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The Effect of Knowledge Management on Customer Satisfaction in Automobile Importer Companies (Case Study: Irtoya and Negin Khodro Companies)

AmirReza Alizadeh Majd

Young Researcher and Elite Club, Parand Branch, Islamic Azad University, Parand, Iran.

Corresponding Author Email: Majd.Zqc@gmail.com

Abstract: Lack of knowledge regarding knowledge management system, including the definition, components and success factors have been as the essential elements project failure in knowledge management. This is an applied research in terms of objective and it is descriptive-correlation in terms of nature because it examines and describes the present time. The data in this research have been obtained through interviews, questionnaires, and library studies and field data in the automobile industry. The study population consists of 240 people, including board members, managers, assistants and specialists of Airtoya and Negin Khodro Companies. Sampling was done by cluster sampling that is a subset of random sampling. According to Morgan table, 148 questionnaires were distributed. In the analysis of data to assess the correlation, simple linear regression has been used to measure the effect and Spearman correlation coefficient has been used to determine the relationship and Cronbach's alpha has been used to examine the reliability. Also, Friedman rank test was used to rank variables. Today, organizations have found that nothing can keep them competitive in the world except knowledge. So more than anything else, the employees have been considered as the organization's most important asset in the organization. Knowledge management as a tool that can compile the existing knowledge and spread it to the the entire organization. Recently, knowledge management has been focused by the academic institutions and research and business companies due to the widespread application of theories and methods in dealing with the knowledge institutions and companies.

Key words: knowledge, knowledge management, satisfaction, customer, customer satisfaction.

Introduction

Today, wealth and manpower are not as important as human knowledge the effective management of this knowledge in development. The experiences and achievements of the world's leading organizations suggest that this pioneer and innovation are not possible but in the light of the creation, processing, development, exchange, registration and publication of organizational knowledge.

Knowledge management is a never-ending process that begins from a simple visit and conversation, it gradually takes place on the angles of thought, conscience and employees' behavior, and it finally becomes a new way of life. The first steps of this process have been taken for many years in our country, but it has been abandoned like many other areas of thought and action in the beginning (Abbasi, 2008: 62).

Considering the other aspects of the plan of the Fourth Economic, Social and Cultural Islamic Republic of Iran (2005-2009), the first part of this plan emphasizes on the growth of knowledge-based national economy interacts with the global economy "and the fourth season of" knowledge-based development ", knowledge management should be considered as one of the most important processes and the organizational structure is intended to be a place for knowledge management and knowledge so that as the trustee prevent the hoarding of knowledge in libraries and in the minds of employees and help to share it with others.

Knowledge management is to achieve the goals of organizations by the efficient use of knowledge, ability of organization in the use of spiritual investment (experience and knowledge) and the public knowledge in order to achieve the goals such as knowledge creation, knowledge share, and use of knowledge by technology. Knowledge management is the key of success in the 21 century. Knowledge has more extensive meaning than data and information. Knowledge is a set of information, practical solution, results of its use in different decisions, relevant training, and the people's view on jobs and responsibilities. Knowledge of every person even if in a specific case may different from others. Knowledge is the base of skill and experiment for each one. The main aim of this research is to consider the importer companies based on the expectations in country to the process of knowledge management that no deserved and unified measurement has been taken. It seems that all structures can be improved by studying and identifying the effective factors on implementation of knowledge management. Now, knowledge is scattered, but it is possible to share knowledge by the precise study and identification of the effective factors. It is necessary to study due to these cases:

The first and foremost is the low account turnover in recent months due to organizational performance.

Lack of documentary of problems as well as tacit knowledge managers that none of them has not been documented.

The issue of "identify / design / implement knowledge management mechanisms" as a project of strategic management in the automotive industry and should be implemented by the organization's research and development unit.

Properly implementing knowledge management processes leads to consistency and discipline in the organization; and by documenting the creation and use as well as enrichment of the knowledge, the infrastructure can be formally established to achieve sustainable competitive advantage. But the failure to pay these categories can have irremediable consequences for organizations. As humans sometimes neglect small problems and it can lead to a disaster; as organization is liken to human body so that neglecting may lead to loss of competitive advantage, it is destroyed and can eventually lead to the long-term decline. Each organization to achieve its goals uses a set of knowledge that has been accumulated by individuals and in their minds. In the absence of this knowledge, the failure of the organization or the high costs of some decision-making processes, and lack of the optimal use of experimental records and decisions can be expected. That's why leading organizations collect hidden knowledge with staff and working groups that it is called "intellectual capital". Today the capital of an organization is not only physical and financial capital, but their intellectual capital and knowledge have been considered by managers.

In other word, human resources management is the complex issue of knowledge management. Accordingly, it can be said that knowledge management can create the strong framework for organization in line with the competitive advantage that has not been studied in automobile industry.

Review of literature

The data is source the knowledge creation, Data are facts and raw numbers (Radring, 2004: 62) as per student. Data is abstract and concrete facts about the event. Data is the reality of a situation or a case from a special field without contact with other things. The data reflects the unified interactions and exchanges as a minor part of them. The components stored and managed in databases. Data have minimal text and do not induce the larger issue to be processed. Jan 12 and 100110 and are examples of data. Without offering further explanation, there is no conception of these three data. Each of these data may indicate the time, amount, weight, amount, size, part of the year, etc. (Jafari Moqaddam, 2004: 46).

The information is created by data in a specific context or environment (Radring, 2004). For example, the cost per student at a high school in a particular academic year is considered information. The combined data are associated with interpretation. Communication of data indicates information that may not lead to the information unless you understand their meaning. In fact, the information is summarized data that is grouped, stored, refined, organized and analyzed so that they can clear the context. We can decide by review of information. Information show numbers, words and statements in brief (ibid, 25).

Knowledge is ideas and thoughts, understanding and lessons learned over time. Knowledge is understood from experience, reasoning, insight, learning, reading and listening. When others are sharing their knowledge with people, knowledge grows; and when one's knowledge is combined with other knowledge, new knowledge is created. Knowledge has the individual nature because it is involved with the values and beliefs of people and their perceptions of the world and others. In addition, knowledge appears in the context of interpersonal relationships. Knowledge is richer and more meaningful than data (Pourdarani, 2002).

"Knowledge" is fluid mix of experiences, values, and attitudes of systematic available information that creates a framework for evaluating and utilizing the experiences and provides new information. Knowledge not only in documents but also it is created in the organizational processes and practices. Knowledge exists within people and is part of the complexity of human unknowing. Converting the data into information and knowledge is the main mission of knowledge management (ibid, 8). Therefore, knowledge is an organized combination of "data" through rules, procedures and operations, and the experience. In other words "knowledge" is a sense that has emerged the idea which without that it is considered data. Only through this concept, "information" has come to life and becomes knowledge (Habibi, 2008). Review of knowledge aspects in different periods shows that there is no unified theories regarding this issue. Some of these theories have known the technical and technological theories in the success of management, some other believe in human and cultural factors, and the third category believe in the combination of these theories (Griffin, 2004: 67).

Research model

The research model is based on Newman and Kenrad's research that a variable is added which is named knowledge enrichment. As it can be seen in following, the variables are taken from different models and in line with the general model of knowledge management that are presented as follow.

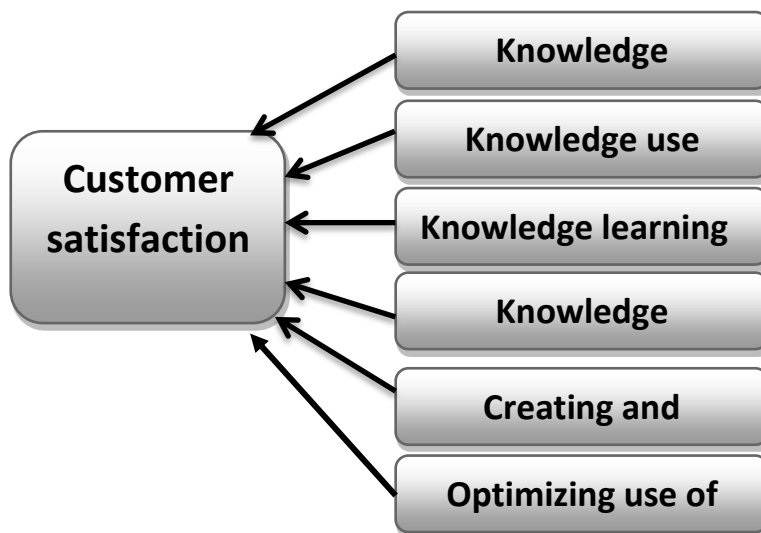


Figure 1. Research model (based on Bokotiz and Williams, 1999)

Research Methodology

Methodology

The present study is applied based on the objective and it is descriptive-correlation because it describes what it happens in the present time.

Data collection method

Data were obtained through interview, library studies, and the field studies in the industry.

Sample

The population includes 240 people of managers, assistants, and experts of Airtoya Company. Sampling was done by integrated method (classified random sampling and cluster sampling) that is the subset of the possible sampling. According to Morgan table, the questionnaire was distributed among 148 cases.

Data analysis method

The inferential statistics include Spearman correlational test (according to the use of ranks) in order to examine the correlation. Simple linear regression was used in order to examine the effect. Cronbach's alpha was used in order to examine the reliability.

The area of research

Time-line of research conduction: The study of knowledge management implementation and its effect on customer satisfaction was started from February of 2015 to May 2016. In other word, time-line of research conduction is cross-sectional.
 Subject: The issues related to organizational development management
 Location: Office of Airtoya Company.

Reliability

The reliability of data was obtained by Cronbach's alpha using SPSS software that the results are presented as follow:

Table 1 – Reliability Analyze

Alpha coefficient	Variables
0.811	Knowledge acquirement
0.856	Knowledge use
0.799	Knowledge learning
0.836	Knowledge evaluation
0.546	Creating and establishing knowledge
0.824	Optimizing use of knowledge

Cronbach's alpha is used that it equaled 91.3% for the whole questionnaire that indicates the stability of the questionnaire. In order to calculate the Cronbach's alpha, variance and total variance should be calculated. Cronbach's alpha is calculated by one of these functions:

$$\alpha = \frac{k}{k-1} \left(1 - \frac{\sum_{i=1}^k S_i^2}{\sigma^2} \right) \quad \text{or} \quad \alpha = \frac{k\bar{C}}{\bar{V} + (k-1)\bar{C}}$$

K: the number of questions

S_i^2 : Variance of question

σ^2 : Total variance of questions

\bar{C} : Average of Covariance

\bar{V} : Average variance of questions

Testing Research Hypotheses

In order to test these hypotheses, as the subject is the study of effect, simple linear regression has been used, but correlation method (Pearson correlation coefficient) has been used in order to complete the project and measure the mutual correlation between variables. Pearson correlation coefficient is used in order to use the ranks. The hypotheses are mentioned in the following. Then, these hypotheses are analyzed.

The main hypothesis

There is a positive significant correlation between knowledge management and customer satisfaction in the automobile importer companies.

Sub-hypotheses

There is a positive significant correlation between knowledge acquirement and customer satisfaction in the automobile importer companies.

There is a positive significant correlation between knowledge use and customer satisfaction in the automobile importer companies.

There is a positive significant correlation between knowledge learning and customer satisfaction in the automobile importer companies.

There is a positive significant correlation between knowledge evaluation and customer satisfaction in the automobile importer companies.

There is a positive significant correlation between knowledge creation and establishment and customer satisfaction in the automobile importer companies.

There is a positive significant correlation between optimizing use of knowledge and customer satisfaction in the automobile importer companies.

Table 2- Hypothesis Analyze

Accepted or rejected	Spearman Correlation	P-value	Variables	Hypotheses
Accepted	0.441	0.000	Knowledge acquirement and customer satisfaction	The first sub-hypothesis
Accepted	0.602	0.000	Knowledge use and customer satisfaction	The second sub-hypothesis
Accepted	0.561	0.000	Knowledge learning and customer satisfaction	The third sub-hypothesis
Accepted	0.394	0.000	Knowledge evaluation and customer satisfaction	The fourth sub-hypothesis
Accepted	0.482	0.000	Creating and establishing knowledge and customer satisfaction	The fifth sub-hypothesis
Accepted	0.533	0.000	Optimizing use of knowledge and customer satisfaction	The main hypothesis
Accepted or rejected	0.711	0.000	Knowledge management and customer satisfaction	Hypotheses

Discussion and conclusion

Nowadays, knowledge management is not only created by economic power, but the most important aspect of knowledge management is the effective behavior of people. In today's knowledge management, it is emphasized that persons strengthen with thinking and analysis power, and more people should have rational functions rather than iodine activities. Freedom of thought must also be given to the employees about their work so that they can express their views; and these findings have not occurred instantaneously about knowledge management, but these have been formed because of work and long experience from the 1980s. (Dehqan, 2014: 37)

The new issues in the field of management such as downsizing lead to miss the important knowledge because employees leave work and take their knowledge with them. Over time, organizations have realized that they lost valuable knowledge and experience, and now they have determined to avoid repeating it. This makes the management to maintain the wise employees and adopt knowledge management strategy. (Mojaddam, 2000: 40)

Recommendations with regard to conditions in the insurance Pasargadae, the most important are:

Continuing kaizen committee meetings.

Parakayzn sessions (sessions expertise to investigate and fix the problem)

Formation of meetings, teaching and learning

Strengthening preventive maintenance committee

Formation and increased R & D activities

Seminars and briefings in the field of knowledge management and the necessity of implementing knowledge-based thinking in the company.

Principles of knowledge management and knowledge-based organization's scope for employees at all levels of the organization.

Empowering employees through continuous training in related disciplines to improve the organization.

Encouraging staff teamwork and familiarity with its advantages.

Creating organizational dependency on staff to act as human capital.

Enabling employee access to information networks and encouraging employees to participate in ICDL courses

Development philosophy of Kaizen (continuous improvement) in the organization, particularly in the field of technology and information technology.

Encouraging employees to participate in research organizations.

Establishing a system for quick access employee training and virtual resources.

Applying dynamic forces associated with job.

The use of psychological tests for employee jobs and jobs and the future.

Creating the enabling environment to study and cooperation and support from staff in order to create knowledge workers.

Creating a virtual library for easy access to science and knowledge.

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