An Analysis of the Role of Social Capital on Employee Loyalty

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Abstract

Today, social capital plays a much more important role than physical and human capital in organizations and societies. Loyalty is one of the important factors in increasing productivity, employee sympathy for the organization, attachment and attachment to the workplace, and increasing motivation, quantity and quality of work. The motive force is the most important factor in productivity. The purpose of this research is to investigate and analyze the role of social capital in the organization on motivation and loyalty. The present research is based on the purpose of a review and based on the implementation method of a review study. The method of data collection in this library is collected through the study of books and articles from stencil sites and validated internal and external databases. In order to analyze the topic, the researcher first discussed the issue of research and described the topics of the discussion and ultimately summed up the views of the thinkers in this field. The results of the research showed that social capital of organizations has a positive organizations has a positive and significant effect on employee loyalty, satisfaction and employee engagement

Keywords: social capital, employee loyalty, employee satisfaction, employee engagement

Introduction

In the present day, the human resources factor is undoubtedly the most important factor in terms of the strategic factor in the production and service cycle. Capital flows into the production and service cycle by the human factor, equipment and technology are employed by the human resources (employees), and ultimately the human resources (management) that manages the process. Meanwhile, the greatest number of human resources in all organizations, both private and public, belongs to the staff. Obviously, employees are at the bottom of the hierarchy in private organizations with production and in government agencies with customers and clients, and how things are handled by them is very important. In today's world, which exists in close collaboration between different organizations, and this is also observed in modern state-owned organizations, the presence of highly qualified and enthusiastic manpower is essential for the survival of the organization and the efforts of organizations in the sector Human resource management is about attracting, interacting, and maintaining such staff. One of the factors of maintaining and increasing the employee's willingness to work in the organization is their loyalty to the organization,

which can be due to various factors. Staff loyalty to the organization is an important factor in utilizing their full potential for achieving organizational goals and increasing the productivity of human resources in the organization. Also, leaving the organization or not doing the standard of work caused by lack of loyalty from the staff imposes costs on the organization, which makes these factors more important for the presence of loyal staff to the organization.

It is also a multidimensional development that involves itself in the reorganization and diversion of the entire socioeconomic system. Development, in addition to improving production and income, includes major changes in institutional, social, administrative and public opinion as well as the fact that many factors contribute to the development or non-development of societies, one of the most important factors On the development of societies, productivity is the use of effective and effective factors of production, including manpower and in organizations and institutions, one of the factors affecting productivity is job satisfaction of human resources, that is, if job satisfaction One of the important aspects of a person's life is not achieved; this dissatisfaction leads to dissatisfaction with the whole of life, and thus causes Reducing efficiency in different fields of economic, social, political, cultural. Therefore, organizations and institutions, along with efforts to increase the level of literacy, knowledge, and the level of health and skills of the individual, should appropriate packages for promotion and promotion, and a proper system of payment based on performance and establish a system of encouragement and punishment in In order to increase job satisfaction, employees have a vision of employees have a vision of increasing productivity and, consequently, development on the agenda (Giddens, 2005).

If employees are satisfied with their job, they will have a positive feeling of satisfaction and positive self-image while working and working, which will have important and positive effects on their social relationships in the workplace, and this positive and related affinity will be a strong incentive For more job productivity, higher participation and acceptance of occupational responsibilities will ultimately lead to sustainability and maintain a career and job. But, if there is no job satisfaction, there are several negative consequences, such as absenteeism, unplanned work at the workplace, poor communication communication and lack of interest in advancement and acquisition of necessary skills and depression, and ... which may ultimately lead to job vacancies.

Considering the above mentioned issues, we seek to answer this question that social capital of organizations is effective on loyalty, job satisfaction and employee motivation.

Theoretical Foundations of Research

The concept of capital in the traditional approach can be followed by Marx's vote. In his theory, capital is part of the surplus value that capitalists receive from the circulation of goods and money in the process of production and consumption. In the classical sense, capital is a theory of exploitative social relationships between the two classes. Since the 1960s, we have witnessed the emergence of modern theories of capital, such as human capital, cultural capital, and social capital (Tavasoli and Mousavi, 2005). In spite of the differences between the types of capital, there is a commonality between capital construction. All of the capital created by mankind, the assets of capital or capital assets, will in the future be used to generate other assets. New capital theory also emphasizes the interaction of individual actions and structural situations in the investment process (Lin et al., 2016).

Social capital theorists essentially consider social capital as the source of creation and the cohesion of social relations. This source achieves the goals that are difficult or expensive to achieve (Cohen and Priusak, 2002). According to Pathnam (1993), social capital is a tool that measures the commitment and interaction between members of a community, and those organizational features that facilitate coordination and collaboration for mutual benefit (Liu et al., 2013). Fukumaya (1995) considers social

capital to be a set of social system norms that increase the cooperation of its members and reduce the cost of exchanges and communications. Social capital refers to the ability of individuals to work together to achieve common goals in groups and organizations (Fukumaya, 1995).

Nahapit and Ghasal (1982) argue that social capital at the organizational level is not only a vital source, but also the only factor that provides organizational sustainability, and introduces it as a component of important organizational capabilities and assets. They create and share knowledge in organizing and sustaining a sustainable organizational advantage. The main suggestion of social capital theory is that network links provide access to resources (Liu et al., 2013). Also, social capital is characterized by successes and relationships that allow groups and social networks to have access to job opportunities, power and influence theories, information and guidance, financial capital, trust and cooperation, emotional support and Benevolence increases (Agada, 2013). According to Francis, social capital is the knowledge, perception, norms, rules and common expectations about the patterns of interactions that a group of people is organizing in dealing with complex social problems and collective action situations and collective action situations (Francis, 2002).

In terms of defining the dimensions of social capital, we define it with different models and abilities. For example, we can refer to model 9 of their death, model Lina and Coleman modeling Lina and Coleman modeling group and Lacchery.

Types of Enterprise Capital and its Concepts:

An organization's capital is not just material capital, it can include different types of capital. Types of capital include:

Table 1 : Types of Enterprise Capital and its Concepts

Types of Enterprise Capital and its Concepts:	
Material or economic capital	Capital goods, or funds and assets used in the production process.
Customer Capital	: Appears in the value of the organization's communication with customers.
Innovation Capital:	Includes intellectual property that is protected by intellectual property rights laws including copyright, brand and intangible assets.
Process Capital:	Includes techniques, practices, and programs that facilitate things like product delivery or service delivery.
Human Capital:	the knowledge, skills, talents, and other characteristics and attributes of individuals that are used in the production
Intellectual capital:	refers to the totality of knowledge and information, and all the intangible assets of the present and future of an enterprise or organization, which will create value and wealth for that firm or organization. Became
Structural capital:	Structural capital includes all the inhumane resources of knowledge in an organization,

	including databases, organizational charts, operational procedures, trends, strategies, executive programs, and so on (Fine and Ben, 2006).)
social capital	is a set of voluntary and optional behaviors that are not part of the formal duties of an individual, but nevertheless they are performed by him and effectively improve the functions and roles of the organization (Coleman & James, 1998).)

Social Capital Levels:

The existence of social capital at various levels has been mentioned in many studies. For example, Coleman (1998) argues that social capital is a public good that does not belong to a person, but belongs to a group or society. Contrary to him, Dasgupeta (1999) and Fukuyama (2001) argue that social capital is a private commodity that can have positive externalities or negative effects. However, a group of researchers argues that social capital can emerge at different levels (from individual to collective and group), and thus can take the form of public goods or private goods (Aldridge Et al., 2001).

Chou (2003) in his study categorized the triple micro, middle, and macro for the levels of social capital as follows:

The micro level refers to social capital among individuals in a group and group. The mid-level view of social capital is shared between organizations and institutions.

At the macro level, this capital is also widely available at the community level (between the state-nation, the people-the public institutions-the sovereignty of the public) (bi taab et al., 2012).

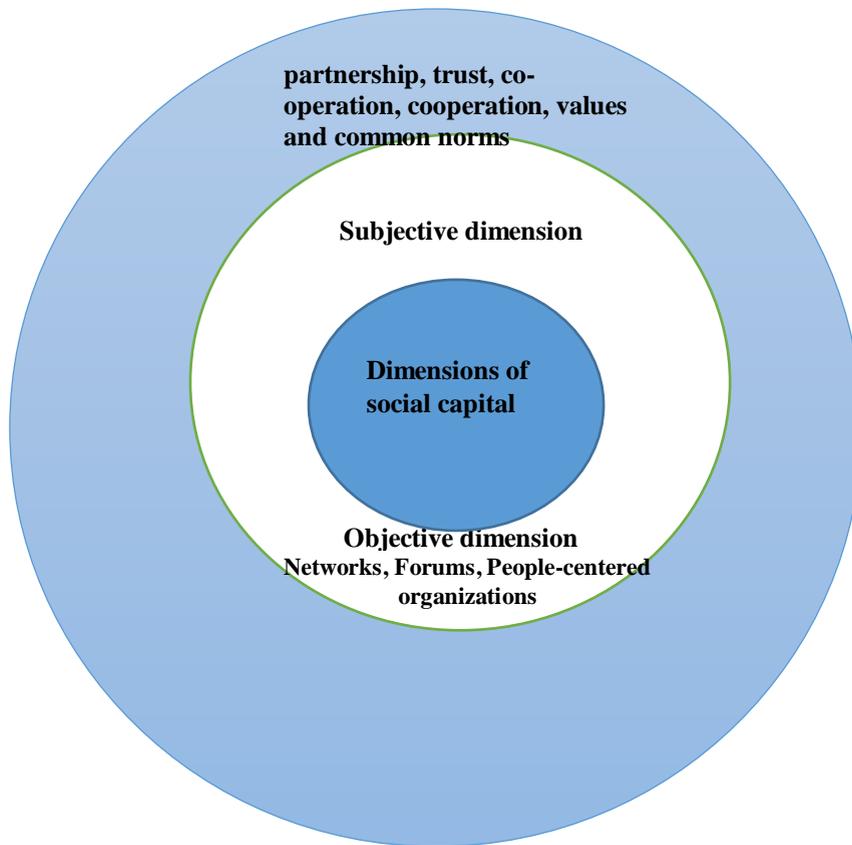**Dimensions of social capital:**

"Social capital" is divided into an important subdivision into "subjective" and "objective" dimensions.

1. Mental dimension

This dimension of social capital involves components such as participation, trust, cooperation, cooperation, shared values and norms, common beliefs and shared behaviors in the community or group, which makes actions The interaction between the people of that community and the group is influenced and leads people to collective action. The strength and coherence of a group depends on the values and components of cooperative participation. If these components are institutionalized in society and the cultural organizations that promote it, then the objective dimension of social capital will be better.

2. The objective dimension

After social capital, this refers to visible and objective aspects, such as networks, associations, popular organizations, local institutions and religious groups whose cultural, social, economic, political, educational and They can follow a particular breeding ground. The objective or structural aspect of social capital affects the way horizontal and vertical relationships exist between individuals and in some way the hierarchy and structure of the group.

Figure 1: Dimensions of social capital

In a different division of social capital, it refers to the "positive" and "negative" aspects. Social capital has a huge impact on group performance and the satisfaction of its members. All research has proved this. In general, research on group goals and even individual goals requires the use of a variety of capital, especially social capital, even with the health of individuals in a group with higher social capital.

Organizational loyalty

The purpose of loyalty to the organization is to employ all employees' ability to achieve the organization's goals, to be accountable, to carry out work enthusiastically, to double-check, to coordinate with changes, and so on. Several definitions have been written for loyalty. H. Becker believes that "if one, in spite of being aware of better conditions for a job, more rights and more suitable conditions, refuses to accept that job in order to maintain his current job, one's loyalty to the organization is considered" (Qareh And Dawabian, 1390).

Organizational loyalty is a subset of organizational culture. Organizational culture is also a set of values and principles governing the organization, for example, when loyalty to the organization is one of the values accepted by the staff, it will be part of the culture of that organization. In fact, organizational

culture represents the personality of the organization. Robbins defines organizational culture as follows: "The purpose of organizational organizational culture is a system of common inference that members have toward an organization, and this same feature divides the two organizations from one another" (Robbins, 2010). Culture makes people, commitments and commitments beyond personal interests and interests, resulting in what is called loyalty in the organization, has a direct relationship with the accepted culture of the organization and is influenced by It is.

The Importance of Organizational Loyalty:

The most important assets of the organizations are loyal and expert staff who have full knowledge of their activities in the organization and what they should do. But these skills and abilities are not achieved in today's specialized fields unless the continuous activity and continuous contact with the working conditions of the organization in question result in the need for employees to be loyal to the organization to keep up their day-to-day work domains. Find out. The constant and constant presence of employees in the organization has always been important. Loyalty of employees to the organization and their long-term sustainability in the organization will strengthen the organization's human resources and provide resources for the organization to the organization. Employees who are loyal to the organization and who work for the organization over the years are well versed in the policies, strategies and missions of the organization and are well aware of how they should step in the interests of the organization and thus need to Education, justification, and so on. In contrast to the successive changes in employees and the lack of loyalty of employees to the organization, it causes a lot of costs for the organization, and indeed there is a kind of re-occurrence in the organization and the resources of the organization will be wasted. For example, when in a government office, employees are constantly changing, and people do not remain in their jobs, the goals that employees draw for themselves and their jobs at the start of their employment will not come to an end, also because of unfamiliarity With the new job, the organization constantly has to explain the employees and describe the organization's terms and conditions for new employees, and sometimes in some organizations training courses are held for new employees, because the activities in the organization It requires specialized and specialized information.

The sense of loyalty to the organization makes employees more motivated and enthusiastic, and therefore their output will be far better and the productivity of human resources will be higher. This motivation in the staff will lead to loyalty to the organization, commitment, commitment and job satisfaction. Staff loyal to the organization feel responsible to the organization's goals and act in line with these goals and implement the decisions of the executives, the person who is loyal to the organization can quickly and happily make changes in the organization. Accepts and adapts to them, because it sees itself as part of the organization and understands the policies of the organization.

Loyalty to the organization and the long-term survival of individuals in the organization will cause more and more relationships between employees in an organization, which will also lead to the intimacy and effective communication of employees and consequently increase motivation and desire to work in the organization. The relationship between employees and members of an organization in the organization that is known to be related to the relationship is a direct channel for coordinating and resolving organizational problems, and it includes an important part of employee satisfaction. For effective communication, there are obstacles that include: differences in perception, differences in language, voice, emotions, incompatibility between verbal and non-verbal communication, distrust, etc. (5). As can be seen, many of these barriers, including differences in perceptions and differences in language, distrust, and emotions, and the rest, will be resolved to a certain extent by continuous and long-term relationships with one another, and will be less effective. Some of these obstacles, such as employees' lack of trust in each other, are in fact due to their lack of understanding of each other. With continuous entry and exit of

employees, these problems will persist and double, and inadequate and ineffective communication within the organization It will dominate, which will undermine the organization.

An analysis of the results of research on social capital

Mohammad Reisi and Fathi (1396) investigated the issue of "Investigating the relationship between social capital and job satisfaction of Bank employees". Investigating the relationship between variables showed that there is a significant difference between social capital and its dimensions. According to regression analysis, variables of welfare facilities, social solidarity, social relations, social trust, social security, social participation and social capital are 68.5% of changes Variants explain the variable of job satisfaction.

Khayyar Andish and Jamshidi (1395) studied the issue of "The Impact of Social Capital on Organizational Entrepreneurship through Intermediation of Job Motivation". The results of the data analysis indicated that social capital affects job motivation and organizational entrepreneurship and job motivation on organizational entrepreneurship. The results also showed that the direct effect of social capital on organizational entrepreneurship is equal to 0.56 and its indirect effect through the mediating variable of motivation is 0.28.

Freedom and Abdi (1394). In a research entitled "The effects of job satisfaction and social capital on employee performance with the role of mediation of organizational commitment (case study, staff of the Ministry of Sports and Youth)", the results of the test on the proposed model of research showed that the model of good and fit fitness. Accepted and all the paths (hypotheses) were approved with high confidence; however, the highest effect was related to the relationship between commitment and organizational performance (54%), social capital and job satisfaction, respectively, Had a 41% and 33% impact on organizational commitment.

Shokouhi Ashan et al. (2011) studied the issue of "The Relationship between Social Capital and Job Satisfaction among Faculty Members of Maragheh Higher Education Institutions". The results of the research showed that there is a relationship between social trust and job satisfaction, social participation and job satisfaction, organizational commitment, job satisfaction and social belonging and job satisfaction.

Haghighatian and Moradi (2011) in a study entitled "Investigating the Role of Social Capital on Job Satisfaction among Employees of the Cooperative Office of Management: Kermanshah Province". The research findings showed that social capital had a positive and significant relationship between social networking, trust, participation and organizational commitment. The components of social capital had the highest impact on trust. Of the individual variables, gender had a significant effect on job satisfaction, suggesting more job satisfaction than women.

Suziller (2018) studied the issue in a research entitled "Interaction of Social Capital, Creativity and Performance in Organizations". In this study, he examines the relationship between organizational creativity and efficiency. In addition, it aimed to provide results-based recommendations on the effectiveness of social capital on organizational creativity. In this experimental study, data on perceptions related to social capital, organizational creativity and organizational efficiency were collected using a questionnaire completed by 131 employees at the Turkish Employment Office. Data were then analyzed using SmartPLS software. Findings of the research showed that social capital affects the creativity and efficiency of the organization. The results also provided support for the impact of organizational creativity on organizational satisfaction.

Fizan Ali (2016) explores the quality of hotel website, customer satisfaction, and buying intent. The purpose of this research is to investigate the relationship between the quality of hotel websites, customer satisfaction and their intention to purchase. The results of the research show that the quality of hotel websites is in turn influenced by customer satisfaction and intent, which results in a significant relationship between the quality of the website, customer satisfaction and purchase intention.

Chen et al. (2016) conducted a research entitled "The role of website quality and social capital in creating loyalty buyers." Their research results show that all three dimensions of website quality (quality of information, system quality, service quality) are positively related to cognitive and structural capital. In addition, although capital and relationship are positively associated with loyalty of buyers, structural capital is not related to loyalty of buyers.

In his research, Chimumon and Durpay (2015) examined the role of organizational commitment in small and medium enterprises. They also measured the effects of organizational commitment on organizational citizenship behavior and employees' intention to stay in the management of small and medium enterprises. The results of the research indicated positive relationships between organizational citizenship behavior, organizational commitment and employee intention to stay.

Vickie and colleagues (2015) examined the relationship between social capital and financial performance in the hotel industry. In this research, the role of moderating entrepreneurial activities at the firm level (service innovation, corporate audacity, and strategic renewal) was also examined. The results indicate that the interaction of internal and external ICT has a positive impact on financial performance. The research also showed that, for competitive advantage, companies active in the field of tourism can increasingly use the potential of social capital with increasing entrepreneurial activities.

Hui et al. (2013) in a research entitled "The effects of individual motivations and social capital on the intention to share the tacit and explicit knowledge of employees". The research model was conducted through a questionnaire compiled from 2010 in different industries. It has been tested. The analysis of the results shows that the proposed model significantly disparages the intention of employees in the implicit knowledge sharing and explicit knowledge sharing. These findings determine the integrated view of our knowledge model

summary and Conclusion

Past developments in organizations have led to the growth and development of these social institutions, the traditional and tangible forms of organizational capital, such as buildings and equipment, have been affected, and tangible and serious capital as the basis for the organization's progress. Have been raised. Human Capital, Client Capital, Intelligence Capital, Health Capital, and Social Capital are among the most prominent examples in this regard (Mozaman Jamshidi and Honar Setare, 1394). Accordingly, with the entry of organizations into the modern era, the foundations of the competitive advantage of organizations from hard resources and tangible assets have changed to intangible assets and intellectual, social and intellectual capital. Therefore, it is evident that organizations must increasingly invest in exchanges of thoughts, thoughts and organizational knowledge on the relations of employees and managers in order to witness the development of social capital in order to create value for customers within the organization and transfer this value to external customers. Yousef Zadeh and Kiakejori, 1393).

Through trust, managers can create social capital in their organizations and increase the effectiveness of the organization.

Organizations develop social interpersonal social capital as a way of creating and maintaining employee loyalty. And thus improve their performance and create competitive advantage.

The formation of professional and specialized groups and associations in organizations, with the voluntary participation of experts and specialists, can increase social capital in organizations.

One of the most important learning processes in societies to create social capital is educational systems. The passage of public education at all levels, as well as academic education, plays a major role in creating social capital.

Organizations must create a culture that facilitates the development of social capital by employees. Social capital indicators should be included in performance appraisal and reward systems; evaluation processes must also be conducted in ways that enhance the value of social capital, while human resource policies and effective compensation must be developed to develop a broad network of relationships based on

Considering the positive impact of social capital on employees' motivation, it is suggested:

Considering the positive impact of social capital on employee's job motivation, it is suggested to managers of organizations to improve and increase the employee's job motivation by improving the social capital of their employees. In order to strengthen the social capital of the employees, the following suggestions are presented to the organizations being studied:

Values such as honesty, honesty, devotion, fairness and justice are trustworthy values and their existence on social networks is the foundation of social capital. Therefore, managers of organizations must try to improve the values in their organization in order to improve their social capital and thereby improve their job motivation.

* Efforts to improve organizational climate can be a valuable strategy for improving employee social capital.

Therefore, it is desirable for managers to work with the full knowledge of organizational climate and its factors in order to raise social capital and, consequently, to motivate the work of their employees.

* Development of informal mechanisms such as participatory culture and participatory governance system, in order to increase social capital. When the organization promotes the culture of participation and employees contribute to the organization's social life, communication becomes wider, and the overall status of relationships between employees changes, and the conditions and the possibility of making contact with colleagues are provided. To this end, the presence of people at meetings and their knowledge of the activities of the organization should be recognized and encouraged.

Organizational justice is one of the important factors that creates social capital and motivates employees. The main method for creating justice in the organization is to eliminate any discrimination. Employees are discouraged if the regulations, regulations and guidelines of the organization are discriminatory. With justice and dignity, it is becoming more trustworthy and prosperity, empowerment and social capital grows. Providing rewards to staff members according to their responsibilities, experience, effort, performance, and occupational stress, applying uniform and continuous organizational procedures to all employees as well as involving employees in making decisions for organizational procedures Fair and dignified managers with their subordinate staff will increase their social capital.

* Organizing training classes for employees to enhance their communication skills with colleagues in order to increase the trust of employees and, consequently, their social capital.

Improvement and development, as well as the establishment of an effective and efficient system of rewards for the promotion of social capital, shall be prioritized.

* Sharing staff in information creates a climate of trust, intimacy, and accountability. Unless people are given the necessary and necessary information, a climate of distrust is created and they can no longer be expected to behave responsibly. The atmosphere of distrust causes differences in decision making. Uninformed people can not make the right decisions, and, on the other hand, people with information will have to act responsibly and, as a result, will have a higher social capital.

* Networks of social relations, interpersonal and organizational trust norms, norms of participation and membership in groups are among the most important components of social capital. In this regard, one of the tasks of organizations is to educate people based on workgroups, interests and common interests. Meanwhile, while we can have our own group and ethnic attachments and think about working in our informal network, we need to share the main

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