Examining the Relationship between Managing Providing Chain Quality and Customers' Satisfaction With Regard To the Productions (The Case of Urmia Second Phase Industrial Zone)

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Abstract: The current research aims at determining the relationship between management of providing chain quality and customers' level of satisfaction of productions (case study Urmia Second Phase factories of Industrial Zone). The quality attributes having to do with these sorts of information, namely relevance and reliability are considered as the determining factors in using the information. The current study has been done applied one in terms of research, descriptive one in terms of data collection, and survey one in terms of the kind of operational procedures. The research sample is 91 individuals have been chosen based on the Stratified sampling method. The questionnaire was used in this research to collect the data including 43 questions whose validity was acceptable and its reliability (Cronbach alpha coefficient) was 0.938 which reveal the reliability of the questionnaire. The SPSS software was used to do the analysis which surveyed the descriptive as well as inferential statistics using the obtained data of the questionnaire and through using the Kolmogorov-Smirnov, Pearson and Spearman correlation.

Keywords: performance style, clients' satisfaction, Supervision section of West Azarbaijan Customhouse.

Introduction

It is important o taken into account the clients demands based on the diversity of products in the competitive context of the world the customer demands and instance on high quality and service-related have led to the resources which were absent previously. As a result, companies cannot overcome the problem solely. In the competitive market condition, the enterprises face the obtaining of competitive advantage. Based on this fact, activities such as planning of demand and supply, materials providing, production and planning of product, product preserving service, controlling the saving, delivery and customer service which were done on the company level, have ben transferred to the chain level. They key issue in supply chain is management and controlling for all these activities (Jafarnejad, 2007).

Nowadays, management of supply chain is regarded as a fundamental infrastructure dealing with electronic business across the world. Supply chain management is a phenomena which was proposed in 90 AC and this is done in a way that products with lowest expense is received. In general, supply chain management is formed by two or a number of organizations which are separated ad are connected through the materials fluid, information and financial trends. The organization can be considered as enterprises which produce the raw material, final product or services such s distribution, storing, wholesaling, and retailing. Even, the final consumer can be considered from among these organizations (Teimori, 2009).

One of the most important changes made in the field of performance improvement and main requirements of management system in institutes and business enterprises was measuring the customer

satisfaction and this was in an attempt to develop the instruments of performance management as well as the expansion of client-based attitude. This indicates that customer satisfaction is one of the most important determining factors in organization success pertinent to the commercial and benefit-making. Hence, establishing and implementing measuring systems and considering customer satisfaction are taken into consideration as the most important scales of improving the performance (Nazari, 2011).

Review of literature

Companies and organizations obtain the competitive advantage through exploiting types of technology and management science through the instruments of data and knowledge management along with optimization of organizational trends such as production or communication.

One of the most important management sciences which is discussed vastly is the supply chain management. Using these instruments, the organization is enabled to expand its commercial associations through optimizing the information exchange with commercial colleagues such as raw materials support, products distributors and goods contractors. Therefore, the enterprise will get succeeded to offer its product to the market in less time. There are concise definitions regarding the management of supply chain. The supply chain involves all related activities dealing with the trend and conversion of goods from the raw material to the delivery of final customer. It is categorized by the following components:

High- level supply chain: this sector involves the suppliers of raw material and their suppliers which are derived from the materials. The main activities in this regard are purchasing and transportation.
Internal supply chain: this sector involves all employed processes through the assistance of organization in converting the transferred data to the organization via the suppliers to the outputs. Since the time the materials are entered into the organization to the time the final product moves for distribution. The activities pertain to the transportation of goods, managing the saving, building and controlling for the quality.

Low-level supply chain: this sector involves all comprehensive and involving processes in distribution and delivery of product to the final customer. It is widely observed that the supply chain is finished when the supply chain is consumed. The activities include storing, storage and transportation. These activities can be done through the use of several distributors such as wholesalers or retailers. The supply chain exist in all forms and sizes and they might be complicated. The supply chain for a machine involves hundreds of distributors, thousands of production platforms and assembly section, storages, commercial sellers, wholesalers, customers and support tasks such as the engineering of product, purchasing agencies, banks and transportation companies. In general, it is a chain which involves the product trend from the initial stage which is the raw material to the delivery to final customer. There are two information trends and financial resources with respect to the product trend (Li Lng, 2011). The chain management is an integration of art and science which are employed to improve the access to raw materials, products manufacturing r service and transferring to the customer.

The supply chain management involves the integration of supply chin activities and related information trends through improving the chain relations in an attempt to achieving the competitive advantage which is consistent and persistent. When it comes to the examination of an organization in the context of these definitions, on soul consider both suppliers and distributing channels. The provided definition encompasses the issues of meaning information systems, locating and purchasing, timing of production, investigation on orders, storing management, storage and service-offering. Hence, it is essential that the suppliers and customers have interactions in an integrated and information communication fashion. Such an affair enables many companies to establish efficient distribution chain. Suppliers and customers should have similar goals, hey should have interactive confidence. Customers rely on their suppliers. In the field of quality of products. In addition, the suppliers and customers should share their information to achieve common goals and facilitation of communication. Some companies endeavor to gain the control of their chain management through controlling for their vertical controlling and through the use of possessing and integration of all different components followed by the material supply and services to the final product delivery. It is probable hat different activities are not integrated with these types of organizational structure. The organizational structure of company should concentrate on different activities integration in order to attain the overall purposes of company (Ahmadikohana, 2008).

The concept of customer
Customers are people or operations which benefit from the results or perfromance or that they are in need of them and enjoy them since each performance in organziations follows a deetrmiend goal (Bernikerhof & Dorsler, 1998).

Design of the study
The study follows a survey-based approach, I is applied and descriptive in terms of goal and quality of data collection, respectively. The statistical population comprises of all employers working at Urmia Seocnd Phase Industrial Zones sale sectors. There are 211 companies in this area and 126 companies are active and semi-active. 73 companies proceed on industrial productions out of 126 companies. 120 employers embark on working and 91 questionnaires were distributed. To collected ha data use was made by questionnaires, namely, Ostavr (2012) and Herzberg's which was modified by Johnston (1997). Using Cronbach alpha coefficient, the reliability was obtained as 0.813.

Statistical analysis
Main hypothesis: there is a relationship between supply chain management and customers' satisfaction in Urmia Second Phase Industrial Zones factories.

Table 1. Examining the relationship between supply chain management and customers' satisfaction

		Supply chain quality management
Customers' satisfaction	Pearson correlation coefficient	0.585
	Level of significance	0.000
	frequency	91

As seen in the above table, the level of significance of Pearson correlation coefficient is 0.000 and it is less than 0.05. In addition, the calculated r of Pearson is 0.585 which is greater than 0.205 Pearson critical value. So, null hypothesis is rejected by 95% confidence. Thus, one can say that there is a relationship between supply chain management and customers' satisfaction in Urmia Second Phase Industrial Zones factories.

Hypothesis 1.1. There is a relationship between cooperation as well as communications with suppliers and customers' satisfaction in Urmia Second Phase Industrial Zones factories.

Table 2. Examining the relationship between cooperation as well as communications with suppliers and customers' satisfaction in Urmia Second Phase Industrial Zones factories

		Cooperation and communications with customers and suppliers
Customers' satisfaction	Pearson correlation coefficient	0.218
	Level of significance	0.038
	frequency	91

As seen in the above table, the level of significance of Pearson correlation coefficient is 0.038 and it is less than 0.05. In addition, the calculated r of Pearson is 0.218 which is greater than 0.205 Pearson critical value. So, null hypothesis is rejected by 95% confidence. Thus, one can say that there is a relationship between cooperation as well as communications with suppliers and customers' satisfaction in Urmia Second Phase Industrial Zones factories.

Hypothesis 1.2. There is a relationship between integration as well as process management and customers' satisfaction in Urmia Second Phase Industrial Zones factories.

3. Examining the relationship between integration as well as process management and customers' satisfaction in Urmia Second Phase Industrial Zones factories.

		Cooperation and communications with customers and suppliers
Customers' satisfaction	Pearson correlation coefficient	0.218
	Level of significance	0.038
	frequency	91

As seen in the above table, the level of significance of Pearson correlation coefficient is 0.038 and it is less than 0.05. In addition, the calculated r of Pearson is 0.473 which is greater than 0.205 Pearson critical value. So, null hypothesis is rejected by 95% confidence. Thus, one can say that there is a relationship between integration as well as process management and customers' satisfaction in Urmia Second Phase Industrial Zones factories.

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