

The impact of critical thinking on customer-oriented organizations (Case Study Payame Noor branches in East Azerbaijan province)

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ABSTRACT: The general purpose of this research is reviewing the effect of critical thought on customer oriented organizations by case study of Payame-Noor universities of East Azerbaijan. In this direction two questionnaires were provided. Is the critical thought questionnaire of California (from B) used by employees? And the satisfaction evaluation of customer by makes use of Sequel Model used by Payame-Nour students. Statistic community is based on sampling style of 167 employees and 210 students. After collection data was analyzed through these two questionnaires. This research was measured by correlation index which is the existence of relation between employees critical thought and the amount of their customer orientation, i.e., as employees critical thought is high, it is added to students' satisfaction of their services. In this research three dimensions of customer dimensions of customer dimensions (quality, social and physical) have been used.

Keywords: customer orientation, critical thought, customers' satisfaction.

INTRODUCTION

The success of all organization and institutions, including generative or serviceable, profit or nonprofit and governmental or nongovernmental are under the effect of several factors that one of the most important of them is customers' and beneficiaries' satisfaction in order to reach organization rise and business improvement. Today quality and customer satisfaction discussion has gone beyond generative production and has covered serviceable areas, so that to provide customers' and beneficiaries' satisfaction is one of the obligations of systems of quality management and rise models (Keson, 1994:12).

Different features of services have caused that services quality evaluation and quality as the result, improvement to become so complex. This matter needs make use of suitable tool for quality evaluation of an intangible product. (Yoon, 2003)

Since 1970-s quality theory appeared in serviceable ion and in this own evolvment reached to comprehensive quality

In total, most of quality management definitions been used for services are concentrated on customer, in other word, quality measurement in services is done in the base of customer's perception (Strong, 2004)

Customer is a section of extensive of services quality which has been affected by human factor dimension and remarkable role in customers' and beneficiaries' satisfaction, especially in serviceable institutions and organs. Educational and investigational services, especially services and high education institutes, are the most important services in every society,

Problem statement

Nowadays organizations act in dynamic, full ambiguity and evolving. One of the features of present era is wonderful changes and evolutions which have been in their social, cultural situation such as evolutions in mentality, ideology, social, political, economic, technology and transnational values. Therefore, those organizations are

successful in this area who to conform themselves with these environmental needs and this is not possible unless organizations recognize the importance of movement toward customer orientation. Customer orientation is a kind of organizational culture creating in the most efficient and effective form, the necessary behaviors in order to create better value for buyers. In reality customer orientation includes the level taking information organization from customers and use them, it creates strategies to meet customers' needs and through response to customer's needs demands perform that strategy. In addition to this, nowadays environmental conditions has been complex, dynamic and uncertain to the amount that the organizations that their activity base is considered students, professors presence as their customers, cannot guarantee own long time survival by superficial and external changes in structures. Such organizations for comparison with environmental threats and use of probable opportunities have to know their own capacities and internal abilities to recover weakness points and to strength their own strong point. Problems and difficulties in organizations have been so complex and blend that created competitive conditions between organizations like competent competition, the existence of new components or replaced has caused that organizations to move toward customer orientation. Since organizations that do their activities on the basis of customer orientation, plan according to costumers' expectations and priorities and follow customers' needs satisfying. Nowadays environmental conditions has become so complex, dynamic and uncertain that organizations like Payame-Nour universities no long can guarantee own long time survival by superficial and external change in structures, methods, systems and so on. Such organization for comparison with environmental threats abd of probable opportunities have to know own capacities and internal abilities, to recover weakness points and to strengthen own power points. Problems and difficulties in organizations are so complex and blend that it is not easy to recognize the problem easily and humanist nature of organizations and complexity of employees behaviors had add this complexity. On the other hand, by technology development and motorization of works, the kind of humanist activities reform in organization and becomes as mental work that this fact needs strong critical thought and such thought promotion among individuals, appear and organizations (Navil 2004,1). Though and new information acquiring is one of the manifest features of humans instinctive attempts to look at this around and to increase own information area. This search sprit has always been human beings motivation and human creation until now has caused knowledge producing. How to think and though is the most stimulant feature of human. Critical thought is of the most successful ways of understanding though expensive (Blanchard, 1999) such thought regardless of simplicity and unquestionably acceptance facilitates frankly selection and increases human are ability to understand and solve problems.

Which have unmatched role in development of societies. According to the basis of costumer, educational system planning is done with due attention to the real needs of these service users, not on the basis of planners belief and in closed environment. The benefit of this new point is that relates educational purposes to user's practical needs of these services. Costumers or beneficiaries divided education in different groups related to education process, and include students, scientific council members, and personnel (educational and non- educational), employers and government, industry and families.

In this direction promotion of attitudes, thoughts and employees creative view points, the most chief individuals which service, is important in high eduvation, to enjoy stereotypical thinking thoughts, usual and traditional methods are not useful. Because to serve better in the word based on costumer, the existence of thought, problem solving, evaluation and reasoning skills is essential. Therefore it is necessary in contemporary are more than the past to pay attention to critical thought process instead of content, until service quality in high education to rise.

In present research, by giving attention to the effect thought on costumer oriented organizations, the amount of critical thought measurement among employees and the amount of educational costumers satisfaction, is done with due attention to the level of critical thought among Payame-Nour universities employees of East Azerbaijan. A true and value based judgment and decision making are subjects under "critical thinking" paradigm.

Surely, customer oriented organizations as Payame-Nour, require powerful critical thinking skills among individuals in their organizational community, so as proposing novel ideas and new solutions would provide organizational promotion. Organizations can accommodate themselves with environment and achiev competitive advantage through offering proper strategies, creating new and cost effective ideas and procedures (Tousi, 2006). Unfortunately, in many organizations in our country including Payame-Nour universities critical thinking is not considered as a necessary skill in decision making, treating problems and individual as well as organizational challenges to be included in training while it is obviously clear that existence of customer (students, professors) influence every organizational aspecy. In this regard, the main subject of this study is the dimensional recognition of customer centric being effective on development of critical thinking among university employees. So, in the current critical situation and considering the pace of evolution in the word it is inevitably necessary to be accommodated with developments and other changes, So, the objective of this study is to understand whether there is a relation between

customer centric and critical thinking to offer strategies for promotion of employees critical thinking the studying the status of customer centric and critical thinking and identifying relation between these variables.

Objectives of study

General objective: studying and evaluating effect of critical thinking on employee customer centric of East Azerbaijan Payame Noor University in customer attracting

Secondary objectives:

1. Defining effect of critical thinking in providing physical services required for students.
2. Defining effect of critical thinking in providing social services required for students
3. Defining effect of critical thinking in providing quality services required for students.
4. Defining effect of critical thinking among employees of Payame Noor University.

Hypotheses

Primary hypothesis: there is a relation between critical thinking and customer centric of Payame Noor University s employees.

Secondary Hypotheses:

1. Critical thinking of Payame Noor University employees of East Azerbaijan is effective in offering quality services for customers.
2. Critical thinking of Payame Noor University employees of East Azerbaijan is effective in offering social services for customers.
3. Critical thinking of Payame Noor University employees of East Azerbaijan is effective in offering quality physical for customers.
4. Critical thinking of Payame Noor University employees of East Azerbaijan is effective in customer centric view of them.

Defining variables

- Conceptual definition of critical analysis:

Identifying parallelisms, avoiding contradictions and declared or undeclared information faced with in different discussions, lack of emotional excitement facing with a problem or imbalance.

Conceptual definition of customer oriented organization

It is a level an organization obtains information from customers and uses them, creates strategies to meet customer requirements and implement these strategies through fulfilling requirements.

The definition of critical thinking

Until the last decade there was no general consensus regarding the notion and the skills of critical thinking and the authors defined and investigated critical thinking based on their own personal impressions. In years 1989-1990, Fachie and Fachie achieved a social concept for critical thinking and skills in association with the association of philosophers and some universities of USA in using Delphi studies and based on the comments of 46 critical thinking experts. The critical thinking is a self-regulated and targeted judgment process that results in problem solving and appropriate decision making for the individuals. The flexibility feature of the critical thinking also allows one to rationally and discursively judge the used theories, the existing evidence, the criteria and the described standards and or the applied methods. Based on this notion, this process is a linear and step by step process. In fact, using the ability of critical thinking one would be able to evaluate the single and combined problems and issues and eventually determine the practice and the belief that may work. To achieve such a belief and performance, the interventionist role of the main cognitive skills of critical thinking is very significant.

The position of critical thinking in higher education

In recent years, the educational experts are severely concerned with the inability of the students in critical thinking. Although, the development of intellectual skills have always been a complicated issue in education, nowadays the situation has become critical because the output of the social information has exceeded the ability of critical thinking of the individuals. Nowadays, the amount of available data is much more than the ability of man to use them and in such a state the role of the lecturers and information transformers must change and the learners must merely address data collection and protection. The learners must increase their thinking and reasoning skills and process the existing information and apply them.

The hypothesis that thinking can expand the way for teaching is generally accepted. Critical thinking abilities and skills of the students will not develop during the education merely by listening to the lectures or reading books and giving tests without the help from the teacher. The teachers must clearly determine the goal of critical thinking in the framework of the educational field and provide the students with opportunities for practicing the methods and skills of the critical thinking. Also the teachers must develop the behavioral aspects of critical thinking such as interest, wonders, and curiosity (Morrison, 2001).

By studying the theories and the patterns of information processing we conclude that there aren't conflicts between teaching and learning of reading and writing, analysis of the Literature, scientific exploration and etc. on one side and learning how to think on the other side. Each categories of thinking includes a part of the education principles itself and each of them is reinforced by the other. Teaching basic courses without the simultaneous train of thought is incomplete. For example training the following to the student is conducted by some patterns: Inductive problem solving method (concept development patterns), understanding the concept and analyzing the thinking methods (concept understanding patterns) analyzing the social and other issues, (with court patterns and role playing), breaking the thinking prevailing frameworks and divergent thought development (with improvisation and exploration patterns).

Customer Orientation forms and different views

Koronka distinguish the three forms of customer orientation. The information based viewpoint considers the customer orientation as the existence of customer information and the amount of the data that are collected and analyzed about the requirements of a customer. Culture and philosophy based viewpoint considers customer orientation beyond the first viewpoint. Customer orientation of this viewpoint is based on the special elements in the general philosophy of the organization such as values, norms and opinions.

Dashpand and his co. workers consider client based from the structural culture point of view and define it as a set of believes that first of all locating customers profit, without dividing them from others such as owners, managers workers, with the purpose of creating profiteers organ in long time. Furthermore Donap and his coworkers emphasis that in customer oriented sales its probable to loose same short time objects but at the end they can make customers satisfied in long time.

Khodabakhsh believe that workers of an organ as inner customers are playing main role. Therefore attraction, extension, machination, quantity and quality improvement abilities, initializing, continuum improvement of service to them and rising quality of work as a product and participation in process by helps of monument, guide the organ across presenting light level of product quality and service that will brays satisfaction customers. In the process which is client based. The subject is sufficient understanding of customer from a company that is able to make top valued fortune .Client based process use one active and continues status for facing with customers essential needs (Han and coworkers) The sales unites that are working in hazards as situation are facing with fast changes in needs and customers and demands and their unpredictable needs.

So, because of the on growing needs and expectations of customers they need to be more client oriental. Modern customers can be future customer and find what they want today and in future and what they understand today and what they will, accurately understand as satisfying their request.

Accuracy and perpetuity evaluation implement

Accuracy

The word accuracy is drives from the "accurate" which means right and correct. What we are aimed in accuracy is that implement measurement be able to measure, slightly features.

Since unfit measures can make scientific research unjust and unvalued.

Accuracy is classified in different ways that some of them are mentioned here.

- Styled accuracy
- Propertied accuracy
- Accuracy which is underlined in anticipation
- Convergent accuracy
- Disinter accuracy
- Factor accuracy
- In another division accuracy has different variety
- Adjudication (based on others judgment)
- Propertied
- Factor based

In this research for characterizing the accuracy tool data connection, firstly we give element only questionnaire to student which include researchers' questions to give their opinion in concerned of these questions. Then ideas of trainer, consuler, and professor experts will be written in question sheet after that reformation will be done and questions are designed.

Reliability

The aim of reliability is that the research finding relative stability exist. This means that if the property or phenomenon measured under the same conditions with the same tool again measure. The results will be significantly different from the previous measurement.

In the tradition of famous people whose behavior mirrors and it's reliable and predictable that what people will do a week later with what they are doing today and what they did last week. It's homological. A test when have observed durability of the score and the actual score of the high correlation (Cholowski, 1992)

Method of data analysis:

A set of concepts and methods used to organize, summarize, drawing table, charting and describing data collection called data analysis and descriptive statistics and images of the observed data with the help of the standard figures and graphs offers. The index figures and graphs are valid only in the case of this study cannot be generalized to other communities. Data describing individual cases through the expression of the relative numbers, frequency, distribution of mean, and dispersion size and describes the correlation between several characteristics through an agreement linear correlation tables including descriptive statistics capabilities.

In the course of sampling and statistical researcher has selected a small group known as the example of a larger group known as the population or population deals. Researchers study using data and from a sample to estimate and divination of feature people. The subject analysis is to generalize the result of observation in the sample to the population the main researcher (Facione, 1990)

For analysis the data collected was used descriptive and in frontal statistics information analysis: This study to quantify and analyze the causal explanation.

Chi square test was used for normality of the distribution of test data (kolomogrove- Smirnof) test for the ranking of customer (Friedman Variance).

3-4 Normal test research variable before entering the stage of testing needed to be formed of the data normality. Based on appropriate test is normal or not. In this test, if the achieved significance level of the test, the (a=0.05) larger than the error value otherwise normal data and the data is not distributed normally.

Circumstantial evidence variable	Kolomograf- Smirnof	sig
Critique though	0.873	0.431
evaluation	1.05	0.216
deduction	0.135	0.052
analysis	1.222	0.101
sylogistic	1.521	0.074
posteriori	1.376	0.057
satisfaction	0.777	0.583
Satisfaction qualitative	0.944	0.345
Satisfaction minded	1.241	0.481
Satisfaction physical	0.844	0.449

With due attention to result provided of 5-4 table is clear, meaningfulness level for variables of this survey is higher than 0.05, so we conclude that collected data for this variable has normal distribution. So to analyze research data, parametric have been used because of normal being data distribution.

The first hypothesis:

There is no meaningful relation between employees' critical thought with qualitative satisfaction of students in Payame-Nour Universities of East Azerbaijan.

Table below; The results of Pierson correlation Index between employees' critical thought with students qualitative satisfaction

Table 1. Critical thought with students' social satisfaction

Creation	Students' qualitative satisfaction	
	Prediction	Meaningfulness level
Students' critical thought	0.64	0.01
Evaluation	0.49	0.01
Inference	0.30	0.01
Analysis	0.41	0.01
Analogical reasoning	0.52	0.01
Inductive reasoning	0.38	0.01

P≤0.05 the relation is meaningful. p≤0.01 the relation is meaningful.

As information resulted of table 6-4 shows, correlation index between employees critical thought and students qualitative satisfaction has been obtained of satisfaction bit scaled ($r=0.64$). The statically this relation is meaningful, too ($p=0.01$)

Therefore with 0.99 of assurance we can say that there is a direct meaningful relation between employees critical thought and students qualitative satisfaction in Payame-Nour Universities of East Azerbaijan.

(That is by increasing of critical thought between employees, student's qualitative satisfaction of bit scales of satisfaction increases also). Also between bit scales of critical thought of evaluation, inference, analysis, analogical reasoning and inductive reasoning with students qualitative satisfaction of bit scales, satisfaction is statically meaningful ($p=0.01$). That with due attention to results, the null hypothesis is rejected and survey hypothesis is accepted.

The second hypothesis:

There is no meaningful relation between employees critical thought with students social satisfaction in Payame-Nour Universities of East Azerbaijan.

Table 3. the results of Pierson correlation Index between employees
Critical thought with students' social satisfaction

Creation	Students' qualitative satisfaction	
	Prediction	Meaningfulness level
Students' critical thought	0.52	0.05
Evaluation	0.43	0.074
Inference	0.39	0.87
Analysis	0.5	0.01
Analogical reasoning	0.33	0.03
Inductive reasoning	0.49	0.01

As for the research results show that the critical thinking of employee are connect with costumer-oriented, and since if the critical thinking is in the high levels, it make satisfaction costumer with perspective of physical and soil and qualitative will be considered. For maintain the satisfaction in high degrees the critical thinking employee should be strengthened.

The following cases recommended:

- 1- The reading of book for make strength critical Thinking.
- 2-The performance education work shop of critical Thinking.
- 3-To take time for participate in discussions with employees about the importance necessity of critical Thinking.
- 4- Training to promote the high critical Thinking.
- 5- The ridding of experience people with critical Thinking.

Recommended about customer oriented:

- 1- Whereas structure of educational environment infers step the physical of the thought customer about the formed organization.
So it is necessary to apply that, arrangement education environmental places and departments in high education system.
- 2- Informatics system in such away that the users knew about change and transition personally universities , and it is well the subject do online, in the case the university of payam nur by start the system of golestan and also start the special site for each university to be able gather together customer necessity .
- 3- The item such as situation of apparent personal, cleanliness space of building and access to features and facilities welfare and service must be available for customers.

- 4- For answering dials able to use such as ready to answer quickly and exactly for requests and questions customers.
- 5- About thinking like as special attention for all of necessity of cases and nerve if their requested not accept able and able to provide in future for solve their problems.

The attention with confidence and ability trust of dials such do exact duty and behavior polite and respect and confidant information in cases history.

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