

THE EFFECT OF PERSONAL FACTORS ON INCREASING THE PRODUCTIVITY OF LOW-LEVEL EMPLOYEES IN THE GENERAL WELFARE DEPARTMENT OF TEHRAN MUNICIPALITY

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Abstract

The present study was conducted with the aim of influencing personal factors on increasing the productivity of low-level employees in the General Welfare Office of Tehran Municipality. This research is applied in terms of purpose, in terms of survey approach and exploratory studies. The results showed that personal factors have a significant effect on increasing the productivity of inexperienced employees in the General Welfare Office of Tehran Municipality. Based on the results, it is suggested that in the General Welfare Office of Tehran Municipality, the level of job satisfaction of inexperienced employees is monitored regularly and periodically, as well as the level of education of these people and the relationship between education and job.

Keywords: Productivity, Tehran Municipality General Welfare Office, Job Satisfaction, Education Level.

INTRODUCTION

problem statement

Productivity is a comprehensive concept that its increase as a necessity has always been considered by political and economic experts to improve the living standards of human beings and build a more prosperous society, which is a national goal for all countries of the world. Following the excellence of more knowledge and insight in economic and social issues, the concept of productivity has gradually changed in terms of form and content and new aspects have emerged. Productivity has been used in different ways, other than what it really is depending on the type of people and in relation to their experiences and knowledge. The main

mission of management science is to achieve greater productivity and this has always been the focus of managers to manage organizations more effectively. (Abtahi and Kazemi, 1378).

Management mission and the main goal of the managers of any organization is the effective and efficient use of various resources and facilities such as labor, capital, materials, energy and information. In line with this mission, the optimal use of manpower (manpower productivity) is of particular importance; Because human beings, unlike other organizational resources, have intellect and authority and the manager cannot simply use it, and more importantly, human resources are not only an organizational resource, but also the only factor in employing other factors.

This role becomes more important in-service organizations, especially for inexperienced and new employees; because man becomes a new scene in the field of work and related services (Winter EA, et al., 2021; Al-Jameel O. S., et. sl., 2021). Now, if this person is motivated, capable and productive, he can use other resources in a good and desirable way and realize all kinds of productivity and finally make the organization productive, otherwise stagnation and backwardness will bring passive and inactive manpower. But how the workforce becomes productive or its productivity increases is an important issue that most organizations face. (Fanjanchi et al., 2013)

Research hypothesis

Personal factors have a significant effect on increasing the productivity of low-level employees in the General Welfare Department of Tehran Municipality.

Review of previous research

Abdi Hevelayi et al. (2019), in a study entitled "Predicting Entrepreneurial Marketing through Strategic Planning (Including Case Study)".

Azarian. & Taghipour (2020), in a study entitled "studied The Impact of Implementing Inclusive Quality Management on Organizational Trust (Case Study: Education)".

Changiz Delivand et al. (2021), in a study entitled "Investigating the effective factors in measuring customers' credibility with a combined approach of data mining and multidisciplinary decision making".

Haj Abukahaki et al. (2019), in a study entitled " Identification and prioritization of effective indicators on optimal implementation of customer relationship management in the insurance industry(including case study)".

Hashemi & Taghipour. (2021), in a study entitled " The effect of job-related factors on increasing the productivity of low-level employees in the General Welfare Office of Tehran Municipality".

Hashemi et al. (2021), in a study entitled "Impact of management factors on increasing the productivity of low-level employees (including case study)".

Khodakhah Jeedi et al. (2016), in a study entitled "The Analysis of Effect Colour Psychology on Environmental Graphic in Childeren Ward at Medical Centers.

Mohammadi et al (2021) studied Investigating the role and impact of using ICT tools on evaluating the performance of service organizations.

Taghipour et al. (2020), in a study entitled " Investigating the Relationship between Competitive Strategies and Corporates Performance (Case Study: Parsian Banks of Tehran)".

Taghipour et al. (2020), in a study entitled. " The identification and prioritization of effective indices on optimal implementation of customer relationship management using TOPSIS, AHP methods(Case study: Pasargad bank)".

Taghipour et al. (2021), in a study entitled "Investigation of the Effect of Information Technology on Agility Using Fuzzy Method (Including Case Study)".

Tarverdizadeh et al.(2020), studied Predicting students' academic achievement based on emotional intelligence, personality and demographic characteristics, attitudes toward education and career prospects through the mediation of academic resilience.

Research Hypothesis Test:

In the research hypothesis, it was claimed that personal factors have a significant effect on increasing the productivity of low-level employees in the General Welfare Department of Tehran Municipality. The research also confirmed the research hypothesis on all indicators related to personal factors:

Table 1) Results of t-test on research hypothesis

One-Sample Test			
Test Value = 3			
	t	df	Sig. (2-tailed)
Level of Education	6/263	34	0/000
Relationship between education and job	2/227	34	0/033
Competence and skills to do the job	3/784	34	0/001
Commitment to work	5/504	34	0/000
Job Satisfaction	3/422	34	0/002
Working spirit	4/761	34	0/000

Research Hypothesis Test Results

Research Hypothesis: "Personal factors have a significant effect on increasing the productivity of low-level employees in the General Welfare Department of Tehran Municipality."

Based on the results of the study, the hypothesis was confirmed and 6 personal factors affecting the productivity of low-level employees in the General Welfare Department of Tehran Municipality were identified and prioritized as follows:

Table 2) The result of the research hypothesis test

rank	Indicators	weight
1	Level of Education	0/284
2	Job Satisfaction	0/153
3	Relationship between education and job	0/144
4	Working spirit	0/142
5	Competence and skills to do the job	0/139
6	job Commitment	0/139

Based on the results of the hypothesis, it is suggested that in the General Welfare Office of Tehran Municipality, the level of job satisfaction of inexperienced employees is monitored regularly and periodically, as well as the level of education of these people and the relationship between education and job.

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