

Investigating the relationship between the quality of provided services and customer satisfaction in private schools in Rasht (based on Servqual Model)

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Considering the increasing role of service organizations in various economic fields and the importance of quality issues in competitive areas, the issue of service quality is recognized as one of the strategic pyramids and key axes in the competition, and has recently attracted attention of managers And experts. Today, any private enterprise, regardless of the quality of its services, can not succeed in its business and is actually condemned. To this end, each service organization must first identify the needs and expectations of its customers in order to evaluate and improve the quality of its services, and, at certain intervals, examine their customers' satisfaction with their services, and, with improvement, try their best to Work. The results of this research show that this assessment of the performance of institutions on behalf of clients, which is a type of applied research, has been used by the questionnaire. The statistical population is a number of free schools in Rasht city. A non-probabilistic non-probabilistic sample method has been used to the sample and the Wilcoan test has been used for analysis. This article shows whether apprentices are satisfied with the quality of the services provided by the schools? To answer this question and to obtain the answer to the hypotheses of this research, the use of the servo-colon model is to use 5 models of expected customer service, perceived service, qualitative characteristics of services, services provided to trainees and managers' expectations of waiting Trainees.

Keywords : Quality of service, SERVQUAL model, students' expectations of interns, perceptions of trainees, concrete factors, accountability, reliability, empathy

