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Assessment effective factors on satisfaction of personals occupation in Rural Municipalities (Dehyari) in Iran (Case study: Kuhsorkh of Kashmar County)

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ABSTRACT : *Local or rural municipality's Iran is named "Dehyari". Rural Municipalities (Dehyari) is In Iranian rural areas, there are organizations that provide services and facilities to the local people and they are responsible for doing it. Dehyari or rural municipality is an organization that has been expanded rapidly in recent years in rural areas. Dehyari has an important role in the rural management and development, which performance assessment can increase the success of this institution. Today organization need to assessment performance in order to achieving more efficiency of their activities. So this research was studied one of local municipality's Iran. The Kuhsorkh county of Kashmar area was selected as one of the rural municipality's Iran. The main object of research is assessment impact factors on personals satisfaction's rural municipalities. The research method is "descriptive – analytical" and questionnaire is used to collect data. Also we used the statistical methods to analyze the data. The statistical populations are 28 "Dehar"[1] in mentioned area.*
Findings show personals satisfaction has positive effect on their performance. In order to achieving purposes, are proposed some activities such as: Expansion financial resources, supervision on personals performance in order to improving local administers.
KEY WORD : *Performance, personals satisfaction, rural municipality, Dehyari, Kashmar, Iran*

I.   INTRODUCTION

In recent years, the Islamic Councils and Dehyars are defined as the new management in the villages; After Islamic revelation were created rural council due to promoting local people condition .then in 1999 was created " Deyari " as official institutions in order to solving of people problems . Dehyari and the Islamic Councils as public local organizations manage the villages and they can use the policies, management and the performance of the various educational programs, the necessary infrastructures for the development, and attracting more financial resources and such stuff, to develop entrepreneurship in villages, they can also provide the necessary field for rural entrepreneurship. In the new management system in the country, management of the villages is given to the councils and dehyries. (Falsoleyman, 2013: 75).

One of the main factors in order to achieving rural sustainability is democracy in local levels. So people participant in various fields (such as : supervision , making decision financial and etc) is important factors (Bai , 2013 : 85) . Therefore, one of the effective strategies in multidimensional and sustainable rural areas is participation and empowerment of the people, especially the villagers in all aspects of construction and development of the rural area. On the other hand, rural management has a significant role in integrated, and sustainable rural development process. As a matter of fact, rural management means organizing and leading the rural society through forming the organizations and institutions (Motiee, 2012: 36). If we consider the fields of sustainable development in the areas of the environment, economic and cultural activities, there can be an extensive cooperation and interaction between dehyari, the council and the people; since these activities with public participation, education and normalizing this type of participation is easy to achieve. Rural management

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[1] Deyar is the chief of rural administer

can train people and form various local groups, NGOs, pave the way to form various commissions for the embodiment of sustainable development. Moreover, by making the right culture, creating the spirit of cooperation, tolerance of group participation, and giving confidence to them, this type of activity can be effective and influential for the rural people. In other words, using wide participation of the people in a cooperative management system, utilizing the governmental and public resources and facilities, make it easier for rural managers to manage the situations (Moradi, 2013: 177).

The most important tool for achieving this purpose is establishing non-governmental organizations (NGOs), which are based on the needs and capabilities of various groups living on rural areas, in different topics essential to the native and local environment, thus perform the development plans of village (Anabestani , 2013 : 149) . Also, these organizations and institutions are the tools and instruments for providing the objectives of the rural society; the objectives which people draw and accept. Rural development management is a multilateral process that consists of three components: people, government, and public organizations. In this process, through the collaboration of the people and with the help of the organizations and rural firms, the programs and plans of the rural development were provided and administered under close supervision and assessment (Darban, 2011: 7).

The role of villages in various aspects such as: economic, social and political development in different scales on the one hand, and the results of under development of the rural areas including intense inequality, rapid population growth, unemployment, immigration, suburb life and etc. on the other hand make us concentrate more and more on rural development planning. With regard to the importance of rural management to fulfill the objectives of rural development and by considering the fact that sustainable development in the present condition of the world is based on knowledge, the rural development management in Iran should rely on knowledge and it should provide the necessary forces to fulfill this end. Therefore, the village as the smallest social unit in a country division needs an appropriate position in the development cycle of the country, it also needs a better and more accurate recognition of the general social, and economic objectives of the country, especially "the regional development and building" and "organizing the rural space and accommodation." (Rezvani, 1383: 211).

To gain the rural development objectives, we need a local management who examines the rural problems and suggests the best solutions. If we consider the history of development of rural management in Iran, we get the fact that there has always been a need for a manger who could recognize the needs and various conditions of a rural society, this manager should be a member of the rural society and he should lead the village and the villagers to reach development and progress. Such managers existed in ancient times, too. But land reform in 1964 eliminated the chief of village from rural management; this act put rural management in total chaos and confusion. By the victory of Islamic revolution, rural management was changed from a single unit of management to a council, "Islamic councils" took over the responsibility for rural affairs which was accepted in 1361 in the parliament, but the executive problems of rural management in 1999 made another law; the law of establishing self-sufficient Dehyari in the villages of the country. As rural management is one of the most significant events in villages of the country, we need to deal with rural management which needs the villagers' cooperation in the village's affairs. A correct rural management leads to employment and income for different groups of rural society which results in regional development (Pasha Sharifi, 2002: 33).

1.1. Research Objective

It is necessary, are determined the main objectives for scientific research (Araste kho, 2001: 16). So the main research objectives are:
- Identifying geographical characterizes of studied area (KUSORKH County).
- Assessment effective factors on Dehyari performance in studied area.
- Proposing appropriate solution in order to promoting their condition.
- Preventing from rural migration to importance area.

1.2. Research Hypothesis

Each scientific research is trying that propose some hypothesis in order to achieving purpose (Sarukhani, 1994:25). So the hypothesis of this paper is:
It seems personals satisfaction effect on "DEHYARAN" performance.

II.   RESEARCH MYTHOLOGY

The paper is applied and the research method is "descriptive – analytical". Also, questionnaire is used to collect data. The statistical population is "DEHYARAN"[2] of studied area. Thus sample size is 28 persons.

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[2] The chief of studied area administers

Also we used the statistical methods to analyze the data for example SPSS Software. Also, was used ONE-SAMPLE T-TEST.

III.　　STUDIED AREA

One of the parts of Kashmar County is Kuhsorkh. The center of Kuhsorkh is Rivash. It is located between latitudes 35 ° and 15 ° north and longitude 58 °and 36 ° (Agricultural Organization of Khorasan Razavi, 2012). According to political division have three sections. So total villages is 28 numbers.

Figure 1: plan of studied area

IV.　　FINDING

a.　Descriptive findings

i.　Sex

According table 1 all of participants is male.

Table 1: sex of population society

Congested frequency	Percent	Frequency	Sex
100	100	28	**Male**
100	0	0	**Female**
	100	**28**	**Total**

ii.　Age

According table 2 the most frequency is 25-34 range. Also, 12 people include in next range (35-44). So most of population is between 25 – 44 years old (89.3%).

Table2: Age of population society

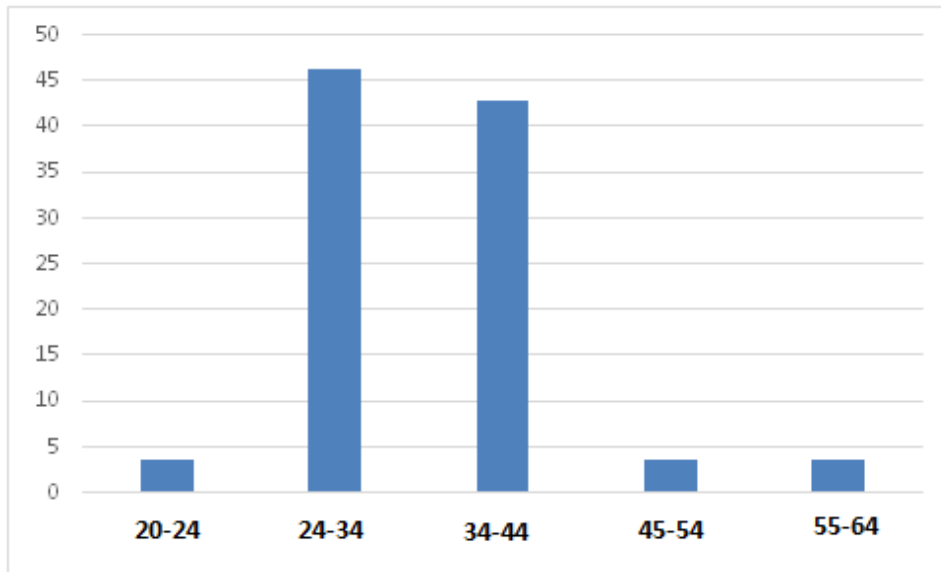| Congested frequency	Percent	Frequency	Result
3.6	3.6	1	20-24
50	46.4	13	25-34
92.9	42.9	12	35-44
96.4	3.6	1	45-54
100	3.6	1	55-64
	100	**28**	**Total**

Figure 2: Age of studied sample

iii.   Education
Based on collected data, most of "DEHYARAN" have diploma degree (64.3%). Also, 21.4% of them have bachelor degree. Therefore educational condition is not bad but isn't high (table 3).

Table3: Education of population society

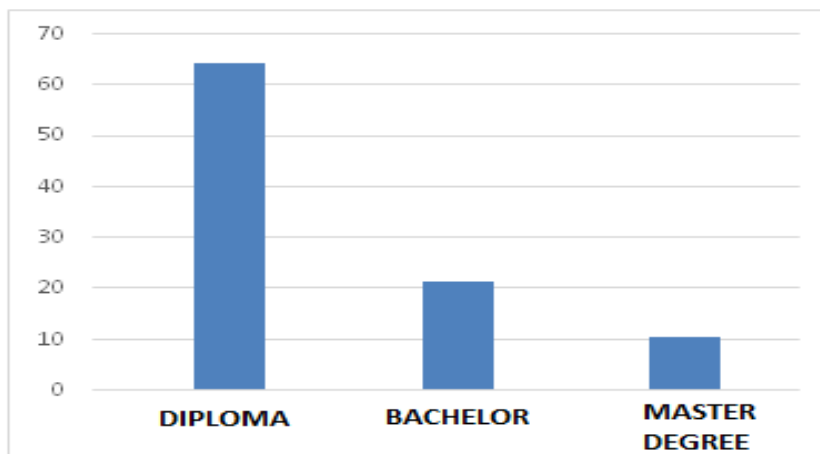| Congested frequency	Percent	Frequency	Result
67.9	64.3	18	Diploma
89.3	21.4	6	Bachelor
100	10.7	3	Master of science
	100	**28**	**Total**

Figure 3: Education of studied sample

b.   *Inferential DATA (STATISTICS)*
i.   timely payment effect on performance

According to table 4 numerous of people believed timely payment have positive effect on "DEHYARAN" performance (82.2%).

Table 4: Timely payment influence result

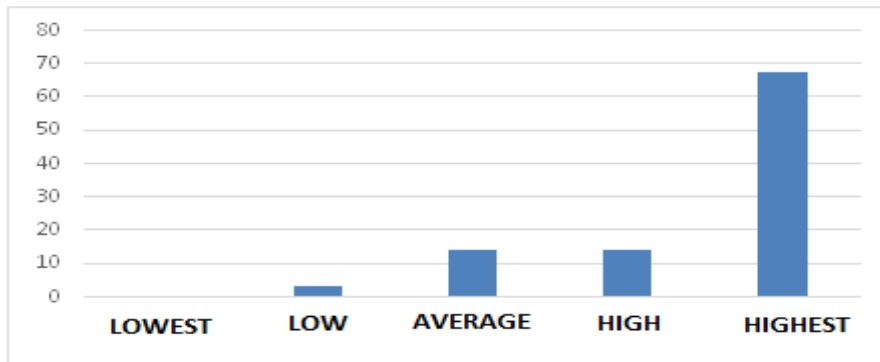| Congested frequency	Percent	Frequency	Test result
0	0	0	Lowest
3.6	3.6	1	low
17.9	14.3	4	Average
32.1	14.3	4	High
100	67.9	19	Highest
4.464			Weigh average
0.881			Weighted standard deviation

Figure 4: Timely payment influence

ii.   Rights and benefit

There is oriented relation between rights & benefit and "DEHYARAN" performance. Based on data collected. 67.9 % believed that salary have highest influence on their performance (table5).

Table 5: Rights and benefit influence result

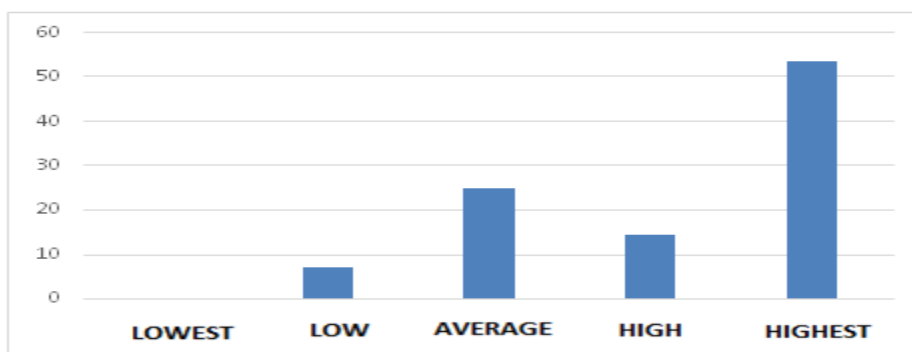| Congested frequency	Percent	Frequency	Test result
0	0	0	Lowest
7.1	7.1	2	low
32.1	25	7	Average
46.4	14.3	4	High
100	53.6	15	Highest
4.142			Weigh average
1.04			Weighted standard deviation

Figure 5: Rights and benefit influence result

iii.   Satisfaction of salary

According to table 6 data, 42.9% of participant satisfies. So, most of research society don't satisfy from salary. Also, believed that amount of salary affect on their performance. Thus, this factor has negative impact on their performance at this time.

Table 6: Satisfaction of salary influence result

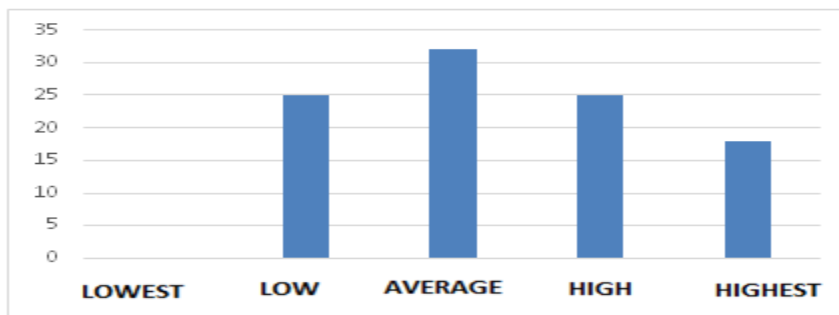| Congested frequency	Percent	Frequency	Test result
0	0	0	Lowest
25	25	7	low
57.1	32.1	9	Average
82.1	25	7	High
100	17.9	5	Highest
4.357			Weigh average
1.06			**Weighted standard deviation**

Figure 6: Satisfaction of salary influence result

iv.   Interesting to occupation

Based on collected data, there is oriented relation between interesting to occupation and their performance. 92.9% believed interesting to job have high influence to their performance.

Table 7: Interesting to occupation influence result

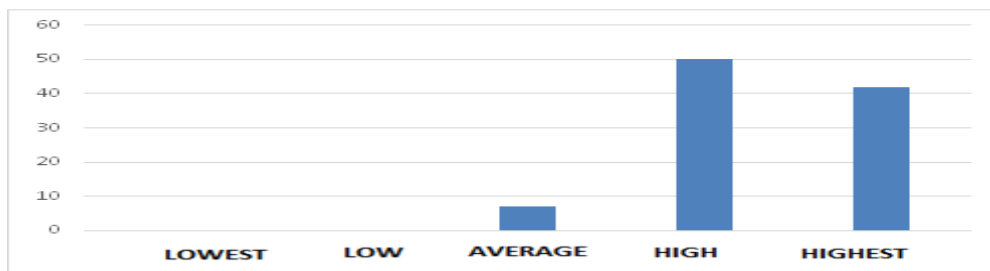| Congested frequency	Percent	Frequency	Test result
0	0	0	Lowest
0	0	0	low
7.1	7.1	2	Average
57.1	50	14	High
100	42.9	12	Highest
4.357			Weigh average
0.621			**Weighted standard deviation**

Figure 7: Interesting to occupation influence result

v.   Income Influence On Performance

According findings, income have clean effect to performance. 96.4% believed adequate income have sharp effect o their performance.

Table 8: Income influence result

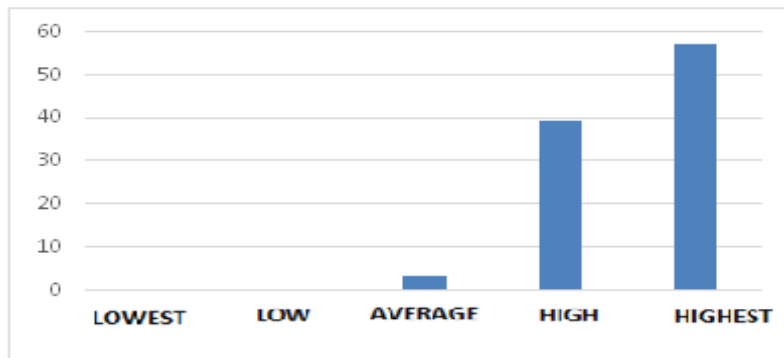| Congested frequency	Percent	Frequency	Test result
0	0	0	Lowest
0	0	0	low
3.6	3.6	1	Average
42.9	39.3	11	High
100	57.1	16	Highest
4.607			Weigh average
0.628			**Weighted standard deviation**

Figure 8: Income influence result

vi.   Satisfaction of occupation

92.9% believed satisfaction of occupation affect on their performance sharply.

Table 9: satisfaction of occupation

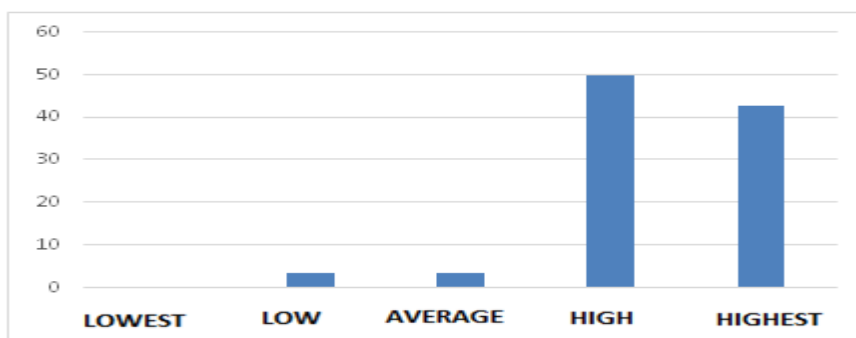| Congested frequency	Percent	Frequency	Test result
0	0	0	Lowest
3.6	3.6	1	low
7.1	3.6	1	Average
57.1	50	14	High
100	42.9	12	Highest
4.321			Weigh average
0.722			**Weighted standard deviation**

Figure 9: Satisfaction of occupation

c. Hypothesis Test

The hypothesis research is: **It seems personals satisfaction effect on "DEHYARAN" performance.**
According table 10, are concluded relation between two variables. So, 83.7% believed the relation between variables is sharply.

Table10: Relation between variables

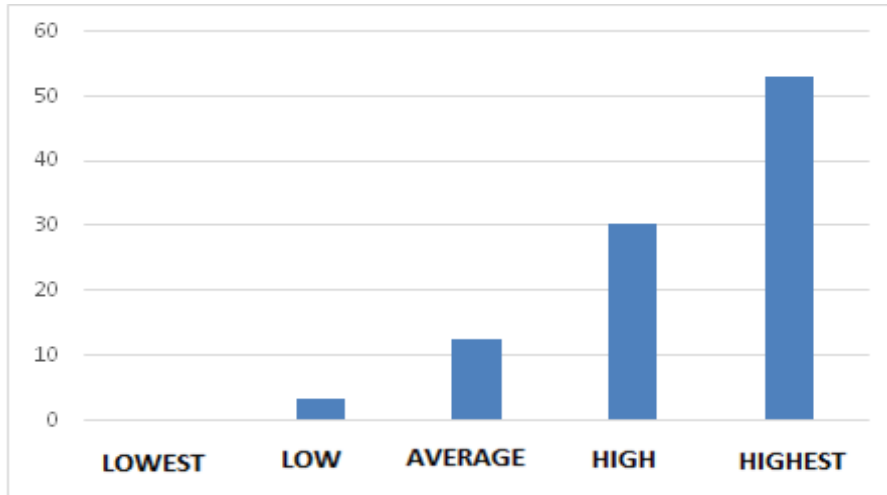| Percent	Frequency	Result
0	0	Lowest
3.57	9	low
12.69	32	Average
30.55	77	High
53.7	134	Highest
100	**252**	**Total**

Figure10: Relation between variables

In order to analyzing hypothesis, has been used from SPSS software. The average of viewpoint "DEHYARAN" about relation variables (satisfaction of personals occupation and appropriate performance) is 29.821. Also, in order to meaningful test was used one- sample T-TEST. The t-test is probably the most commonly used Statistical Data Analysis procedure for hypothesis testing. The statistics t-test allows us to answer this question by using the t-test statistic to determine a p-value that indicates how likely we could have gotten these results by chance, if in fact the null hypothesis were true (i.e. no difference in the population). By convention, if there is less than 5% chance of getting the observed differences by chance, we reject the null hypothesis and say we found a statistically significant difference between the two groups. So, the hypothesis, are:

$H0 = \mu \quad \mu1 \leq 2$

$H1 = \mu \quad \mu1 > 2$

According above analytical data, calculated average (29.821) is more than default hypothesis of questionnaire hypothesis (18). Also, calculated P from one-sample t-test is less than meaningful level of alpha (0.05) .thus, H0 is false. Therefore, there is oriented relation between satisfaction of personals occupation and appropriate their performance. On the other word, there is oriented mean difference.

Table 10: result of one-sample T-TEST

Confidence span		Mean difference	Mean	sig	df	T	
The most	The least						
13.164	10.478	11.821	29.821	0.000	27	18.055	**Satisfaction of personals occupation**

V. CONCLUSION

According to results, there is a different on performance of Rural Municipalities in every village from point of view of people. In other words, in some village there is a partly desirable opinion about performance of Rural Municipalities. In addition, there is a positive relationship between people and rural council members' opinion on performance of Rural Municipalities. Since most of rural managers don't have the sufficient education, therefore existence of rural managers with high education can be useful for improving performance in Rural Municipalities. In fact, lack of sufficient recognition on place and legal obligations of Rural Municipalities is very important to improve of the performance. Therefore this matter can be affected to decline participation and collaboration to Rural Municipalities. Furthermore, the active participation between people and rural managers, and use of people opinion and views is very important to rural planning and management. According to statistical tests of SPSS is concluded that 96.6 % of people believed there is oriented relation between satisfaction of personals occupation and appropriate performance.

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