



Investigate the Factors Affecting Sales Network Satisfaction with the Mediating Role of Perceived Value (Case Study: Telecom company)

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ABSTRACT

The purpose of this study was to investigate the factors influencing sales network satisfaction of a Telecom Company as the Internet services company. Accordingly role of the four process variables, product, information, services and expectations Mediating Role of Perceived Value agents were evaluated. Descriptive survey method and data collected through a structured questionnaire. According to the definitions of each indicator and the corresponding process in several questions were raised and the study statistical society census (finite population) consists of 176 sales agents in 110 cities were selected electronically. To measure the effect of improving the level of satisfaction research components sales agents, the SEM and other relevant statistical techniques were used. The results show the four independent variables listed either directly or indirectly (with mediation perceived value) has positive and significant impact on customer satisfaction sales agents.

Keyword:

Satisfaction with Agents,
Share Information,
Production, Perceived Value,
Customer Satisfaction of the
Seller

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1. Introduction

More than four decades, marketing theorists suggests that the strategy strongly pro-market orientation, competitive advantage in achieving objectives such as customer satisfaction and loyalty attract them. Organizations with a focus on market orientation focused heavily on the foreign market, very well respond to current needs and future needs of our customers. In the meantime, the importance motivated employees and satisfied customers has been well documented and emphasized that foreign marketing staff to communicate with customers in the service sector.

Many authors believe that the internal market has an impact on organizational performance. Internal marketing to create a cycle of satisfied employees and customers and a change in attitude and behavior of employees and will transfer it to customers and tools in order to facilitate the marketing plans and strategies of the organization, which makes internal marketing is considered the default orientation. In the marketing literature, several internal element prior to orientation is detected, which includes human resources policies, reward systems and internal hierarchy.

George acknowledges that effective domestic transactions is a prerequisite for successful exchanges with the foreign market organization. (Heskett) Studies and future studies not only confirmed the relationship between customer satisfaction and employee, but also expanded the scope of internal marketing.

First time Sasser and orbit implicitly pointed to internal marketing and Leonard Berry was also the first time the term internal marketing into marketing literature. Kotler internal marketing in one of his books defines as follows; Action recruit, train, motivate successful organization enables staff have to constantly offer high-quality services. (Pitt, Bruwer, Nel, Berthon)

Gronos believes that the goal of marketing is that marketing-based approach and dynamic coordination of various activities within the organization, as motivate employees who provide customer service, customer-focused functional are immersed. (Lewis)

In sales Network satisfaction, measuring employee satisfaction first step in the adoption of new decisions to improve and raise the level of employee satisfaction is defined. Therefore providing information that enables managers to adopt the correct decisions is essential to maximize employee satisfaction. America Customer Satisfaction Index (American Customer Satisfaction index) or simply ACSI is an economic indicator and by the International Quality Research Center (NQRC) has been developed at the University of Michigan.

Based on the ACSI, four main components (see service process, information, services, retail, expectations retailer) satisfaction is an effective sales network, in this study it has been tried, amount of sales network is a technology company founded satisfaction based on four variables mentioned above and the strengths and weaknesses of theories. That is why communications companies in Iran is an Internet Service Provider to check the satisfaction of the sales network is selected.

This company serves daily a large number of customers and require managers aware of the perceptions of real life is the recipient of the service. If this company fails to have proper

consent among agents as the first line of communication with your customers have, certainly the quality of services provided to clients would be diminished.

Therefore considering the importance of the issue, this research tries to present satisfactory situation telecom company sales network that is done by providing sales agency should take.

2. History of research

Sadia and Rameshwar (2014), in a study entitled "redetermination satisfaction factors affecting sales network." Examined Nestle sales network satisfaction using four main variables based on the model of the ACSI. Their research results showed that the level of satisfaction of the appropriate network, and the results were confirmed based on the model provided.

Satyaveers and Vidyarthi (2014) in a study entitled "Coordination and compete in a common channel retailer: Wholesale prices in the revenue-sharing mechanism " showed that motivation patterns in the contract between the parent company and the seller is causing a dramatic increase in sales. Therefore contract-based sales contract with the seller, net sales increased performance and satisfaction compared with fixed contracts.

Pour Akbari (2012) in their study entitled "Evaluation of the success factors in the promotion of agents selling" five titles designed to examine the factors in the model with organizational support from the agent, satisfaction of the seller, the seller's motivations, skills and expertise seller and the seller to pay customer satisfaction and thus showed their work, job satisfaction, the seller motivations and organizational support (factors that relate directly to the seller) direct and positive impact on the promotion of sales. Saadati (2012), in his study entitled "The impact on the performance of sales representatives and customer-oriented and sales-oriented." showed that the customer is always a direct relationship between sales performance. Sale orientation is also a direct relationship between sales performances. Sales climbing abilities insurance agent, effective in increasing sales performance for both customer and sales-oriented mode is shown.

Jabbari Nejad (2013), in his study entitled "The impact on the perceived value of the product brand marketing efforts and country by retailers." Showed value of perceived by the retailer's brand influence, price levels and pricing practices on perceived value does not affect the retailer's brand, advertising, Image Supplier, Manufacturer Product and brand value perceived by retailers affects their profitability.

3. Theoretical foundations and conceptual model of research

Nowadays customer relationship management due to globalization, increasing competition, market maturity and rapid development of technology in businesses is highly regarded. Customer relationship management is a key business strategy, so that a company needs to focus on the needs of our customers is to survive. The process of increasing competition and declining customer loyalty led to the product-centric to customer-centric companies have shifted. Here is a greater focus on customer needs to product features (Liou, 2009)

Companies looking to get closer to customers, trying to find new ways to create value for customers and transform

customer relationships through the use of feedback and participation, not just sales. Organizations for greater success, rather than get a share of the overall market share of each customer's need to attract and retain focus and maintain a profitable customer than to acquire a new customer. (Park & Kim, 2003)

Sales network management, increase competitiveness for many organizations and increase revenue and reduce operational costs. Effective and efficient liaison office

between agents and customers to increase loyalty and return customers. This issue process is repeated in organizations through measures such as buying, spending and lasting customer loyalty and customer profitability assessment. (Chen & Popovich, 2003)

Based on the ACSI model, four main components (Product, information, services retailer, expectations retailer) satisfaction is an effective sales network.

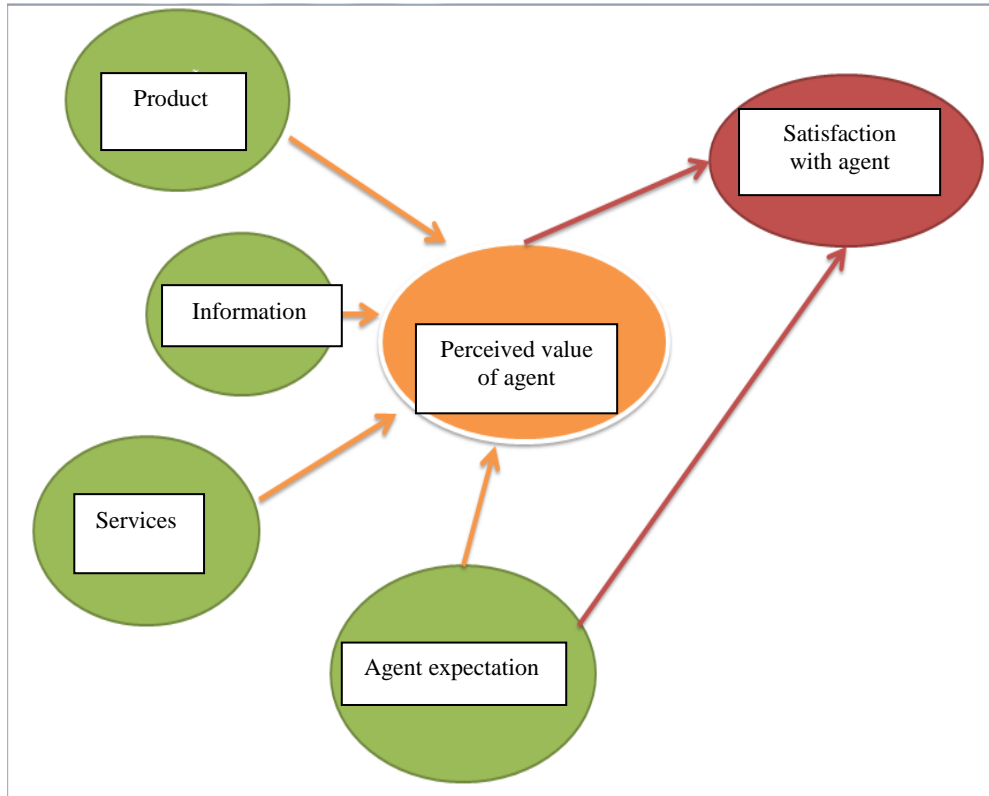


Figure 1: conceptual model of research based on of research from Sadia and Rameshwar (2014)

In fact independent variables examined in this study consisted of four processes, Product, information, services to agents' expectations are that the impact on their relationship satisfaction and sales agents as a dependent variable and the mediating role of perceived value is checked. Therefore, based on the conceptual model the following hypotheses are proposed:

1. The product is effective on agent's perceived value.
2. The information provided to agents is effective on their perceived value.
3. Services offered to agents is effective on their perceived value.
4. Meet the expectations of agents is effective on their perceived value.
5. Agents perceived value is effective on their satisfaction.
6. Meet the expectations of agents is effective on their satisfaction.
7. The products is effective on agent satisfaction with the mediating role of perceived value agents.
8. Information provided to agents is effective on their satisfaction with the mediating role of perceived value agents.
9. Services provided to agents is effective on satisfaction with the mediating role of perceived value agents.

10. Meet the expectations of agents is effective on their satisfaction with the mediating role of perceived value agents.

4. Research Methodology

The research method is applied in term of purpose and descriptive in term of nature of correlation kind to collect information. Current research among all active sales agents a telecom Co. Therefore limited society for all is considered. The sample included all factors, sales communications that includes agency sales across the country is 176. Sources and methods of data collection, in the first phase, study, library, gym and the field is in the neighborhood.

This assessment tool is a questionnaire package. Order to measure validity the tool, proposed question in the questionnaire by the marketing team in terms of content and face validity was evaluated and then approved by the Worshipful Master guide and benchmark tool to test its validity by Cronbach's alpha was used to test reliability.

Cronbach's alpha values obtained for the proposed product process variable (0.72), the services offered to sellers, (0.74), satisfaction (0.81), meet the expectations of sellers (0.70), the information provided the agents (0.76), obtained indicating high internal consistency of the questionnaire and the questionnaire has good reliability.

To analyze the data using SPSS and AMOS software was used descriptive and inferential statistics. Inferential tests,

considering normal distribution (Kolmogorov-Smirnov) assess the relationship between the independent variable and is affiliated. (ANOVA) As well as to test the validity of the model was used to test the conceptual model.

5. Research Findings

Table 1. Mean and standard deviation of variables

Standard deviation	Average	Variables
0.55	2.24	Product
0.70	2.17	Satisfaction
0.65	2.35	Services
0.69	2.21	Expectation
0.56	2.19	Information
0.62	2.21	Perception

Numbers above table shows the highest average on 'services' value is 2.35. While participants in the "information" received the lowest score of 2.19. Compare standard deviation scores also indicate that the "product" has the lowest dispersion than other variables.

5-2 analytical findings

5.2.1 The findings related to the research model

Table 2 index that is used to evaluate the fit of the model with acceptable values for each show. (Bagheri, 2008)

Table 2. Assessment index of research model fit

Accepted value	Obtained value	Index
> 0.90	0.91	GFI
> 0.90	0.96	CFI
> 0.90	0.93	NFI
> 0.90	0.94	NNFI
< 0.05	0.048	Standardized RMR
< 0.08	0.053	* RMSEA
< 2	1.32	Chi-Square/df
> 0.90	0.96	IFI

Results in the table show that all indicators, especially indicators and Standardized RMR and RMSEA values are reasonable and acceptable concept. (P <0.000)

5-1 descriptive findings

5.1.1 Mean and standard deviation of variables

The mean and standard deviation of variables can be seen in the table below.

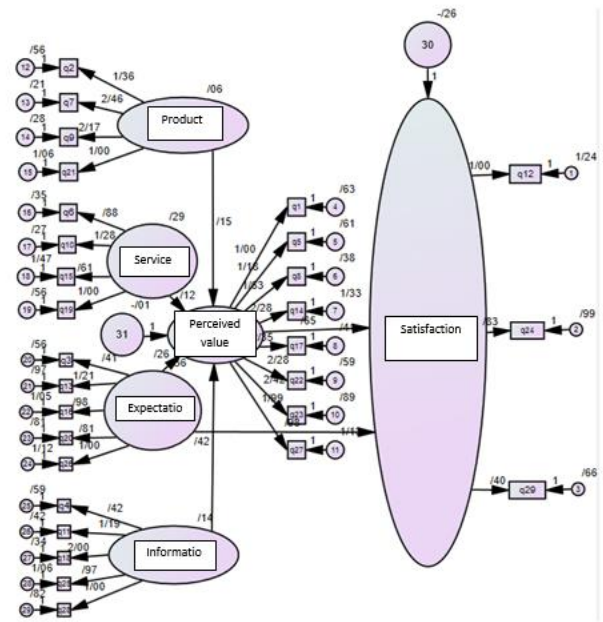


Chart 1: General Amos model (structural model)

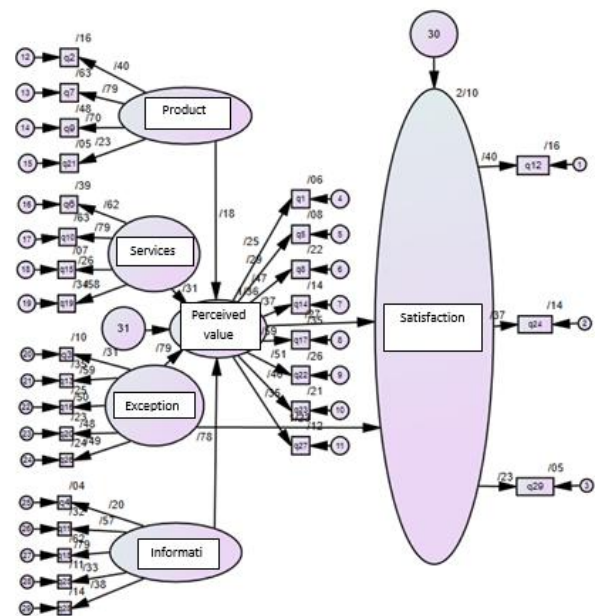


Chart 2: t value to evaluate significance of the estimated coefficient:

* - Root Mean Square Error of Approximation (RMSEA)

5.2.2 The findings of the research hypotheses

Using structural equation modeling to test the research hypotheses. It should be noted that the hypotheses based on the coefficient, T test and a significance level tested. In all the hypotheses H0 is no relation between the variables and hypotheses H1 confirmed positive and significant

correlation between variables. In order to assess the admissibility of the t-test coefficient used. Table 3 shows the results of testing of hypothesis.

Table 3. Test the first hypothesis

Result test	Significant level	Statistic T	Route coefficient	Hypothesis	
Approved	P < 0.05	0.177	0.148	Process of product's perceived value agents	1 st hypothesis
Approved	P < 0.05	0.777	0.418	Information provided to agents on their perceived value	2 nd hypothesis
Approved	P < 0.05	0.312	0.117	Services provided to agents on their perceived value	3 rd hypothesis
Approved	P < 0.05	0.790	0.263	Meet the expectations of agents on the agents perceived value	4 th hypothesis
Approved	P < 0.05	0.271	0.652	Satisfaction rate agents on their perceived value	5 th hypothesis
Approved	P < 0.05	1.226	0.985	Meet the expectations of agents on the their satisfaction	6 th hypothesis
Approved	P < 0.05	0.048	0.097	Product processes mediating role of perceived value on the satisfaction with their agents	7 th Hypothesis
Approved	P < 0.05	0.210	0.272	Information provided to on the satisfaction of agents their agents Mediating Role of Perceived Value	8 th hypothesis
Approved	P < 0.05	0.084	0.076	Services provided to sellers agents' satisfaction with their perceived value mediator	9 th hypothesis
Approved	P < 0.05	0.214	0.172	Meet the expectations of agents on the mediating role of perceived value and satisfaction with their agents	10 th hypothesis

In the first hypothesis, based on the data in Table 3, the statistic T is the amount of 0.177 as less than 1.96. As a result, the hypothesis of 0.05 or a 95% margin of error is confirmed. I.e. product processes a significant positive impact on the perceived value agents and also the path coefficient is 0.148 and this amount represents the per unit change in production processes agents will increase perceived value as 0.148.

In the second hypothesis, based on the data in Table 3, the statistic T is the amount of 0.777 as less than 1.96. As a result, the hypothesis of 0.05 or a 95% margin of error is confirmed. I.e. information provided to agents and has a significant positive impact on their perceived value and also the path coefficient is 0.418 and this amount represents the per unit change in the information provided to agents as they will increase the perceived value of 0.418.

In the third hypothesis testing, based on the data in Table 3, the statistic T is the amount of 0.312 as less than 1.96. As a result, the hypothesis of 0.05 or a 95% margin of error is confirmed. I.e. services provided to agents and significant positive impact on their perceived value and also the path coefficient is 0.117 and this amount represents the per unit change in services provided to agents as they will increase the perceived value of 0.117.

In the fourth hypothesis, based on the data in Table 3, the statistic T is the amount of 0.790 as less than 1.96. As a result, the hypothesis of 0.05 or a 95% margin of error is confirmed. I.e. meet the expectations of agents and significant positive impact on their perceived value and also

the path coefficient is 0.263 and this amount represents the per unit change in expectations for their agents to increase the perceived value of 0.263.

In the fifth hypothesis, based on the data in Table 3, the statistic T is the amount of 0.271 as less than 1.96. As a result, the hypothesis of 0.05 or a 95% margin of error is confirmed. I.e. perceived value of their agents' satisfaction on amount of positive and significant impact and also the path coefficient is 0.652 and this amount represents change in the perceived value of their agents' satisfaction will increase as much as 0.652.

In the sixth hypothesis, based on the data in Table 3, the statistic T is the amount of 1.226 as less than 1.96. As a result, the hypothesis of 0.05 or a 95% margin of error is confirmed. I.e. agents meet the expectations of a significant positive impact on their satisfaction and also the path coefficient is 0.985 and this amount represents the per unit change in expectations as much as 0.985 agents will increase their satisfaction.

In the seventh hypothesis, based on data from Table 3, the statistic T is the amount of 0.048 as less than 1.96. As a result, the hypothesis of 0.05 or a 95% margin of error is confirmed. I.e. product processes mediating role of perceived value on satisfaction with their agents and has a significant positive impact and also the path coefficient is 0.097 and this amount represents the per unit change in the product Process of as .097 satisfaction with the role of mediator agents will increase their perceived value.

In the eighth hypothesis, based on data from Table 3, the statistic T is the amount of 0.210 as less than 1.96. As a

result, the hypothesis of 0.05 or a 95% margin of error is confirmed. I.e. information provided to on satisfaction of agents their sellers with positive impact and significant mediating role of perceived value and also the path coefficient is 0.272 and this amount represents the per unit change in the information provided to agents as much as 0.272 satisfaction with the role of mediator agents will increase their perceived value.

In the ninth hypothesis, based on the amount of 0.084 (Table 3) T statistic value of less than 1.96. As a result, the hypothesis of 0.05 or a 95% margin of error is confirmed. I.e. services provided to on satisfaction of agents their sellers with positive impact and significant mediating role of perceived value and also the path coefficient is 0.076 and this amount represents the per unit change in services provided to agents as much as 0.076 satisfaction with the role of mediator agents will increase their perceived value.

In test tenth hypothesis, based on the amount of 0.214 (Table 3) T statistic value of less than 1.96. As a result, the hypothesis of 0.05 or a 95% margin of error is confirmed. I.e. meet the expectations of agents on satisfaction of their agents Mediating Role of Perceived value is a positive and significant impact and also the path coefficient is 0.172 and this amount represents the per unit change in expectations as much as 0.172 agents' satisfaction with mediation agents will increase their perceived value.

6. Discussion and Conclusion

This study aimed to investigate the factors affecting sales network satisfaction with the mediating role of perceived value in Telecom Company between the company's sales networks. According to our research, considering the mediator variable data in perceived value regression coefficient 0.418, has the greatest impact on satisfaction, however, in the article Rameshwar and Samar (2013) as well as information about agents Nestlé products is done with the greatest impact is the regression coefficient 1.18.

Then meet the expectations of sellers with regression coefficient 0.263, in second order and product processes with regression coefficient 0.148 third order impact on the satisfaction of its agents. After that offers the least effect on the consent of agents the regression coefficient 0.117. Also in the article Rameshwar and Samar (2013) meet the expectations of sellers with regression coefficient is 1.16 second and the regression coefficient of 1.08 with the consent of the agents are third order effects.

Finally, regression coefficient has minimal impact on services provided to the satisfaction of agents. By observing the results show that the results of this study are consistent with results listed article. Cronbach's alpha values were compared with the results, we see that the values obtained in this study for process variables, information and expectations Rameshwar sellers of paper and Samar (2013).

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