



The Moderating Role of Personal Trust on the Relationship between Nurses' Social Skills and Need for Achievement in Arjomand and Razieh-Firoz Hospitals in 2014

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Abstract

Employees who are motivated by success, enjoy challenging objectives, have good practice and perseverance and competitive spirit is evident in their business activities. Social skills needed to achieve success factor that can increase trust in people, can exacerbate this relation. Hence, the aim of this study was to investigate the relationship between nurses social skills and need for achievement, according to a moderating role of personal trust in Arjomand and Razieh-Firoz hospitals in 2014. In this study, correlational and cross-sectional method was used. The population of this study, consisted of nurses in Arjomand and Razieh-Firoz hospitals that the total number is 142 people. To determine the sample size of 100 people were chosen based on Morgan table. The study used three questionnaires: social skills questionnaire validity 0.98 and reliability 0.95 questionnaire need for achievement with validity 0.98 and reliability 0.93 and the questionnaire individual trust with reliability 0.96 and validity of 0.95. For data analysis, the approach of partial least squares (PLS) with software Smart PLS 2. used. The results showed that there is no relationship between the nurses social skills and need for achievement (and all its components) in Arjomand and Razieh-Firoz hospitals. Also, comparative ability component predict negative negligence. Also, there is no relationship between the nurses social and need for achievement (accountability component), due to the moderating role of individual trust in Arjomand and Razieh-Firoz hospitals, but there is relationship between nurses social skills and competitiveness, hard work and purpose oriented due to the mediating role of individual trust in Arjomand and Razieh-Firoz hospitals. Social skills are the ability to create constructive interactions among nurses that makes their relationship work better under its control and therefore committed to the progress and success, and confidence in the relationship can sometimes moderated. Therefore, the promotion of social skills and trust in the workplace considered.

Keywords: Social skills, Need for achievement, Personal trust.



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Contents

1. Introduction	103
2. Method	104
3. Results	104
4. Discussion.....	106
5. Research Proposals	107
References	107
Bibliography	107

1. Introduction

One of the main goals of any organization is improve efficiency and effectiveness, leading to organizational success. Studies show that if corporate strategy and technology to be complex, a key success factor is the human factor (Beheshtifar and Norozy, 2013). That's why successful managers are constantly trying to develop incentives for their employees in order to provide success and progress. Employees who are motivated by success, enjoy challenging objectives, have good performance and perseverance and competitive spirit is evident in their business activities. A study showed that people with high levels of achievement motivation are very diligent to solve problems and achieve success. Even after it failed to do something that they do not continue to work to achieve success (Beheshti Far, 2013).

Employees who have low motivation for success and progress, can not meet your expectations. The staff in the performance of their duties and the lack of career success and organizational failed them. Undoubtedly, many factors could motivate employees to progress. Among these factors can be noted on behavioral factors. Social skills are a factor that can improve motivation in people.

Social skills is ability to establish interpersonal relationships with others so that in the community accepted, valued, consistent and at the same time for the person, family and community is effective and have a mutual interest. A sign of social and mental health is the social connection. Having such a warm and sincere relationship with other people is a safety, reliability, comfort source of every human, community, organization (Harjy, 2003). Learn social skills, including verbal and nonverbal behaviors have plans, intentions, reactions and proportionate responses require appropriate time and control their own behavior, are influenced by environmental factors, other social strengthened to maximized (Livarjany et al., 2009). Social skills are behaviors that enable people to interact effectively and to avoid inappropriate responses and showed behavioral and social health of individuals. These skills are rooted in social and cultural contexts and includes behaviors such as being a pioneer in a new relationship, ask for help and to offer to help others (Gresham and Elliot, 1990).

Frostad and Pijl (2007) in his review found that between 20 and 25 percent of people do not have the necessary social skills. Also, there was a weak association between social status and social skills. Tiraieyari and Uli (2011) in his study age groups mediating role in the relationship between social skills and job performance, found that younger age groups than older age groups a greater role in moderating the relationship between social skills and performance they do play.

On the other hand, it proven that the trust between people to be more and each organization or community more adhere to ethical principles of economic power will be better. In most cases, trade or business relation based on mutual trust and respect (David, 2009). The results of this study because it is important for nurses in hospitals that social skills in the workplace to create and maintain positive interpersonal relationships and work-related over time. In other words, this factor makes inter-dependence and cooperation between managers and nurses are doing more. However, this behavior leads to respect and trust each other and, ultimately, strong communication between the members and staff of the organization will be more successful in the workplace is important to pay attention to it. It also reflects the need to achievement excellence in staff performance. People who have this feature have the challenging objectives and have assiduous and competitive spirit in work activities. On the other hand, trust, resulting in increased organizational power in responsiveness to environmental needs, because trust will create synergy in the organization. The employees trust to managers and organizations become more, certainly in the process of growing the organization will have a significant impact. It is obvious that there is trust in the workplace can provide the impetus for the development of staff. Given the above, the following questions arise:

1. How is the relationship between social skills and need for achievement in Arjomand and Razieh-Firoz hospitals in 2014?
2. How is moderating role of personal trust in the relationship between social skills and need for achievement in Arjomand and Razieh-Firoz hospitals?

1.1. The Theoretical Framework of Research

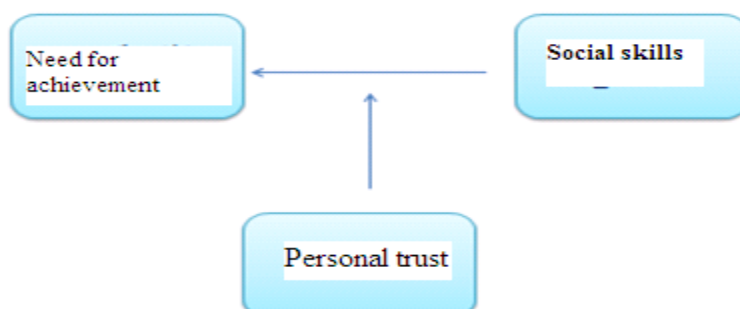
Social skills, appropriate behavior in a situation that is used for business purposes (Wu, 2008). The World Health Organization has identified social skills with the following ten categories:

Self-awareness, empathy, effective relationship skills, interpersonal skills, decision making skills, problem solving skills, critical thinking skills, creative thinking skills, skills coping with emotions and coping skills with stress.

To study need for achievement clearer variables such as accountability, competitiveness, hard work and purpose-oriented took advantage and the main factors considered need for achievement (Jafari, 2009):

According to the Panahi (2008) component of organizational trust are: 1. Honesty 2. Competence 3. stable 4. loyalty.

Thus, according to the above models, conceptual model is designed as follows:



2. Method

In this study, correlational and cross-sectional method was used. Correlational method is generally one of the methods described. The study population included nurses in Arjomand and Raziéh-Firoz hospitals are 142 people. To determine the sample size of 100 people elected based on Morgan. A sample of 51 nurses in Arjomand hospital and 40 nurses in Raziéh-Firoz hospital.

The study used three questionnaires:

Social skills questionnaire from the World Health Organization, has ten components: self-awareness, empathy, effective relationship skills, interpersonal skills, decision making skills, problem solving skills, critical thinking skills, creative thinking skills, skills coping with emotions and coping skills with stress. These components are made using a questionnaire with 36 questions. Success motivated Questionnaire to measure the staff need for achievement that is one of the essential factors need to be successful in motivating the employee is employed. The success motivated questionnaire contains 25 questions that 1-5 questions responsibility, questions 6-13 competitiveness, questions 14-19 hard work and questions 20-25 goal-oriented need for achievement. The trust questionnaire has 22 questions. Questions 1 to 7 related to integrity, 8 to 12 on the merits, 13 to 17 stability and 18 to 22 loyalty in the questionnaire Likert scale measurement is used. Expressions used three questionnaires: strongly agree, agree, somewhat agree, disagree, strongly disagree is designed as a value of 5 to 1.

Confidentiality of questionnaire data and respondent's withdrawn are ethical considerations of survey.

Using content validity, validity of social skills questionnaire 0.98, and reliability needed to achievement 0.98 and validity of the trust 0.96 calculated. In addition, using Cronbach's alpha test reliability 0.95 social skills questionnaire, and need for achievement 0.93 and trust 0.95. For data analysis, the approach of partial least squares (PLS) with Smart PLS 2 software, also Kolomogrov Smirnov test for normality of variables from one sample used and the significance level was set at 0.05.

3. Results

Demographic description of the nurses of Arjomand and Raziéh-Firoz hospital specified in Table 1.

Table-1. Frequency distribution of surveyed samples according to demographic index

		Frequency	Frequency%
Responsive	Sex	Man	7/0
		Female	91/0
		no reply	2/0
	marital status	Single	13/0
		Married	84/0
		no reply	3/0
	Education	Diploma	4/0
		Associate Degree	12/0
		BS	74/0
		MA	7/0
		Ph.D.	2/0
		no reply	1/0
	Age	30 years and under	18/0
		40-31 years	42/0
		41 years and more	38/0
		no reply	2/0
	Years of service	Less than 10 years	57/0
		20-10 year	30/0
		21 years and more	7/0
		no reply	6/0

To check the status of variables from one sample t-test was used (normal qualitative variable). The results of this test given in Table 2.

Table-2. One-sample t-test to check the status of variables

Variable	Theoretical mean = 0.3				
	average observed	Standard deviation	T-statistic	Degrees of freedom	Significant
social skills	3/60	0/53	11/207	99	<0/001*
The need for achievement	3/64	0/58	10/916	99	<0/001*
Individual trust	2/62	0/76	-4/941	99	<0/001*

* At the level 0.05 Significant

The results of one sample t-test showed that the mean social skills variables scores and the need to achievement are more than desirable average and average trust is lower than average undesirable individual. (0.05 > p).

3.1. Analyze Data Using Structural Equation Modeling

In this section, it is used structural equation modeling (SEM) approach partial least squares (PLS) by Smart PLS 2 software a used.

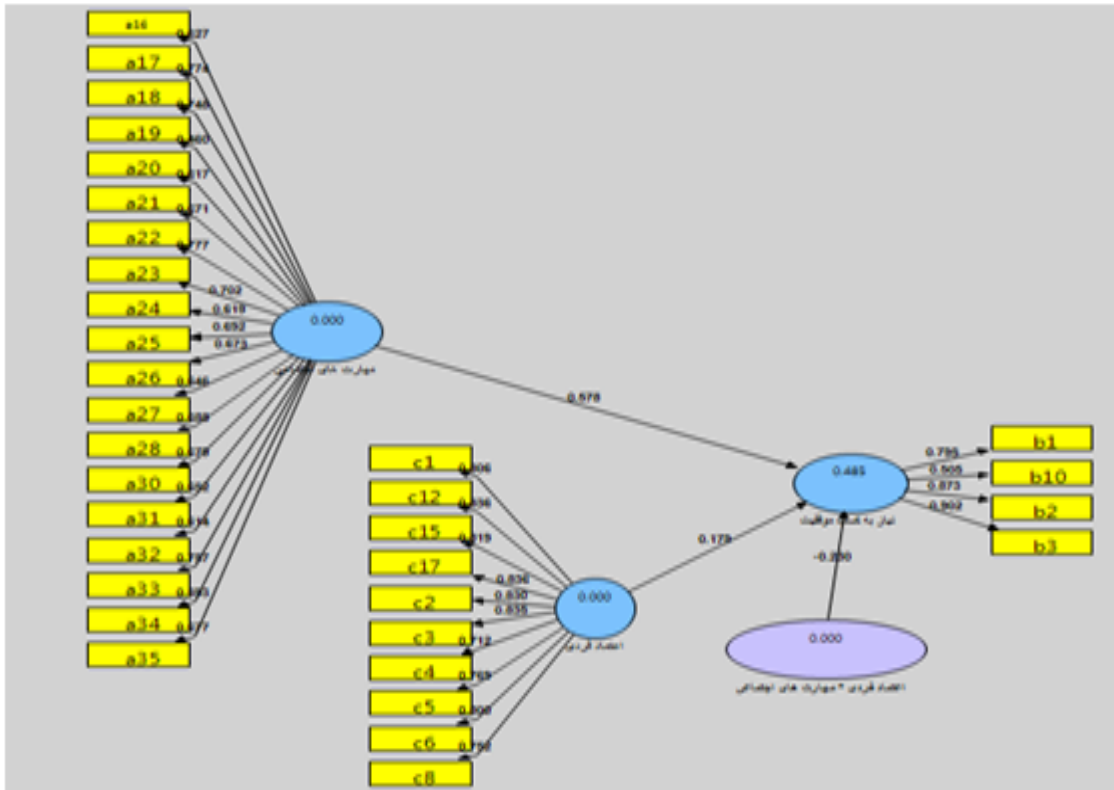


Figure-1. The model runs with coefficients of factor loadings after removing the factor loadings less than 4.0

Table-3. Cronbach's alpha and composite reliability and AVE values for the variables studied

Variable	Cronbach's alpha	Reliability combined	AVE	R ²
social skills	0/930	0/938	0/449	
Individual trust	0/938	0/946	0/640	
The need for achievement	0/779	0/860	0/615	0/485
Acceptable value	≥0.7	≥0.7	≥0.4	

Table-4. Check the validity of the variables studied

Variable	social skills	Individual trust	need achievement for
social skills	0/670		
Individual trust	-0/229	0/800	
The need for achievement	0/604	0/147	0/784

Cronbach's alpha and composite reliability of study variables is greater 0.7, showed good reliability of research variable showing good convergent validity and validity of the results of the model.

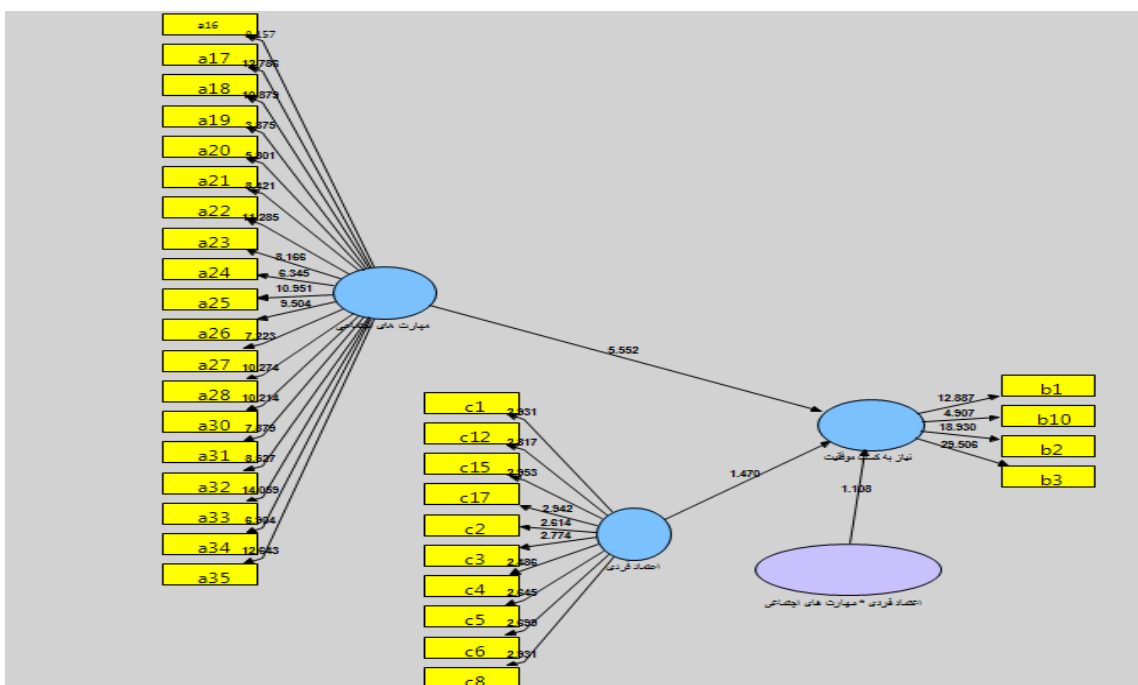


Figure-2. Drawing model with significant coefficients Z

Structural model fitness using the coefficients Z in this case the ratio should be more 1.96 so at 95% their significant confirmed. As is clear from Figure 4-2. All the significant coefficients Z are more 1.96 the significance of all the question of relations between variables in the level of 95% approved. However, significant coefficient Z of social skills variable * personal trust, 1.108 calculated because less than 1.96 indicates that the effect of individual trust at level of 95% as modified variable not approved.

The main hypothesis 1: How is the relationship between social skills and need for achievement in Arjomand and Raziéh-Firoz hospitals in 2014?

As indicated in Figure 2 significant factor Z among the nurses social skills and needed to achievement variables is 5.552 that is more than 1.96 that show the relationship between nurses 'social skills and need for achievement. As Figure 1 shows that standardized coefficient between the social skills and needed to achievement variable 0.578 shows the relationship between these two variables, and suggest that social skills as much as 57 percent of the changes needed to achievement directly explained.

The main hypothesis 2: How is moderating role of personal trust in the relationship between social skills and need for achievement in Arjomand and Raziéh-Firoz hospitals?

As indicated in Figure 2 significant factor Z social skills * personal trust variable, 1.108 calculated because less than 1.96 indicates that at the 95% confidence level effect the personal trust moderating variable is not approved. In other words, at 95% cannot confirm that the personal trust variables, the relationship between social skills and the need to achievement adjusted.

Table-5. Results of testing hypotheses

Hypothesis	Coefficients Z	Standardized coefficient	Result	Type Relationship of
1. There is relationship between the nurses social skills and needed to achievement in Arjomand and Raziéh-Firoz hospitals.	5/552	0/578	Confirmed	Direct relationship
2. there is relationship between the nurses social skills and needed to achievement due to the moderating role of individual trust in Arjomand and Raziéh-Firoz hospitals	1/108	-0/230	Disapproval	-
3. There is relationship between the nurses social skills and responsibility in Arjomand and Raziéh-Firoz hospitals.	6/482	0/612	Confirmed	Direct relationship
4. there is relationship between the nurses social skills and responsibility due to the moderating role of individual trust in Arjomand and Raziéh-Firoz hospitals	1/215	-0/210	Disapproval	-
5. there is relationship between the nurses social skills and competitiveness in Arjomand and Raziéh-Firoz hospitals	10/117	0/578	Confirmed	Direct relationship
6. there is relationship between the nurses social skills and competitiveness due to the mediating role of individual trust in Arjomand and Raziéh-Firoz hospitals	5/417	0/485	Confirmed	Direct relationship
7. there is relationship between the nurses social skills and hard work in Arjomand and Raziéh-Firoz hospitals	9/339	0/518	Confirmed	Direct relationship
8. There is relationship between the social skills and hard work of nurses due to the moderating role of individual trust in Arjomand and Raziéh-Firoz hospitals.	5/953	0/411	Confirmed	Direct relationship
9. There is relationship between the nurses social skills and goal-oriented in Arjomand and Raziéh-Firoz hospitals.	7/051	0/475	Confirmed	Direct relationship
10 there is relationship between the nurse's social skills and goal-oriented due to the moderating role of individual trust in Arjomand and Raziéh-Firoz hospitals.	4/038	0/375	Confirmed	Direct relationship

4. Discussion

The results showed that there is a relationship between the nurse's social skills and needed to achievement in the Arjomand and Raziéh-Firoz hospitals. Social skills is the ability to establish interpersonal relationships with others in a way that is acceptable in terms of society and at the same time is beneficial to society and have a mutual interest (Wu, 2008). People who have these skills can be successful in the affairs of their organization and the accountability, competitiveness, hard work and goal-oriented work better than others. Employees with potentially high need for achievement are good people who want to be in the top competition, tend to independence, and the desire to have merit and excellence (Ward, 1993) and the strengthening of skills, including social skills improved.

The results of these findings are consistent with the findings of Song (2009) and Shokrkon *et al.* (2006). Song (2009) on the impact of social skills on academic progress of the students founded that whatever social skills is more, academic progress of students is more than others. Shokrkon *et al.* (2006) study also found that success depends on the development of social skills. So expect to increase social skills through self-awareness, empathy, communication skills, effective interpersonal communication skills, decision making skills, problem solving skills, critical thinking

skills, creative thinking skills, skills to deal with emotions, and skills coping with stress will increase nurses need for achievement.

The results showed that there is no relationship between the nurses social and need for achievement (accountability component), due to the moderating role of individual trust in Arjomand and Raziéh-Firoz hospitals, but there is relationship between nurses social skills and competitiveness, hard work and purpose oriented due to the mediating role of individual trust in Arjomand and Raziéh-Firoz hospitals.

The results showed that there is a relationship between the social skills with competitive, hard-working and goal-oriented nurses due to the moderating role of individual trust in Arjomand and Raziéh-Firoz hospitals. That means individual confidence of nurse's increases relationship between social skills with competitive, hard work and goal orientation. The nurses have higher interpersonal trust, the relationship between social skills and competitiveness, hard work and goal-oriented escalated. Erikson (1950) states that a person of your trust through improved communication. Dupont (2011) also pointed out in his article that trust could enhance social skills. Wayne (2012) in a study among students get the trust people more, they also need to be more successful. The interaction between these two variables approved. Thus, by increasing individual confidence through honesty, competence, loyalty, with competitive relationship between social skills, hard work and goal-oriented nurses escalated.

5. Research Proposals

- According to the results of research and more attention to the need for achievement, nurses, hospitals needed to provide individual measures such as social skills and confidence in order to increase personal and organizational success and take steps.
- It is recommended to improve social skills through self-awareness, empathy, communication skills, effective interpersonal communication skills, decision making skills, problem solving skills, critical thinking skills, creative thinking skills, skills to deal with emotions, and skills coping with stress the need for nurses will increase success.

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