



## **Measuring Satisfaction Farmers about Activities of Extension and Services Centers of Jihad-e-keshavarzi in Kermanshah Township Based on Model of Services Quality (SERVQUAL) and CSM**

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Regarding the role of Extension Service Centers of Jihad-e-keshavarzi in economy and education in agricultural activities, also considering different types of customers referring to these centers, customer satisfaction measurement stands as an important criterion for measuring of present service quality. SERVQUAL is an effective model for measuring customer satisfaction and it is based on services quality gap model. Which encompasses multiple dimensions of service quality including: 1-Physical facilities 2-Reliability 3-Responsiveness 4-Assurance of delivered service quality 5-Empathy or understanding of the client. The purpose of this study is to measure the satisfaction of Kermanshah farmers of five dimensions of quality of services of Jihad-e-keshavarzi in Kermanshah. This study is a descriptive practical gauging research in its purpose. Data collection was a structured questionnaire that it provided by model of service quality in 5 aspects and its reliability and validity are proven ( $\alpha = 0.82$ ). Statistical population include Farmers in Kermanshah township (N=32350). Although the number of 417 people were selected through stratified random sampling method as the sample by Cochran's formula ( $n=417$ ). For measurement of farmers satisfaction, the customer satisfaction measurement (CSM) was applied. Based on findings, the level of satisfaction of farmers is as follows: Reliability, Physical dimensions, Assurance, Responsiveness and empathy. Also the average of overall satisfaction was calculated 69.2% that it has 30.8 percent different from the level of expectations regarding the staff special educational courses on how to deal with client, personal attention to each client, Accountability and receive timely advice and guidance to the administrative activities are affecting factors in Farmer's satisfaction of the service quality by Extension and services centers of Jihad-e-keshavarzi.

**Key words:** satisfaction, Extension and Services Centers of Jihad-e-keshavarzi, SERVQUAL model, customer satisfaction measurement