

## **Assessments of farmers' satisfaction regarding extension 'classes among farmers in Aleshtar district: Application of European Customer Model**

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One of agriculture extensions' goals is informal training of farmers to improve agricultural practices, meeting their needs and empower them through training – extension classes. Indeed, these classes have an important role to achieving extension goals. Accordingly, continuous evaluation of these classes is important factor in their success. One way for evaluation these classes is farmers' self-assessment through investigating their satisfaction. Therefore, this study was designed to investigate the farmers' satisfaction from these classes and the factors which influence their satisfaction in the Aleshtar districts. To achieve this goal, the study used European customer satisfaction model as a conceptual framework and survey research as a research method. Population of this research was farmers in Lorestan province in Aleshtar district (2013) who participated in these classes that chosen through simple random quota sampling (240 farmers). The results showed that the image of classes has effect on farmers' expectations, as well as, the expectations on the perceived quality service and the perceived quality service on perceived and satisfaction. Finally, paper presents recommendations to improve farmers' satisfaction.

**Key Words:** Extension, Training – Extension Classes, Farmers' Satisfaction and Loyalty