win – win) for customers and company. The company attracts the satisfaction of the customers to be able to attract their loyalty toward their goods (Scott, 2003).

5. Conceptual Model of Research

Each conceptual model is a base for doing of studying and researching that determines the given variables and the relationship among them. in other words, it can be said that in an ideal form, the conceptual model or as the same as the mental map and analytical instruments, is a strategy for starting and doing of research, so that it is expected that during doing of researching of variables, the relationships and interactions among them are investigated and tested and if necessary, some regulations have been done in them and some factors are deducted from or added to them too.

Fig 1 illustrates the conceptual mode.

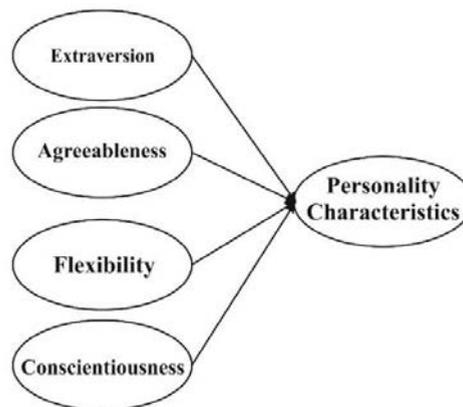


Fig. 1. Conceptual mode (Cascio, W.F., aguinis, H, 2005)

6. Research literature

Scornn brothers (2011) in a research by the topic of " loyalty of bank customers in Hungary, practical analysis of data from the year of 2007 to 2010" have stated such that: in this article the writer has tried to find the proper answer to the question: the quality of loyalty of customer in the change of banking sector (at both structural and quantitative levels) confronting with financial and bank crisis. For this work, the writer by using the models of EPSI and ACSI (the inventory of satisfaction of American customers) has built his model from the satisfaction of customer and loyalty

in the bank sector of Hungary. This article involves of all necessary theoretical fields and exact statistical analysis from experimental data obtained from the banking sector of Hungary from the year of 2007 to 2010.

In the research of Berik and Mont (1991) they reached to this conclusion that being conscionable is the best prior personality Characteristics among the occupational performance and extroversion and under nutrition psyche are also good predictors for occupational satisfaction (Barrick, M & mount, m, 1991).

Kark, Shamir and Chen (2003) in an analysis investigated the relationship between each one of five ranges of personality and occupational performance, found being conscionable as the strongest correlation with occupational performance (kark, R.Shamir, B.Chen, G, 2003).

Birneh etal (2005) paid to the investigation of the relationship between occupational performance and personality Characteristics and the results showed that being conscionable predicts the occupational performance meaningfully (Barrick, 1991).

7. Research method, statistical population and sample

The type of research in this survey, is a descriptive research from the measuring type; and based on the purpose, it can be put in the practical group; because it`s aim is determination of the level of affecting of dimension of personality characteristics of personnel on the loyalty of customers in banking industry in the branches of the Sepah Bank in the Mazandaran province.

The volume of statistical population in this research is limited and composed of 396 people of personnel of the Sepah Bank in Mazandaran province. In this research, for sample selection, the simple random sampling has been used in a systematic method. The required volume of sample by using of “Cochran” formula for research, is composed of 385 people.

Number of 530 questionnaires were distributed among the members of the statistical population and finally 396 complete and usable questionnaires were extracted that the analysis on the information of these questionnaires was done.

8. Measuring tools (usable in this research)

In this research, for designing of questionnaire, the scientific resources and associated research articles that in the research literature also, some of them have been implied, and used. The questions of personality characteristics of personnel & loyalty of customers in banking industry were extracted and then for doing of this research have been corrected and proposed; and have been used for investigating of the validity of model and the fields of research.

Questions of questionnaire: this section of questionnaire includes of 2 parts:

- General questions: general information and population knowing about the respondents including of 5 questions (sex, marital status, education degree and job experience)
- Professional questionnaires: the first section is the questions related to the personality characteristics of personnel (20 questions) and the second part is the questions associated to the investigation of the loyalty of customers in banking industry (6 questions) that totally involve of 26 questions.

8.1. Reliability of questionnaire

For determination of reliability of questionnaire by using of the software of SPSS 21, Cronbach`s Alpha was used; its value for total value is .936 and for each one of the elements is also more than 0.7, so it can be claimed that the used questionnaire has the acceptable reliability.

Table 1. Result of Cronbach Alpha test

Personality Characteristics	889/0	Loyalty of Customers	795/0	All Questions	920/0
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8.2. *Validity (ability of validation) of questionnaire*

For admitting of the validity of questionnaire by using of software LISREL version 8.8, the technique of admitting factorial analysis that its results have been the indicative of being proper of factorial loads of all questions related to the variables of questionnaire. For more assurance of the validity of measuring tools, interview and consulting with entrepreneurship professors and also asking the views of experts have been used.

9. Method of data analysis

In this research, for analysis of data obtained from samples, the methods of inferential statistics have been used; that after data collection and investigation of the variables by using of analytical statistics and structural equations and by using of the softwares of SPSS version 21 and LISREL version 8.8, data analysis and associated testing have been proceeded.

10. Tests and their results

10.1. *Cronbach’s Alpha test for determination of reliability of research questionnaire*

As it was implied in the table number 1, by attention to the number achieved from this test that for all independent and dependent variables is higher than the meaningfulness value -equals to 0.7-, the choices of questionnaire have the proper reliability.

10.2. *Kolmogorov-Smirnov test for determination of being normal or abnormal of data*

In data analysis, by using of this test, it is specified that sig achieved of the test of data has been more than the meaningfulness – equals to 0.5 – and in the statistical population has the normal distribution.

Table 2. Result of kolmogorov–smirnov test

One-Sample Kolmogorov-Smirnov Test

	Loyalty of Customers	Personality Characteristics
N	396	396
Kolmogorov-Smirnov Z	2.102	3.380
Asymp. Sig. (2-tailed)	.125	.097

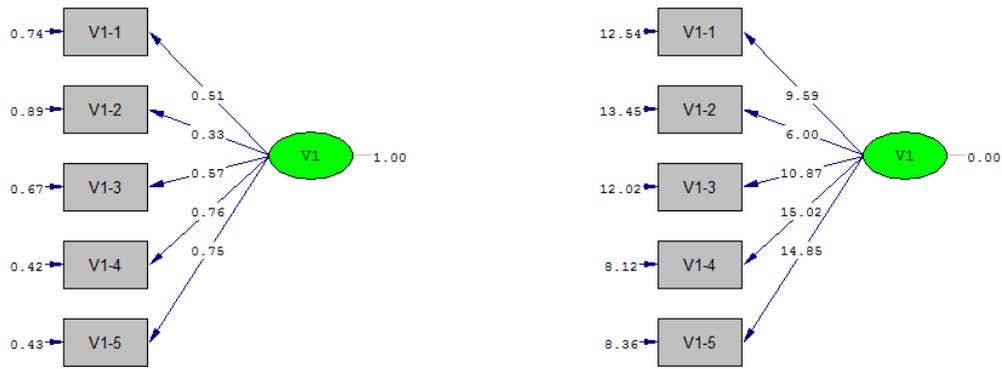
a. Test distribution is Normal.
 b. Calculated from data.

10.3. *Technique of admitting factorial analysis for measuring of the degree of validity of the choices of variables*

After doing of this test and the outputs achieved by software LISREL in two states of standard estimation and meaningfulness coefficient of T–Value, because in the first state, the factorial load of the choices of all variables has been more than 0.3 and in the state of the meaningfulness the factorial load of choices has been out of the limit of 1.96 – 1.96: it was concluded that the validity of the choices of questionnaire is in a desirable range.

10.3.1. *Technique of admitting factorial analysis for "Extraversion"*

Fig 2 illustrates the correlation of questions with variables.



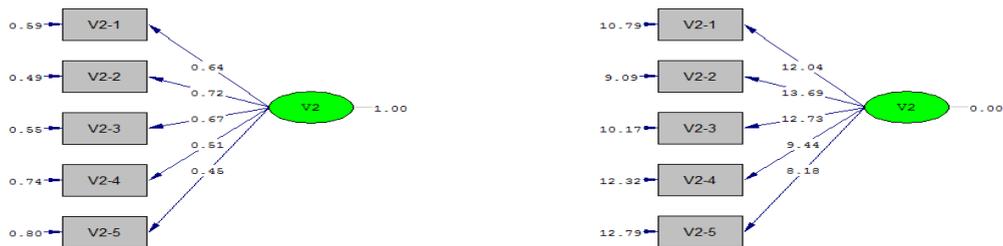
Chi-Square=94.63, df=45, P-value=0.00000, RMSEA=0.065 Chi-Square=94.63, df=45, P-value=0.00000, RMSEA=0.065

Fig 2. Correlation of questions with variables

As it is seen $\chi^2/df = 2.10$ and $RMSEA = 0.065$ that both are in a desirable level; in one hand, in the standard estimation state (left Fig) the factorial loads of all choices related to the factors larger than 0.3 and in the state of meaningfulness coefficients of T-Values (right Fig), the factorial loads of the choices related to the variables are out of the limit of 1.96 – 1.96 that it is indicative of the proper correlation of the choices with the variables.

10.3.2. Technique of admitting factorial analysis for "Agreeableness"

Fig 3 illustrates the correlation of questions with variables.



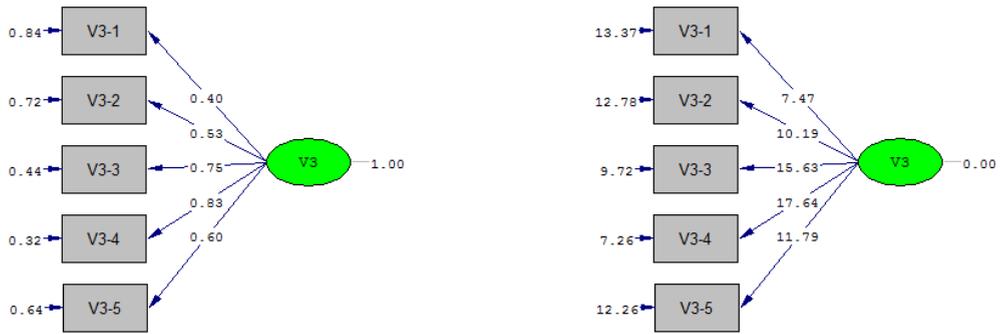
Chi-Square=51.67, df=25, P-value=0.00000, RMSEA=0.055 Chi-Square=51.67, df=25, P-value=0.00000, RMSEA=0.055

Fig 3. Correlation of questions with variables

As it is seen $\chi^2/df = 2.066$ and $RMSEA = 0.055$ that both are in a desirable level; in one hand, in the standard estimation state (left Fig) the factorial loads of all choices related to the factors larger than 0.3 and in the state of meaningfulness coefficients of T-Values (right Fig), the factorial loads of the choices related to the variables are out of the limit of 1.96 – 1.96 that it is indicative of the proper correlation of the choices with the variables.

10.3.3. Technique of admitting factorial analysis for "Flexibility"

Fig 4 illustrates the Correlation of questions with variables



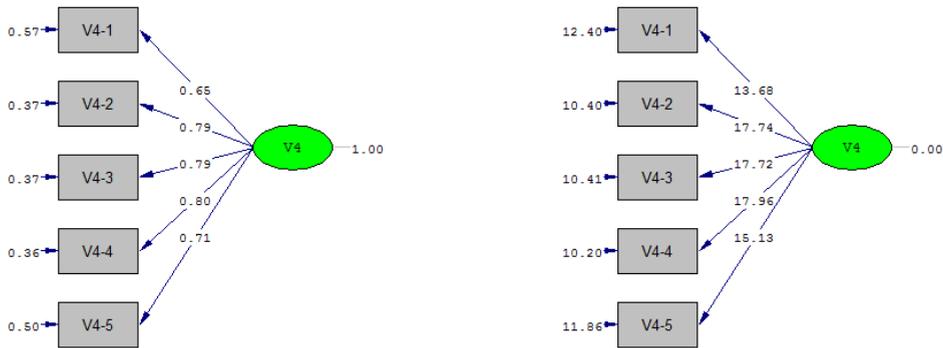
Chi-Square=88.82, df=49, P-value=0.00000, RMSEA=0.051 Chi-Square=88.82, df=49, P-value=0.00000, RMSEA=0.051

Fig 4. Correlation of questions with variables

As it is seen $\chi^2 / df = 1.81$ and $RMSEA = 0.051$ that both are in a desirable level; in one hand, in the standard estimation state (left Fig) the factorial loads of all choices related to the factors larger than 0.3 and in the state of meaningfulness coefficients of T-Values (right Fig), the factorial loads of the choices related to the variables are out of the limit of 1.96 – 1.96 that it is indicative of the proper correlation of the choices with the variables.

10.3.4. Technique of admitting factorial analysis for "Conscientiousness"

Fig 5 illustrates the correlation of questions with variables.



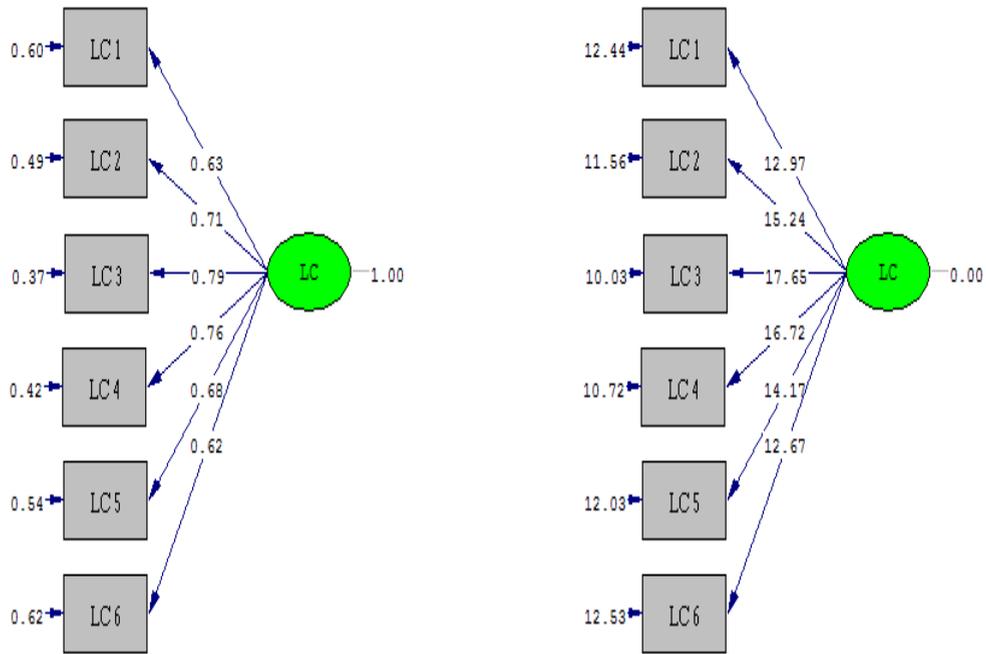
Chi-Square=41.66, df=23, P-value=0.00000, RMSEA=0.075 Chi-Square=41.66, df=23, P-value=0.00000, RMSEA=0.075

Fig 5. Correlation of questions with variables

As it is seen $\chi^2 / df = 1.81$ and $RMSEA = 0.075$ that both are in a desirable level; in one hand, in the standard estimation state (left Fig) the factorial loads of all choices related to the factors larger than 0.3 and in the state of meaningfulness coefficients of T-Values (right Fig), the factorial loads of the choices related to the variables are out of the limit of 1.96 – 1.96 that it is indicative of the proper correlation of the choices with the variables.

10.3.5. Technique of admitting factorial analysis for "loyalty of customers"

Fig 6 illustrates the correlation of questions with variables



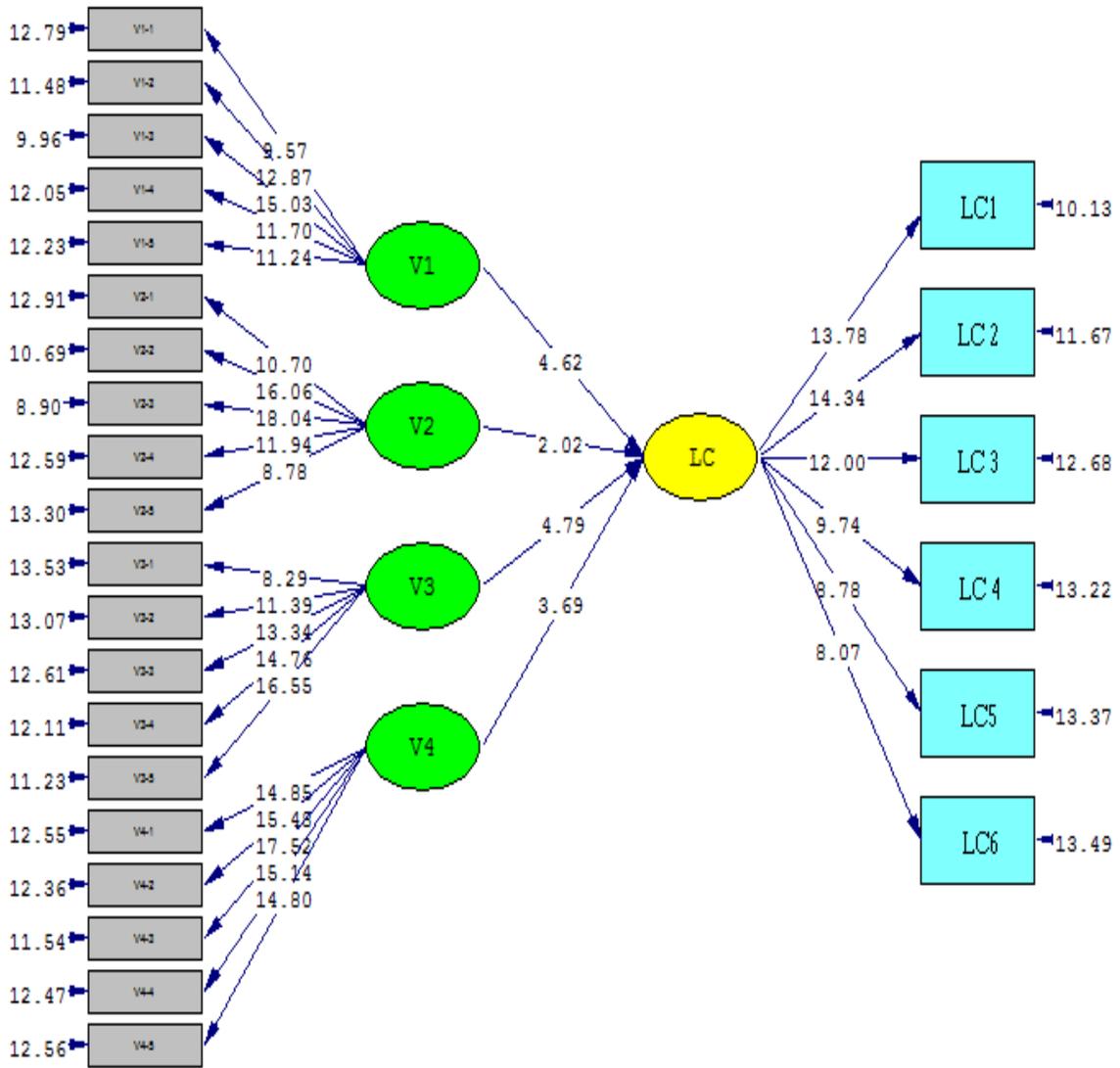
Chi-Square=77.60, df=39, P-value=0.00000, RMSEA=0.040 Chi-Square=77.60, df=39, P-value=0.00000, RMSEA=0.040

Fig 6. Correlation of questions with variables

As it is seen $\chi^2/df=1.98$ and $RMSEA=0.040$ that both are in a desirable level; in one hand, in the standard estimation state (left Fig) the factorial loads of all choices related to the factors larger than 0.3 and in the state of meaningfulness coefficients of T-Values (right Fig), the factorial loads of the choices related to the variables are out of the limit of 1.96 – 1.96 that it is indicative of the proper correlation of the choices with the variables.

11. Path analysis test

Here, by using of Lisrel software, for achieving of the level of the effect of independent variable in the dependent variable, this test was used, and finally, it was specified that the dimensions of personality characteristics has the direct and meaningful effect on the loyalty of customers in banking industry in the branches of the Sepah Bank in the Mazandaran province. Fig 7 illustrates the model of the structural equations of the effect of independent variable on dependent in T-Values mode.



Chi-Square=470.38, df=289, P-value=0.00000, RMSEA=0.063

Fig 7. Model of the structural equations of the effect of independent variable on dependent in T-Values mode

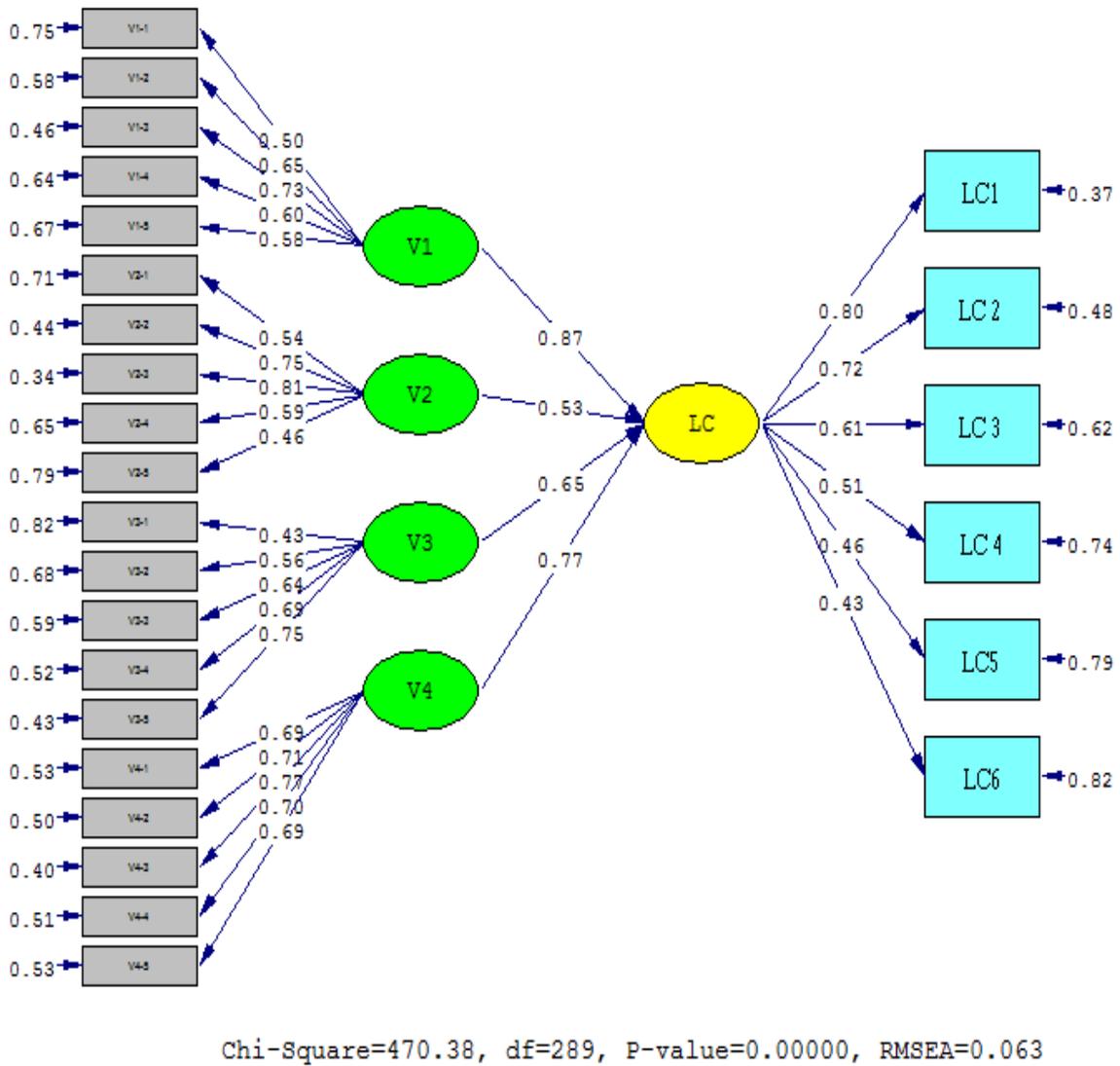


Fig 8. Model of the structural equations of the effect of independent variable on dependent in standard mode

As it is seen $\chi^2/df = 1.62$ and $RMSEA = 0.063$ that both are in a desirable level; in one hand, in the standard estimation state (Fig. 8) the factorial loads of all choices related to the factors larger than 0.3 and in the state of meaningfulness coefficients of T-Values (Fig. 7), the factorial loads of the choices related to the variables are out of the limit of $-1.96 - 1.96$ that it is indicative of the proper correlation of the choices with the variables.

By attention to the Fig 7, the meaningfulness of the relation of independent variables with the variable of "loyalty of customers" has been in this order: "Extraversion" has meaningfulness number of 4/62, "Agreeableness" has meaningfulness number of 2/02, "Flexibility" has meaningfulness number 4/79 and "Conscientiousness" has meaningfulness number 3/69. Admission or denial of assumptions (relationship) is specified in meaningfulness mood.

In order other word, as the meaningfulness number be higher than $1/96$ or smaller than $-1/96$, the assumption is admitted.

So, all independent variables have meaningfulness relationship with the variable of "loyalty of customers". In this step, with reference to Fig 8, we can see the strength of effect of each one of the independent variables; that in the

order of strength of effect and importance are as: "Extraversion" with the effect coefficient 0/87, "Conscientiousness" with the effect coefficient 0/77, "Flexibility" with the effect coefficient 0/65 and "Agreeableness" with the effect coefficient 0/53.

12. Goodness of fit test for determination of goodness of fit of the extracted model in data analysis

At the end, for determination of goodness in the value of the extracted model in data analysis, the goodness of fit was used that the obtained results show that all indexes have the acceptable amount and are in proper state.

Table 3. Results of goodness of fit test

Index	Acceptable amount	Amount	Result
χ^2 / df Chi Square divided to degree of freedom	$\chi^2 / df < 3$	$\chi^2 / df = 1.62$	Accept
P-value (Significance Level)	$P < 0.05$	$P = 0.00000$	Accept
RMSEA (Root Mean Square Error of Approximation)	$RMSEA < 0.09$	$RMSEA = 0.063$	Accept
RMR (Root Mean Square Residual)	$RMR < 0.09$	$RMR = 0.073$	Accept
CFI (Comparative Fit Index)	$CFI > 0.9$	$CFI = 0.96$	Accept
IFI (Incremental Fit Index)	$IFI > 0.9$	$IFI = 0.94$	Accept
NFI (Normed Fit Index)	$NFI > 0.9$	$NFI = 0.93$	Accept

13. Conclusion

In this research, it is paid to the effect of dimensions of personality Characteristics of personnel on the loyalty of customer in divisions of Sepah bank in Mazandaran province and at the end we reached to this conclusion that the dimensions of model had meaningful effect on the loyalty of customer in the implied statistical population that respectively the most level of effect is: "Extraversion", "Conscientiousness", "Flexibility" and "Agreeableness".

14. Limitations of research

Always the researches in their researches face with the limitations that some of them even show themselves at the start of the work. Among the most major the basis of research and survey, is accessibility to the statistics and information. There are some problems in this field that caused that the research service like accessibility to the statistics and information. There are some problems in this field that caused that the research services like accessibility to books, magazines, statistics, informational banks and ... not be easily. Some of this problem is resulted from the lack and shortage of each one of the above research services and on the other hand, the false culture, causes private considering of these cases and consequently, the individuals and institutes, prohibit from the transferring to their findings to others.

On the other hand an unwanted variables that may be the result of special designs and methods that are used in researches, mostly endanger in different way, the internal and external credit of research.

It should be known that in human sciences researches, complete control or deleting of this type of elements is impossible. But however, the researchers possibly try to predict, identify these elements and use all necessary cautions for decrease of them.

Because, doing of such researches needs to correct and documentary field investigation, the researchers decided that the questioner be reached at the place of employers and entrepreneurs of Mazandaran province to them and had a more formal mood that they respond by more care and patience.

*Among the limitative cases of this research are:

- Hurry and fear of some of persons in front of such questionnaires.
- Lack of cooperation of some of persons in completing of questionnaires.
- Positioning of branches in some places of province and in different work and cultural environments.

- Lack of financial support for doing of this research.

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