

Investigating the Factors Affecting on Farmers satisfaction about Jihad-e-keshavarzi in Extension and Services Centers of Kermanshah Township

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Farmers satisfaction of Extension and Services Centers of Jihad-e-keshavarzi is very important because if close relationship between rural society which supports whole nation nutritionally, and the existence of the whole nation socially and economically. So, these centers can have an effective role in increasing agricultural products, improving farmers access to crucial services and facilities, increasing income, and elevating their quality of life. The main purpose of this study is to investigate the factors of satisfaction toward agricultural extension service centers. The data gathering tool was a questionnaire that was designed based on the dimensions of the SERVQUAL model ($\alpha = 0.82$). Statistical population consisted of farmers in Kermanshah Township (N = 32350). The sample size was identified by Cochran's formula (n=417) accordingly stratified random sampling method was applied. For measuring farmers satisfaction, the customer satisfaction index formula (CSI) was used. Based on findings, there are significant positive correlations among variables including age, income, work experience, and benefits from the training services, participation in farmers' organizations and farmers' attitude with their satisfaction toward extension services. Also, the relationship among complexity of the laws and administrative regulations, distance to extension center, family size with satisfaction was negative. Multiple regression analysis showed that 63% of the variance in dependent variable, satisfaction is due to attitude of farmers, the complexity of the laws and bureaucracy, the benefit from educational services, active participation in rural organizations, marital status, membership in organizations and family size. In general, satisfaction level of farmers was determined as moderate to high (about 67%). Information dissemination about official services and rules of these centers' and holding sessions can develop farmers' satisfaction.

Key words: satisfaction, Extension and Services Centers of Jihad-e-keshavarzi, Servqual model