The First International Conference of the APIRAS & the Fifth Congress of Extension and Education in Agriculture and Natural Resources Management: *2-4 September, 2014, University of Zanjan, Iran*

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Measuring the quality of internal services of rural production cooperatives in the ChaharMahal and Bakhtiari Province using 3 methods; SERVQUAL , weighted SERVQUAL, and SERIMPERF

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For villagers, Rural Production Cooperatives (RPCs) have provided wide participation in rural developing process and solve occupational, economical and social problems by participating and cooperating. Due to members satisfaction and motivation which has very important role for establishing and surviving the cooperatives so this research tries to determine the level of members, satisfaction of internal services quality of RPCs by using these three methods: SERVQUAL, weighted SERVQUAL and SERIMPERF and by comparing them. The total numbers of PRCs members in ChaharMahal and Bakhtiari province are 3715 from these people 160 participants were selected by random sampling method as sample society. We used Survey method and the experts' opinions were applied to determine the content validity of questionnaire. A pre-test and Cronbach Alpha coefficient were used to assess the reliability of questionnaire. The average of this coefficient was 0.96. The results indicate the inability of these cooperatives to satisfy the members 'expectations and for attracting them for participating. 5 dimensions of SERVQUAL model, RPCs just met the members' expectations regarding assurance and for other dimensions, the average of expectations is significantly higher than the perception average. Also according to the IPA model, in these cooperatives, responsibility dimension is in priority for improvement rather than the other dimensions.

Key Words: Rural Production Cooperatives, SERVQUAL Model, SERIMPERF Model, IPA Matrix.