

**Title:** *Quality of school service and satisfaction perceived by parents: validation study of a questionnaire measuring the “customer satisfaction” in scholastic field*

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**Abstract:** Today it is important that every school pays attention to the satisfaction perceived by the parents of children who attend it in order to understand if and how much they are effectively pleased with the service supplied.

Schools in Italy are today more independent than they were in the past. They can be very different one from another and parents can choose the school for their children on the basis of some criteria. So it becomes necessary for schools to take into account the concept of “customer satisfaction” according to those parents whose children attend it. Satisfied parents, in fact, are good publicity for schools. Then “customer satisfaction” can be seen as an index of quality.

In order to point out the satisfaction perceived by parents of children who attend a certain kind of school, it can be very useful to construct tools which are able to do that, for example a questionnaire. A questionnaire which is able to measure the “customer satisfaction” in a suitable way must consider that it depends on the presence/absence of both concrete and abstract aspects of the service supplied.

The participation reports the validation study carried out on a tool (questionnaire) constructed *ad hoc* by the authors in order to point out the customer satisfaction of 698 parents whose children attend the primary school in an institute of Trento (a city in the North of Italy). Through statistical elaboration including factor analysis (of first and second order), the questionnaire has shown its ability to measure this concept as determined by the presence/absence of both concrete and abstract aspects of the scholastic service.