

Title: *Are parents satisfied by the scholastic service? A field research*

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Abstract: The construction of Customer Satisfaction as a way of approaching business problems in order to improve quality, effectiveness, and efficiency, has been used particularly in the field of economics (Cuomo, 2000). However, attention has increasingly been paid to customers and their needs even in the public field. School as well has felt the need to rethink its criteria of quality and to identify the factors contributing to the maintenance and enhancement of customers' satisfaction.

Taking as a starting point various investigations concerning C. S. in the medical field (Favretto, 2002), a research has been started up in order to verify the degree of satisfaction perceived by parents with reference to the services offered by the schools their children attended.

Specifically, the present work refers to an investigation carried out in a primary school of Trento (a city in the North of Italy); it points out the level of parent satisfaction for school services with reference to (a) facilities (building, spaces, etc.), (b) organization (lesson time, communication with parents), (c) relationships (parent/teacher relationship), (d) methodology and teaching, (e) school environment (relationships between teachers, between students, and between teachers/students), and finally (f) the relationship with the social environment.

The standardized questionnaire consists of 57 items, 33 of which evaluating the satisfaction perceived in a range of values from 1 to 10. A total of 698 parents, whose children attended both the elementary and the middle school, took part in the research. However this work concentrates on satisfaction in the primary school, thus covering a total of 464 informants.

The results of the descriptive analysis testify for a high level of satisfaction for school services (global satisfaction = 8.3). Considering the comparison between the different areas of investigation, the satisfaction for school facilities and organization appears to be relatively low, whereas parents are fully satisfied with the relational aspects (mean values above 8).