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**EFFECTIVENESS OF JOB CONSULTING BY SHAFIABADY'S MULTI-AXIAL
PATTERN OF VOCATIONAL CHOICE (SMPVC) ON JOB SATISFACTION OF
HEALTHCARE CENTER OF TEHRAN WEST DISTRICT**

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ABSTRACT

The current study is determining effectiveness of Shafiabady's multiaxial pattern of vocational choice on job satisfaction of Tehran healthcare center staffs. The statistical society is consisted of all staffs of healthcare center of Tehran west district that are selected randomly. The experiment scheme was semi-experimental with pre & posttest in two groups and Dant's job satisfaction questionnaire is used for gathering information and number of 40 staffs are selected that their job satisfaction questionnaire grade was less than average and were divided into two groups of experiment and control group. Experimental group participants attended in six sessions of collective consulting on the basis of SMPVC and received the training. The obtained results have been analyzed by SPSS 16 software and single factor analysis of covariance. The difference of grades averages at pretest and posttest in both groups showed that the SMPVC leads in increase of job satisfaction as well as motivational factor (internal factors) and healthcare factors (external factor) of job satisfaction.

Keywords: Shafiabady's multiaxial pattern of vocational choice. Job satisfaction

INTRODUCTION

Performance and job satisfaction are considered as two important factors of development in industrial society. All humans want to choose a job that in addition to address their financial needs, be

mentally satisfactory for them as well. If a job is given to a reluctant or incapable person not only this brings about individual dissatisfaction and sense of futility, but also leads in wasting public capitals. Vocational

guidance and consulting is indispensable component of industrial world [1]. Job satisfaction is important element due to from one side for its role in organization progress and staffs' healthcare and from other side the intersection of a lot of scientific areas such as education and training, psychology, economy and even politics. Experienced staffs achieve great successes over time and demanded implementing basics of democracy and asked managers to address their mental needs and their beliefs. New management reached to this notion that personnel need to work with enthusiasm and this enthusiasm reflect in their psychological perceptions and moods. New vocational tasks require deeper level of commitment, and staffs wants something more than wage and external reward [2] [3]. The first theory about job consulting in Iran was titled individual psychology theory that based on Adler individual psychology and includes three principles: holistic, purposefulness of behavior and human motivation to belonging and helping in social welfare. This approach emphasis on five duties of life including: profession or job, social relations, family relations, relation with self and with God, and finding meaning for the life. This theory is affected by Adler's individual psychology theory, Super's theory, Anaro's needs theory, and

Tiedemann & O'Hara: Theory of Career Decision Making [1].

Research importance and necessity

Job satisfaction can be considered as one of aid factors for organization for maintaining compatibility and firmness and hardworking of staffs, creating fair promotion system, recognizing opportune management methods, evaluating organization achievement extent at current situation and empowering staffs [4].

The issue of job satisfaction is important in terms of staffs physical and mental wellbeing and health [5].

Because there is lack of attention to consultants need for promoting their specialized knowledge especially fostering professional self-concept and job satisfaction. This research offer a new approach that can replace traditional approach of job planning. Because in current job world a job for throughout life time is meaningless and maybe staff be recruited in various organization during their job life and even maybe change their job several times. The Shafiabady's multiaxial pattern is a native pattern that have growth attitude toward professional selection. The Shafiabady's multiaxial pattern is an integrated approach in the area of job decision making [1].

Research hypothesis

- Shafiabady's vocational choice multiaxial pattern effects on job satisfaction level of healthcare center staffs of Tehran west region.
- Shafiabady's vocational choice multiaxial pattern effects on motivational factor of healthcare center staffs of Tehran western region.
- Shafiabady's vocational choice multiaxial pattern effects on healthcare factor of healthcare center staffs of Tehran western region.

Definition of professional satisfaction

Job satisfaction is an importance factor in professional success and increasing performance in the organization. There is a correlation between staff's job satisfaction in an organization and effectiveness and efficiency of the organization. Researchers believes that job satisfaction can lead in productivity [6]. There is two attitude in job satisfaction: overall and integrated attitude and features attitude. The overall attitude defined the job satisfaction as essential and general opinion about job while features attitude focuses on job features and its various aspects such as reward (subsidiary salary or advantages), people in workplace heads and colleagues, work conditions, and nature of the work [7]. The attitude of personnel toward their work always have been important for managers. Because the negative attitude leads in absence at work,

staffs transfer, low speed at work, dissatisfactory, weak performance and low quality at services and productions and finally disciplinary problems and as a result decrease in organizational competitiveness [8]. [9] defines the job satisfaction as the difference between the number of rewards that someone receive and the number of reward that one think that should receive and points out three points:

- 1- There are evidence that dissatisfied people leave the organization and resigns more.
- 2- It has been proven that satisfied staffs enjoy better organizational health and longer life.
- 3- The job satisfaction is an event that goes beyond the one's work at organization and firm, so that its effects can be observed in the private life and outside of the organization [9]. Job satisfaction is some amount of positive feelings and attitudes that people experience about their own job. This positive feeling helps greatly to physical and mental health of people [10].

Various theories about job satisfaction

[1] Theorizes as:

As there is no consensus in definition and causing factors of job satisfaction, various different beliefs is stated about job satisfaction theories including:

- 1- Ginzberg's theory
- 2- Needs theory
- 3- Expectations theory
- 4- Role theory
- 5- Laak value theory
- 6- Job proportion with personality of Holland
- 7- Baruffi theory
- 8- Maslow needs theories
- 9- Learned need theory of Mc Cuoland
- 10- Lawson and Shen theory
- 11- Lussier theory
- 12- The subtractive model
- 13- Shepard theory
- 14- Aldrefer's need theories
- 15- Two-factor Herzberg theory
- 16- Abraham Korman's theories
- 17- Reference group theories
- 18- SMPVC

Shafiabadi's multiaxial pattern of vocational choice (SMPVC)

1. **Dynamism and purposefulness:** dynamics in job selection represents movement, changeability, creativity and cheerfulness. Human besides seeking job should try to learn jobs properties.
2. **Self-concept:** the judgment that someone has about itself in the area of success or failure, values, capabilities, weaknesses, validity or invalidity.

3. **Needs:** satisfying essential needs is important factor in socioeconomic and mental-physical selections.
4. **Decision making:** a creative and purposeful and dynamic act that takes place for solving a problem. Decision making dynamism means that an individual can always revise its decisions by increasing knowledge and information over time and may bring change in made decisions.

Conducted researches on the base of vocational choice multiaxial pattern includes: [12] [13] [14] [15] [16] [17] [18] [19] [20] [21] [22] [3] [23] [24] [25] [26].

The job satisfaction model is presented as follows:

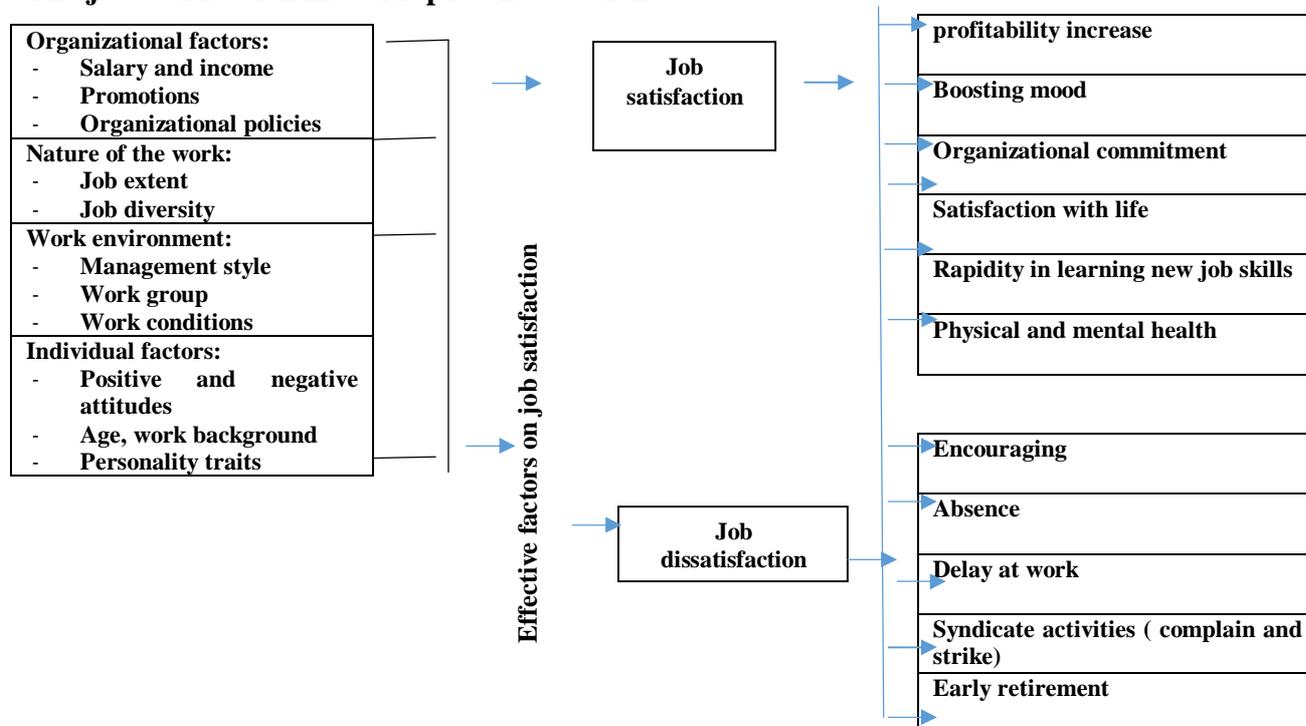


Figure of job satisfaction Model [11].

RESEARCH DESIGN

The current research includes all staffs of Tehran west healthcare centers that number of 118 persons of men and women with medical educations of M.S, bachelor and diploma. The test is quasi-experimental with control group with pre and posttest. after performing Dant's job satisfaction questionnaire

among 118 persons the number of 40 person of people who obtained grades less than average were selected randomly and divided into two experiment group as control group. After implementing the multiaxial pattern training program in experiment group in both group posttest was carried out. The diagram is as follow.

Design of pretest and posttest with control group

RG ₁	T ₁	X	T ₂
RG ₂	T ₁	-	T ₂

The method of implementing Shafiabadi's multiaxial pattern of vocational choice (SMPVC)

The educational protocol with title of collective consulting of job satisfaction was taught during 6 sessions once a

week and each session lasted one and the half hour.

Sessions	Title	Concepts
First session	Introducing and stating goals	Introducing consultant and describing objectives, introducing group members, describing regulations and rules and encouraging members for participating in session, presenting assignments
Second session	Dynamism and purposefulness	Explaining about self-concept and vocational self-concepts and presenting assignment
Third session	Addressing needs and job satisfaction	Discussing about needs and addressing needs and its relation with job satisfaction
Fourth session	Decision making	Decision-making as a dynamic process in selecting job and continue of job satisfaction
Fifth session	Purposefulness, dynamism, creativity, self-concept	Effective factors on selecting job and successful occupation that according the pattern includes purposefulness and dynamism, creativity, delight and self-concept.
Sixth session	summarizing	Summarizing and redoing job satisfaction inventory

Information gathering tool

Dant's job satisfaction questionnaire (1996) in the form of two-factor Herzberg theory was provided for gathering information: 1- motivational factors including: achievement, responsibility, work essence, acknowledgement and progress. 2- Healthcare factors including satisfaction with colleagues, technical management, human relation

management, salary and income, supply and safety, policy and work regulation and condition. Validity and reliability of questionnaire are obtained through Cronbach's alpha formula with validity coefficient of 0.94 [27].

First Hypothesis: job consulting by Shafiabady's multiaxial pattern of vocational choice (SMPVC) influences on job satisfaction.

Table of job satisfaction variable covariance analysis

Covariance analysis		Sum of squares	Degree of freedom	Squares average	F	significance	Eta coefficient	power of Test
Job satisfaction	Experimental condition	415.21	1	415.21	101.16	0.001	0.78	1.00
	error	110.81	37	4.10				

Shafiabadi's multiaxial pattern of vocational choice (SMPVC) with 99% reliability has influenced on increase of job satisfaction and this consulting predicted 78% variance changes in posttest grades.

Second hypothesis: job satisfaction by Shafiabadi's multiaxial pattern of vocational choice (SMPVC) Influences on motivational factor of job satisfaction

Table of covariance analysis for motivational factor of job satisfaction

Covariance analysis		Sum of squares	Degree of freedom	Squares average	F	significance	Eta coefficient	power of Test
Motivational factor of Job satisfaction	Experimental condition	84.48	1	84.48	48.60	.001	.64	2.30
	error	46.93	34	1.73				

Job consulting by satisfaction by Shafiabadi's multiaxial pattern of

vocational choice (SMPVC) with 99% reliability have influenced on increase

of motivational factor of job satisfaction and this consulting predicts 64% variance change in posttest grades.

Third hypothesis: the job consulting by satisfaction by Shafiabadi's

multiaxial pattern of vocational choice (SMPVC) has influence on healthcare factor of job satisfaction.

Covariance analysis		Sum of squares	Degree of freedom	Squares average	F	significance	Eta coefficient	power of Test
Motivational factor of Job satisfaction	Experimental condition	172.87	1	172.87	43.04	0.001	0.61	1.05
	error	108.44	37	4.01				

Job consulting by Shafiabadi's multiaxial pattern of vocational choice (SMPVC) has influenced on increase of healthcare factor of job satisfaction with 99% and this consulting predicts variance change 61% in posttest grades.

DISCUSSION

Regarding the fact that Shafiabadi's multiaxial pattern of vocational choice (SMPVC) is an native patter and it is planned according Iran's cultures and conventions and is established on the basis of addressing needs and decision making and dynamism and self-concept, therefore the obtained results suggests that the approach of job consulting based on Shafiabadi's multiaxial pattern of vocational choice (SMPVC) influences on job satisfactory and leads in increase in job satisfaction.

First hypothesis: job consulting on the basis of Shafiabadi's multiaxial pattern of vocational choice (SMPVC) influences on job satisfaction among staffs of healthcare center of Tehran western districts.

Regarding covariance analysis with significance level of 0.001 one can state that there is a significant difference between average grades of job satisfaction of experiment and control group at posttest. Therefore this research hypothesis is acceptable. it means with probability of 99% the job consulting approach with Shafiabadi's multiaxial pattern of vocational choice (SMPVC) influences on job satisfaction and leads in increase in job satisfaction and it is consistent with researches conducted by others such as [28] [3] [16].

Second hypothesis: the job consulting with Shafiabadi's multiaxial pattern of vocational choice (SMPVC) influences on motivational factor of job satisfaction among staffs of healthcare personnel of Tehran western district.

The test results, covariance analysis and significance level of 0.001 suggest that there is significant difference between job satisfaction grades of experiment and control groups at posttest.

Therefore the research hypothesis is accepted. It means with probability of 99% the job consulting approach with Shafiabadi's multi-axial pattern of vocational choice (SMPVC) influences on motivational factor of job satisfaction and leads in its increase. Motivational factor includes achievement subscales, acknowledgement and progress, responsibility, and nature of work and it is consistent with subscales of other researchers conducted by [22] [28] [25] [26].

Third hypothesis: job consulting with Shafiabadi's multi-axial pattern of vocational choice (SMPVC) influences on healthcare factor of job satisfaction of healthcare center staff in Tehran western district.

Test results of covariance analysis and significant level of 0.001 shows that there is significant difference between grade averages of job satisfaction of experiment and control groups at posttest. Therefore the research hypothesis is accepted, it means in probability of 99% the job consulting approach with Shafiabadi's multi-axial pattern of vocational choice (SMPVC) influence on healthcare factor of job satisfaction. The healthcare factor includes subscales such as technical

management, human relation management, salary and income, supply and safety, policy, work conditions and regulations, satisfaction with colleagues and is consistent with researches [29] [30] [23] [24].

SUGGESTIONS

- 1- Regarding types of job decision making problems among youth, it is suggested that schools consultants implement the Shafiabadi's multi-axial pattern of vocational choice (SMPVC) at the beginning of job planning process.
- 2- in order to promote [19] job satisfaction among staffs it is suggested to governmental and nongovernmental organizations to take into account essential concepts of Shafiabadi's multi-axial pattern such as self-concept, needs, decision making as well as motivational and healthcare factors of Herzberg's theory in job satisfaction.

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