

# The Relation between the excitement intelligence, self-confidence and the staff's customer based tendencies in Bistoon, Kermanshah Company

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## ABSTRACT

**Objective:** The goal of study is to examine the relation between the excitement intelligence, self-confidence and the staff's customer-based tendencies in Bistoon Company, in Kermanshah.

**Methodology:** This study is descriptive, cohesive and the statistical society includes all of staff in Bistoon, diary company, Kermanshah, including 90 persons. There were used the questionnaire of excitement intelligence of Siber or Sheering and Cooper Smith's self-confidence (1967) and the researcher's customer – based questionnaire. **Results:** The resistance correlation of questionnaire was respectively 0.83, 0.81 and 0.80 by Alfa Cronbak. There was also used the descriptive statistics Kolmogrof Smirnof, Pearson's cohesive correlation, multiple regression in the approved statistics to analyze data. The analyses show that there are positive, meaningful relations between the excitement intelligence and the customer-based aspects (0.521), Self-confidence and the customer-based aspects (0.376) among the staff in Bistoon company in Kermanshah. **Conclusion:** The excitement intelligence and self-confidence predict the self-confidence aspects (0.395), in which the self-confidence plays an important role than self- confidence.

## 1. Introduction

Nowadays, one of the causes to progress the quality of services is the interactions of staff and customers. Such interactions cause people know about the expectations, wishes, and suitable interactions with customers (Akbari and Safarnia, 2012). The organs should concern the customer's ideals to achieve the goals in a cohesive group that causes a cohesive, strong culture due to the customerbased aspects (Safarnia et al., 2011). Regarding this fact that the direct relation with customers, the market share, the organ sources and security save the organ, it is not wonderful why the attraction of customers and their ideals produce some challenges in the organs (Brink and Berndt, 2008). If we can guide the staff's views to the customer based ideals, it is no doubt that such view influences on their behaviors. The customer is the most important investment of companies that authorizes the advantages, salary and the advantages of staff (Rafiq and Pervaiz, 2000). The customer-based approach is a concept that makes marketing into a competitive weapon; therefore, it changes values, beliefs, hypotheses, and the duties in an organ toward the bilateral relations between the customers and organ. The customer-based term among the service staff means that we should perceive the customer's needs better, in order to reflect our behaviors to satisfy the customer's needs (Bove and Johnson, 2000).

One of the causes that can guide the skills and the views among the staff in order to increase the quality of customer-based approach, it is the manifestation of excitement intelligence (Hafezian et al., 2009). The excitement intelligence is the key role to provide the environment which causes the staff's educations, and motivates them to the best (Shabani Bahar et al., 2010). The intelligent people can develop the effects of excitement in the different levels of organ, it plays an important role in the quality, and the social interactions (Eidi, et al., 2013). Bar-On, (2006) defines the excitement intelligence as a collection of defined abilities and unknown skills that influence on the individual abilities to succeed, to resist the environmental pressures.

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In other words, he believes that the excitement intelligence is the ability to conceive the emotions and the individual relations. On the other hand, self-confidence is the main aspect of a person's personality that manifests in the different aspects of a person. Self-confidence is self-evaluation, the person's self-interest (disinterestedness).

Therefore, the empowerment of staff's self-confidence is one of the causes of success. Those who have higher self-confidence increase their abilities, hence they believe while they decide to do something, they may succeed (Pierce and Gardner, 2004). On the other hand, the staffs that have the less self-confidence, they believe themselves less able. Therefore, they predict themselves less success, and they will limit their deeds.

Therefore, the individual level of self-confidence plays an important role in the job application and the effect in the organs (Najar Poor and Taghizadeh, 2012).

Yaghoubi, (2011) believed that if the organ wants to progress in the present competitive world, to create a competitive advantage, there is no way other than investment in the human source. Therefore, the necessity of human sources, and their wishes is the first principle of competition, while the needs of human's sources (internal customers) would not be provided, it is almost impossible to provide the external customers (Jamal and Naser, 2002). The managers and the staff who have the high self-confidence and the excitement intelligence, it means that they know themselves and other well, they are outstanding in the market (Shafaghi Zadeh, 2005). The customer-based strategy predicts marketing in order to access the suitable relations with customers (Cherniss, 2000). On the other hand, the cohesion of information and the internal behaviour should be used in the organ to produce the suitable, social relations, the staff's excitement intelligence and their self-confidence who relate directly to the external customers, the internal competitor, and the internal customers, (Agus and Barker, 2007). This study examines the relation between the excitement intelligence and self-confidence among the customer-based tendencies of staff in Bistoon company in Kermanshah.

## 2. Materials and methods

It is descriptive correlation. The statistical society includes all of staff in the dairy company, Bistoon in Kermanshah. Because the example is limited, whole of society were 90 persons. There were three questionnaires to gather data: A: Siber or Shiring's questionnaire of excitement intelligences, the questionnaire of Cooper Smith (1967), less than 30, 38.6 percentage was between 30-40, 40.9 percentage was between 41-50, and there was 4.5 percentage higher than 50. There was 35.1 percentage has a.a. and diploma, and there was 38.6 percentage has license, and 26.3 percentage was in M.A. There were 47.7 percentages between 6-10 years experience.

The middle of self-confidence and the excitement intelligence was at the middle, or well among the staff in Bistoon Company, in Kermanshah.

**Table 1. The cohesion between self-confidence variables and the customer-based tendency**

Variable	Number (N)	Cohesive correlation (R)	The meaningful level
Customer -based	90	0.376	0.003
Self -confidence	90		

Regarding the table of Pearson's cohesive correlation, which was 0.376, there was meaningful, direct relations the variables of selfconfidence and customer-based approaches among the staff in Bistoon company in Kermanshah. The second hypothesis examines the relations between the variables of excitement intelligence and the customer-based aspects, the data presented in table 2.

**Table 2. The cohesion of variables of excitement intelligence and the customer-based aspects**

customer-based	Variable	The excitement intelligent	The excitement of other emotions	The excitement of own emotions	Self-control	Social skill	Applying emotion	Optimizations
	Pearson's cohesive correlation	0.521	0.264	0.327	0.220	248	0.199	0.254
	Amount P	0.002	0.003	0.003	0.001	0.001	0.005	0.002
	number	90	90	90	90	90	90	90

## 3. Discussion and results

Table 2 shows that there is meaningful direct relation of Pearson's cohesive correlations between the excitement intelligence and the customer-based aspect in Bistoon company in Kermanshah. At the end, we examine how the excitement intelligence and selfconfidence predict the customer-based variances in Bistoon company in Kermanshah.

**Table 3. The survey of regression model.**

Factors	R	R2	The result of standard error
Amount	0.650	0.395	0569

Table 3 shows that the correlation of multiple regression is  $R^2 = 0.395$  between the excitement intelligence, self-confidence and the customer-based aspects. This amount shows that the excitement intelligence and self-confidence can predict 0.395 percentage of variances of customer-based changes. We examined the meaningful level in table 7.

**Table 4. Multiple Regressions**

The source of changes	The collection of squires	The freedom degree	The middle of squire	F	Sig
The effect at regression	141.293	2	52.710	87.45	0.000
Left	98.523	69	74.496	-	-
Whole	239.816	69	-	-	-

**Table 5. The changeable statistics in the result model of regression of excitement intelligence and self-confidence**

The name of variable	B	Std.B	Beta	T	Sig
The width from beginning	68.69	5.430	-	10.81	0.003
The excitement intelligence	0.878	0.319	0.510	2.169	0.001
Self-confidence	0.647	0.575	0.336	2.275	0.001

As it was shown in table (4) as well as the amount of  $f = 87.45$  and the meaningful level  $p \leq 0.000$ , it can be said that there is meaningful model of assigning results due to the variance which is predicted by variables of excitement intelligence and the customerbased self-confidence in Bistoon company in Kermanshah. Therefore, the zero hypothesis is rejected and the research hypothesis is approved, it is  $\text{Beta} = 0.510$ , it can be said that the most affective prediction is between the variables of excitement intelligence that predicts the customer-based degree in Bistoon company in Kermanshah.

#### 4. Conclusion

The goal of study is to examine the relation between the excitement intelligence, self-confidence of staff and the customerbased tendencies in Bistoon Company in Kermanshah. The results of data analyses show that there is meaningful relation between the staff's self-confidence, excitement intelligence and their customerbased approaches in Bistoon Company in Kermanshah. The results show that high excitement intelligence and selfconfidence improve the results show that high excitement intelligence and self-confidence improve the staff's and manager's operation in the sale section, the level of self-confidence influences on the other's relations in order to improve the operation in organ and to save the customer, because these staff have bilateral relations with customers. Sleagman's studies concluded that the staff is optimistic in the sale section; they have high selfconfidence comparing the pessimistic staff who have the less selfconfidence which showed 37 percentage sale.

On the other hand, the excitement intelligence is the clever application of emotions and feeling including a collection of skills and the individual features, which are non-sensible skills or individual, internal skills. The progress and the importance of excitement intelligence develop the relations as well as the intelligence correlations and the technical skills as the core of organ which leading to success. The customers and their needs should be axis of every struggle in the organs, the organs should examine the operations due to the content customers, therefore, knowing about customers provide the affective causes to present the services.

The managers and staff should classify their customers, those who are more intelligent know other better, they progress the organ. Therefore, the staff need the affective management and their social skills would be possible by attracting the main customers. The results show that the excitement intelligence influences the customer-based approach more than self-confidence ( $\text{Beta} = 0.510$ ), hence, the staff's excitement intelligence make them capable to recognize the emotions, ideas, the needs, and abilities of people. The staff who behave while sympathy, the support the social skills to help other members in the organ, to increase emotions, the positive excitement to access the goals.

At the end, it can be said that the most important source of organ is the human source, while if intelligence and self-confidence are high, the skills and talents will be high too to serve in the organs to attract customers, to increase the fields in the organs. Hence, the managers of companies and the industrial organs suggest that the same field attracts the people's accompaniment in making decision, the positive interactions to rear the self-confidence among the staff, to hold self-controlling to encourage the devoted, innovative staff directly and indirectly, to progress their internal abilities to empower the staff's excitement intelligence which is the customer-based filed.

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