Investigating the Effect of Compatibility Culture on Customer Satisfaction
(Case Study: Kalleh Dairy Company)

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Abstract
Due to the importance of understanding the organizational culture and its impact on the judgment of others about the organization, this study is an attempt to investigate the effect of Compatibility Culture on customer satisfaction in Kalleh dairy company. This research is an applied study in terms of purpose while it is descriptive in terms of research method. The statistical population includes 168 participants, including managers and planning engineers, from Kalleh branches in West Country and unit planning and customer relationship management staffs in Tehran. The number of 168 Dennison standard organizational culture questionnaires (9 items) and standard questionnaires of customer satisfaction (18 items) were sent to them in order to evaluate the effect of Compatibility Culture on customer satisfaction. The collected data were analyzed using inferential statistical methods such as Pearson correlation coefficient. LISREL software was used to evaluate the validity of the model and test the hypotheses. The results suggested that Compatibility Culture in Kalleh Company has positive effect on customer satisfaction at the significance level of 0.05.

Keywords: organizational culture, Compatibility Culture, involvement culture, consistency culture, mission culture and customer satisfaction

Introduction
Today, manufacturing or service organizations consider customer satisfaction as an important criterion for the evaluation of their service quality. This trend is still increasing. From their perspective, satisfaction is the pleasant or unpleasant feelings of a person, which arises from the comparison of his mental performance with his expectations (Cutler, 2006:85). There is no doubt that at the age of mass production and endless competition, those organizations will be able to achieve success that increases the level of customer satisfaction up to complete loyalty. The most important factor in the fulfillment of this goal is offering services and products close to customer expectations because customers are