

عنوان مقاله:

The studying of relationship between the qualities of Educational services upon SERVQUAL method with learners' satisfaction in Culture Homes of Tehran Municipality

محل انتشار:

اولین کنفرانس بین المللی مدیریت، اقتصاد، حسابداری و علوم تربیتی (سال: 1394)

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خلاصه مقاله:

the the main goal of this study is to investigate the relationship between the qualities of educational services upon servqual method with learners' satisfaction in culture homes of tehran municipality. in the current research, the population was formed 460 people from total customers were gone and took the educational services in cultural homes of tehran municipality in 2014 and 210 people of which 100 people were men and 110 people were women were selected as random-cluster four parts of tehran province (iran) were chosen randomly and completed the servqual questionnaire. this questionnaire consists of five parts regarding customer's points of view about the quality of service with these dimensions, such as, sensible factors, assurance, reliability, responsiveness, empathy. methodology was descriptive-solidarity from the application and approach points of view the people. the researcher's questionnaire was distributed and gathered after verifying the reliability and validity through the research sample was made from learners' satisfaction. the results showed that there was significant and meaningful relationship among quality of services' five- with educational learners' satisfaction of culture homes of tehran municipality ($p < 0.05$). in base of prioritizing the quality of services' factors from educational learners' points of view, the most mean was determined for assurance (4.20) and the less mean was determined for empathy (2.30). the current research was conducted among in culture homes of tehran municipality in some educational period, so the results are limited to these environments .not to the whole provinces of iran and other parts

کلمات کلیدی:

quality, educational services, SERVEQUAL, satisfaction

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