

The relationship between organizational spirituality and organizational loyalty in Telecommunication Company of Fars province

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Abstract: The current research examines the relationship between organizational spirituality and loyalty in Telecommunication Company of Fars province. Based on the research results, there is a positive and significant relationship between organizational spirituality and loyalty. So, in order to enhance the loyalty of employees to the organization, its spirituality ought to be increased by the managers.

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Introduction

As studies show, the encouragement of spirituality at workplace may lead to numerous advantages. The spirituality at work is the further understanding and identification of the inner and inward life of the employees. This can be grown and through significant tasks, can be advanced.

Organizational changing management is one of the management domains, using spirituality in various ways. Its main targets include a contribution to changing the individuals' behavior in organization and obtaining fast and beneficial practical goals. The traditional methods of people's behavior shift, as well as the organizational culture, concentrate on directing organizational structures and systems with agreeable behaviors. This procedure demands conscious attempt, and can be conceptualized as: "a shift from outside to inside"; Since in this method, the shift starts within the outside elements of the individuals. In contrast, the spiritual knowledge suggests that a shift can be managed "from inside to outside". In fact, those with the experience of spiritual life, by conducting methods in accordance with organizational goals, bring an advancement, to their lives and organizations.

Similarly, researchers have explained that spirituality encouragement at workplace can lead to several advantages including an increase in creativity, honesty, trust, self-evolution, organizational obligation as well as rising employees' job attitudes such as the enhancement of job satisfaction, job sharing, behavior and conscientiousness and motivation, beside a decrease in job withdrawal. All these items, directly or indirectly, cause a promotion in organizational performance, usefulness, and efficacy therefore, the current research is evaluating the effect of workplace spirituality on organizational loyalty (as one of the job desired outputs).

The assumed research model is indicated in Figure 1. There are 3 hypotheses developed for this study:

Hypothesis 1: There is a significant and direct relationship between superpersonal spirituality and organizational loyalty.

Hypothesis 2: There is a significant and direct relationship between expersonal spirituality and organizational loyalty.

Hypothesis 3: There is a significant and direct relationship between interpersonal spirituality and organizational loyalty.

Figure 1 = The research conceptual model

The research variables are discussed below:

Super personal spirituality: The connection and relationship with a super force (God) and feeling its existence at work as well as having a significant job

Inter personal spirituality: The appearance of one's abilities and talents followed by at work, that is, an effective relationship among individuals may lead to an agreement to an agreement to come to the same object in regard with the organizational targets.

Expersonal spirituality: In this kind of spirituality, the expersonal relationship in individuals leads to a connection to the environment.

Research method:

Based on Cochran formula, 187 people were evaluated as samples. In sum, 200 questionnaires were distributed among organization members, but due to occupational nature of some of their responsibilities outside the organization, 161 questionnaires were collected and studied at last.

The subjects included in the questionnaire have been reviewed and confirmed by the experts in order to ensure the validity of contents.

Cronbach Alfa Index calculated for all variables of the research, has been more than %75 for all of them which shows the reliability of the questionnaire.

The path analysis model which is standard index (direct effects) has been used for examining the main hypotheses of the research to evaluate the direct effects as well as the path indices among variables.

Results:

As mentioned before, the research object is to consider a mediating and anticipating role of variables, besides determining their direct effects amounts. Thus, for evaluating the direct effects and path indices among variables, the path analysis model that is the standard index (direct effect) has been used and its results have been indicated in separate tables.

1: There is a significant direct relationship between organizational spirituality and loyalty.

The upper hypothesis is divided into two sub presumptions.

1 - 1: There is a significant and direct relationship between super personal spirituality and organizational loyalty.

Table 1- The direct, indirect and general effect as well as the amount of t related to variables : super personal spirituality and organization loyalty .

The super personal spirituality with (B=0/27 and 7/25) has significant and direct effect on

organizational loyalty. So the research hypothesis is supported. It has to be mentioned that the super personal spirituality variable indirectly and through structural and mental empowerment, with (t=0/16) contains significant and direct effect on organizational loyalty.

1-2- There is a meaning and direct relationship between organizational spirituality and loyalty.

Table 2- the direct , indirect and general effects as well as the amount of t related to variables : Expersonal spirituality and organizational loyalty. The expersonal spirituality with (B=0/14 and t=4/06) has significant and direct effect on organizational loyalty ; thus , the research hypothesis is supported . Similarly, it is clear that the expersonal spirituality indirectly and through structural and mental empowerment with (t=0/16) has significant effect on organizational loyalty .

Table 3 -The direct , indirect and general effect as well as the amount of T related to variables : interpersonal spirituality and organizational loyalty. The intrerpersonal spirituality with (B= 0/18 and T= 4/06) has significant and direct effect on organizational loyalty. So the research hypothesis is supported. Also, it is obvious that the interpersonal spirituality indirectly and through structural and mental empowerment, with (t=0/1), has significant effect on organizational loyalty.

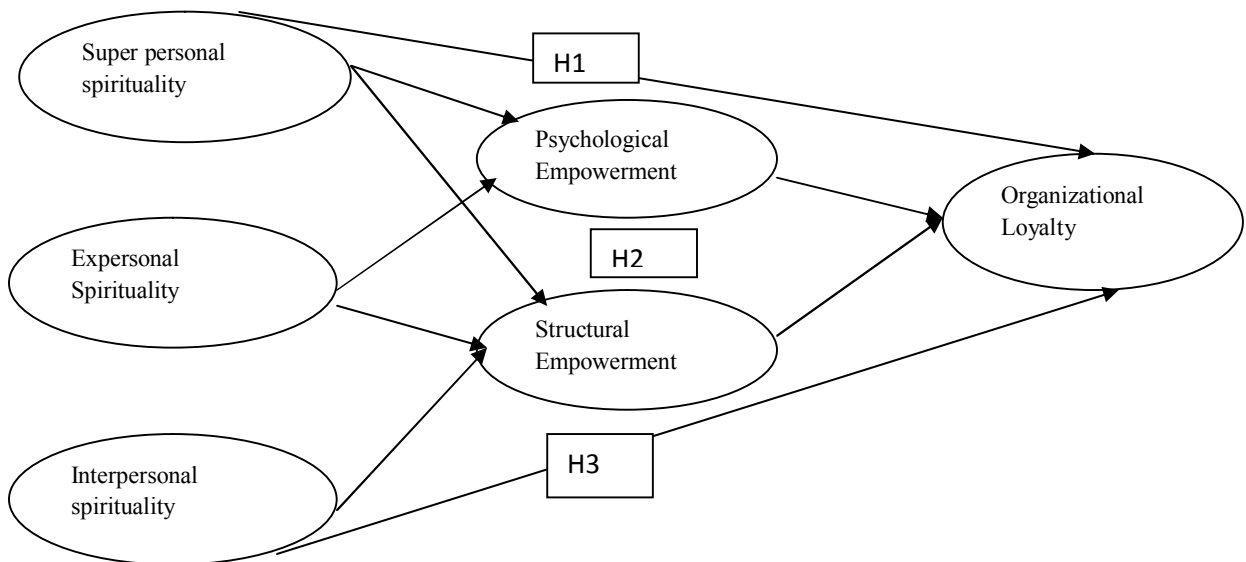


Figure 1 = The research conceptual model

Table 1- The direct, indirect and general effect as well as the amount of t related to variables : super personal spirituality and organization loyalty .

Effect	Direct effects	Indirect effects	General effects	The T amount
Super personal spirituality				
Organizational loyalty	0/27	0/16	0/41	7/25

Table 2- the direct , indirect and general effects as well as the amount of t related to variables : Expersonal spirituality and organizational loyalty.

Effect	Direct effects	Indirect effects	General effects	The T amount
Expersonal spirituality				
Organizational loyalty	0/14	0/16	0/29	4/06

Table 3 -The direct , indirect and general effect as well as the amount of T related to variables : interpersonal spirituality and organizational loyalty .

Effect	Direct effects	Indirect effects	General effects	The T amount
Interpersonal spirituality				
Organizational loyalty	0/18	0/11	0/24	4/06

Conclusion:

This research evaluated the effect of 3 aspects of spirituality (interpersonal spirituality, super personal spirituality and expersonal spirituality) on organizational loyalty. According to the results, the spirituality at workplace has a significant effect on organizational loyalty. As found in the research findings, in order to have loyal employees, the spirituality ought to be enhanced in an organization. Since the current research has been in an Iranian and governmental organization, it is suggested to do surveys in non- Iranian and non –governmental environments, to increase the possibility of results ' generality.

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