

## **Determine the Relationship Between Public Accountability and Public Trust Customers of Insurance Companies Entrepreneur (Case Study: Entrepreneur Insurance in East Azerbaijan Province)**

Said Dilmaghany and Leila Mosafer Yadeghari

Department of Management, Payame Noor University, P.O. Box 193953697 Tehran, Iran

---

**Abstract:** Subject study was to investigate the relationship between public accountability and public confidence in insurance company clients are entrepreneurs in East Azerbaijan province. According to statistical research methodology and case studies of community solidarity. The population of this research includes customers of insurance companies are entrepreneurs in East Azerbaijan province which number about 430 people. In this study using random sampling were selected according to Cochran formula that 144 people were randomly selected from clients of insurance. The data collected through a questionnaire that was acceptable both valid and reliable questionnaire. The results showed there was no significant relationship between public accountability and age but there is a significant correlation between responsiveness and track record and insurance.

**Key words:** Public accountability, public trust, insurance customers entrepreneurs, clients of insurance, Iran

---

### **INTRODUCTION**

Democratic regimes governing the city, based on the formation of this local rule and regulate the rights and duties associated with it will be determined. The last decade of the twentieth century onwards in the world with the rapid progress of science and technology And the speed of communication and the changes in the environment and the mission of government created a new approach in public administration has been born. This new paradigm of public administration on new strategies such as the theory of governance, government, entrepreneurial, accountable and citizen-centric government insists. In fact, government agencies accountable to the citizens, is made Governments and individuals as private sector clients look from a new perspective And strive to provide maximum satisfaction for them. Consequently public administration must recognize your social and professional public and be aware of the social organization on the environment and issues of citizenship to my mind its own citizens as achieving a developed society depends on the movement towards citizen-oriented and adherence to the principles of citizenship. Awareness of citizenship rights on social justice. And just in case people's awareness of their rights can be created and sustained consolidation of social security and welfare had hoped. Ignorance and neglect of the rights of people adore about it or despise it as one of the major causes of misery of the people and

their government corruption. Modern citizenship should also assume the obligations of citizenship rights because the citizens broader concept of urbanization and passive citizens, civil character are lacking. While the development of active citizenship increasing the accountability of public institutions. So in this era of accountability of government agencies to citizens as a matter of principle and considered important. Accountable government in a society, citizens provide public trust and ultimately increase citizen's participation in political and social affairs such as public accountability of electoral concepts that are acceptable to all and in political discourse and policy-making literature is very used. Reason for this is that the concept of image of transparency and public confidence in the mind.

If you neglect this problem in the long run will lead to a lot of damage. Considering the importance of accountability and public confidence in the sustainability of organizations and governments to study durability is doubled in this case In this study, we would seek to address this important issue between the components of accountability and public confidence in the insurance company is entrepreneurship An accountability system is a transaction in which a portion of their power in ways that require each party to another, the exchange.

### **Theoretical research**

**Responsiveness:** The english word response to the era of the norman conquest in England and in the years since

1066 can be traced. In 1085 AD, William I, King of England from all landowners across its territory for land and property apply to your offer. Later, the owners were asked to swear allegiance to the king to eat that is, the census addition to tax accounting purposes, the pursuit of political goals as well. Since the late twentieth century, Anglo-Saxon world (America, Britain, Australia, etc.,) saw a transformation from traditional to some sort of bookkeeping and general office along with the response has been massive. This development coincided with the introduction of modern public administration in the Thatcher government in the UK as well as democratic reforms carried out in order to manage the integration in the Clinton-Gore in America. In both of these reforms variety of methods and tools such as the private sector into the public sector has been responding.

**Accountability in the public sector (government):** Each state requires a response in order to act in a way that is acceptable to the community. Accountability is the foundation of any society that claims to democracy. Perhaps this statement on the photo and expressed more strongly that democracy requires is to have a proper accountability system. The relationship between government and citizens forms of accountability. But they must ensure that their interests are considered then he (the lawyer) is forced to respond. The important thing is that the accountability of public institutions in the private sector is quite different compared to accountability. Most believe that government institutions in the private sector, so that they do not have a sense of responsibility and also the private sector as the public sector is lack of political accountability. Because in this case is probably the exact criteria can not be seen. It can be said that accountability and sex in both private and public sector (government) is different. But as long as the private sector to be held accountable, the public sector is failing to respond.

**Public trust:** The available literature on trust and public confidence reflects the absence of a consensus defining the meaning of the term. Public trust arises when people expect the authorities and public organizations interact with their actions With those who engage in this kind of uncertainty and lack knowledge of how to do things in government agencies there, their expectations were to be answered. That is public confidence which is expected to have positive people receive their demands through public authorities (Danaeefard, 1962). Public confidence sociological in nature and can be used in the field of economic, political and cultural observed (Belanger and Nadeau, 2005). The available literature on trust and public

confidence reflects the lack of a consensus definition of the meaning of the term. Public trust arises when people expect the authorities and public organizations interact with their actions. In other words, public confidence, the expected positive people receive their demands through public authorities (Danaeefard, 1962). Public confidence is sociological in nature and it can be in terms of economic, political and cultural observed. Public confidence of people believe that their ability to influence policy development process And perception of the count so far of the state's response (Belanger and Nadeau, 2005). When it comes to public confidence means that people expect Officials and employees of government agencies by their actions in dealing with the public as well as respond to their expectations. Engage in this kind of uncertainty and lack of knowledge about methods of doing things in government agencies there. In other words, the public trust or public expected to receive a positive response from the public authorities to their demands. So trust as a basis for social order and different levels of analysis in the healthcare system. Understand why people trust and confidence as well as how social relationships, forms, The crucial axis psychologists, sociologists, political scientists, economists, anthropologists and scholars of organizational behavior (Etebarian, 1967). Public confidence in the government as well as a central pillar theory and theories in public administration is a government agency. Public confidence in institutions and organizations that their representatives are citizens binds And thereby the legitimacy and effectiveness of democratic government increases. Also emphasized that only a medium level of confidence, functional and productive And reduce public confidence in the legitimacy of public administration and undermine the political system.

**Literature review:** Amour given that reporting is essential for improving transparency and accountability and transparency to the citizens and people development depends. Xian in a study entitled "the impact of the relationship between awareness of citizenship rights and accountability and transparency, "reported between accountability and civil rights in the five districts of rasht there is a significant relationship. In fact, the accountability of government agencies against civilians has led the government to individuals and society from a new perspective and to regard as private sector clients. And strive to provide maximum satisfaction for them. In political theory and modern sociology the concept of trust is typically defined in terms of a relationship. Meanwhile, sociologists focus is on the

relationship between people and systems. Trust is one of the important aspects of human relationships and the underlying partnership and cooperation among community members. Trust exchanges in various fields of economic, social and cultural broadens. In the trust-based tools such as coercion to secure transactions, instead lose their efficiency and increase people for a refund and belief in integrity. The labor market revives, people's willingness to engage and cooperate with increase and a thriving network of voluntary associations in various aspects of social life are created. Trust, replaced by coercion and consent is one of the important goals which society seeks to achieve its elite recent administration (Larsson, 2007). The importance of reviewing the research seems to be two main factors underlying affect the public confidence in government agencies. Experts such as robert among the main factors affecting public confidence in the most important factor state accountability in government agencies are.

In addition, scholars such as Inglehart (1997) side variables such as social capital (trust and social participation). In a country more or less on the level of public confidence in government and public institutions are recognized as.

### MATERIALS AND METHODS

The aim of this study can be applied and according to research topics that determine the relationship between public accountability. And public confidence in the insurance entrepreneurs in East Azerbaijan province. Therefore, the methodology of this research is descriptive and correlational. In this study, given that the researcher has just been described is descriptive. Descriptive characteristics of the study is that researchers intervene position, status and role of variable and manipulate or control not only can read what's there and it pays to descriptions and explanations. The research method is correlation because the objective correlation method, the relationship between independent and dependent variables in research. In the present study to determine the relationship between research, two separate questionnaires entitled to answer a questionnaire based on four-dimensional model and a questionnaire made public trust whose asset reliability and validity of both questionnaires. And approved by expert professors have been used in previous research. Likert spectrum was set. The population of the study sample size of 430 people and 144 people.

**Determine the reliability and validity of measurement tools:** To assess reliability, there are different ways. In this

Table 1: Frequency distribution and percentage of the sample by gender

Variables	Frequency	Percent
Man	100	5/69
Female	44	5/30
Total	144	100

Table 2: Mean and standard deviation of the sample by age

Variables	Average	SD
Age	45/81	6/53

Table 3: Mean and standard deviation of the sample in terms of insurance record

Variables	Average	SD
Insurance history	13/19	6/7

study, Cronbach's alpha coefficient was used to determine the reliability of the questionnaire. The reliability of the questionnaire, respectively 0.89, 0.93, respectively. Its validity was confirmed by formal method (Table 1-3).

### RESULTS AND DISCUSSION

#### Describe the demographic characteristics of the sample

**Hypotheses:** Between each of the components of public accountability and public confidence in insurance company clients there is a significant entrepreneurship.

F-coefficients in Table 4 shows the commitment of public trust There is a significant positive correlation ( $p = 0/0001$ ) and the subscription rate is 0.62, respect and trust between the public and there is a significant positive correlation ( $p = 0/0001$ ) and the subscription rate 0/47 and positive correlation between transparency and public confidence there is a significant ( $p = 0/0001$ ) and the subscription rate is 0.48. And the handling of public trust there is a significant positive correlation ( $p = 0/0001$ ) and the subscription rate 0/97 is the statistical power in all four cases is also 0.66. Which indicates sufficient sample size to test their hypothesis.

#### Public confidence in the accountability component can anticipate customers:

Results Table 5 shows the test statistic F for the relationship between the components of the accountability of public confidence in the level = 3/93 ( $p < 0.05$ ) were significant.  $R^2$  value indicates that 19% of the variance components of accountability of public trust is explained. Also take a look at the regression coefficients show commitment ( $\beta = 0/35$ ), Controllability ( $\beta = 0/07$ ) can public confidence in a positive and meaningful forecast.

Customer comments on the public accountability in terms of demographic variables (gender, age, years of service) there is a difference.

**Comments regarding public accountability between employees based on sex is different:** The t observed in the

Table 4: Analysis of the relationship between each component of public accountability and public trust

Public accountability component	Sum of squares	df	Mean square	F factor	Significance level	Subscription rate	Statistical power
Obligation	23/67	3	7/89	45/49	0/0001	0/62	0/99
Tribute	6/49	3	2/16	24/56	0/001	0/47	0/99
Transparence	24/27	3	9/08	25/49	0/0001	0/48	0/99
Controllability	46/66	3	15/55	93/931	0/0001	0/97	0/99

Table 5: Results of multivariate regression analysis of the relationship between accountability and public trust

Predictor variables	The criterion variable	F-statistic	p-value	R	R <sup>2</sup>	β	t-value	p-value
Obligation	Public confidence					0/35	-1/56	0/12
Tribute		3193	0/003	0/44	0/19	-0/58	3/59	0/0001
Transparence						-0/01	-0/131	0/89
Controllability						0/07	0/45	0/64

Table 6: Results of the independent testing comparing the means of public accountability based on gender

Variables	Average	SD	df	t-value	Sig.
Man	17/17	0/97	142	0/22	0/02
Female	10/27	01/2			

Table 7: Results of Pearson correlation coefficient public accountability based on age

Variables	Frequently	r	Sig.
Responsiveness	144	-0/10	0/35
Age			

Table 8: Results of Pearson correlation coefficient public accountability customers based on insurance history

Variable	Frequently	r	Sig.
Responsiveness	144	0/15	0/01
Insurance history			

Table 9: Results of independent t test to compare the average public trust on the basis of gender

Variables	Average	SD	df	t-value	Sig.
Man	7/42	1/39	142	4/08	0/0001
Female	6/49	0/28			

Table 10: Results of public confidence Pearson correlation coefficient based on age

Variables	Frequently	r	Sig.
Public confidence	144	-0/19	0/06
Age			

Table 11: The results of Pearson correlation coefficient based on public confidence in insurance history

Variables	Frequently	r	r <sup>2</sup>	Sig.
Public confidence	144	0/41	0/16	0/001
Insurance history				

levels (p<0.05) significant difference between the average man and woman there is public accountability. Check between the two groups shows that women are more responsive than men (Table 6).

**Customer reviews for public accountability between them based on age are related:** r observed in the levels (p<0.05) correlation between public accountability and age does not show (Table 7).

**Customer reviews for public accountability between them on the basis of insurance experience there:** In view of the level (p<0.05) correlation between public accountability and insurance history shows. And given the correlation

coefficient can be said that with the increase in insurance history waiting on customers is greater public accountability (Table 8).

**Customer comments on the public trust in terms of demographic variables (gender, age, years of service and) there is a difference**

**Customer reviews differences between the sexes is based on public trust:** The t observed in the levels (p<0.05) significant difference between the average man and woman show public trust (Table 9).

**Customer reviews about the relationship between public trust is based on age:** R observed in the levels (p<0.05) correlation between public trust and age does not show (Table 10).

**Customer reviews of trust between them on the basis of insurance experience there:** R level observed (p>0.05) show a significant correlation between public trust and insurance experience which means that the insurer acknowledged experience in effective public trust (Table 11).

## CONCLUSION

The purpose of this study is to examine the relationship between public accountability and public confidence in insurance companies entrepreneur. For this purpose, hypothesis-based research variables were analyzed with multiple regression analysis was performed and the following results were obtained relationships between variables. The results show that the components meet the commitment of the public trust, there is a significant positive correlation (p = 0/0001) and the subscription rate is 0.62. Respect and trust between the public and there is a significant positive correlation (p = 0/0001) and The subscription rate is 0.47 and positive correlation between transparency and public confidence there is a significant (p = 0/0001) and the subscription rate is 0.48. And the handling of public trust there is a

significant positive correlation ( $p = 0/0001$ ) and The subscription rate is 97/0 statistical power in all four cases is also 0.99. Which indicates sufficient sample size to test their hypothesis. The results with previous results (Danaeefard, 1962; Ali, 1964) somewhat aligned and they have reported in their study results. Results Table 7 shows that the amount of test F for the relationship between the components of the accountability of public confidence in the level equal to 93/3 ( $p < 0.05$ ) were significant.

The  $R^2$  value indicates that 19% of the variance components of accountability of public trust is explained. Also take a look at the regression coefficients show commitment ( $\beta = 0/35$ ) handling ( $\beta = 0/07$ ) can public confidence in a positive and meaningful forecast. The results with previous results, currency exchange and Roof, somewhat aligned and they have reported in their study results.

### **SUGGESTIONS**

According to the results it is clear that public accountability of the main factors creating public confidence in clients. In fact, in every society, citizen's trust is closely related to the accountability of organizations. Public confidence in the people expect from the government and government agencies and corporations to perform specific behaviors. Engage public officials to public accountability to the public regarding their actions and decisions are the most important people

are expected behavior. In this case, it can be expected that if people really respond to public perception, public confidence to the government and government agencies and companies will increase. It requires insurance companies to improve the performance and accountability of public trust for their clients. Some thinkers while posing problems with government agencies non-response is considered the main cause of distrust. They believe there is no good efficacy organizations, Inefficient government agencies and non-governmental organizations and the general problems of the main factors responsible government agencies and non-profit and lack of accountability for this growing problem is lack of trust.

### **REFERENCES**

- Ali, S., 1964. *Thrir Alasfar*. Vol. 3, International Center of Islamic Sciences, Qom, Iran,.
- Belanger, E. and R. Nadeau, 2005. Political trust and the vote in multiparty elections: The Canadian case. *Eur. J. Political Res.*, 44: 121-146.
- Danaeefard, H., 1962. Define and design a model of public confidence. Ph.D Thesis, Tarbiat Modarres University, Tehran, Iran.
- Etebarian, M.N., 1967. *Akbar, Iran's Reform and Administrative System*. Mir Publishing, Tehran, Iran,.
- Inglehart, R., 1997. *Modernization and Post Modernization: Cultural, Economic and Political Change in Forty-Three Societies*. Princeton Univ. Press, Princeton.
- Larsson, L., 2007. Public trust in the PR industry and its actors. *J. Commun. Manage.*, 11: 222-234.