

## Evaluating the validity and reliability of customer quality questionnaire from the experts' and customers' perspective in services related to patients with Inflammatory Bowel Disease

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### Abstract

**Background and Objectives:** Customer Quality refers to customers' capabilities to be effectively participating in service delivery and correct care processes. The aim of this study is to evaluate the validity and reliability of customer quality questionnaire in services related to patients with Inflammatory Bowel Disease.

**Material and Methods:** This is a qualitative study with the aim of assessment of customer quality questionnaire with 16 questions. This questionnaire was distributed among 11 experts to determine the validity of the questionnaire. Finally, 10 of them expressed their own opinions based on the criteria of validity and in the face validity section, they expressed their opinions qualitatively. Also, calculating Cronbach's alpha and reliability of the questionnaire was reviewed with 30 samples, according to the internal consistency.

**Results:** In determining the content validity, all the questionnaire items were confirmed by CVR (1) and CVI (0.89) indicators. Also, reliability of the questionnaire was confirmed by Cronbach's alpha ( $\alpha=0.78$ ). The final questionnaire was changed according to the experts' recommendations and their qualitative comments on the 19 questions in four stages of customer quality, including: a) the patient's belief that his/her role in care process is important, b) having knowledge, skill and confidence to take action in the care process, c) taking action to protect and improve the health or active involvement, d) continuity of care, even in critical situations and under stress.

**Conclusion:** The Confirmation of the questionnaire with statistical scientific methods showed that this questionnaire is a very strong tool that using it in research can be an effective step in order to improve the quality of health services.

**Keywords:** Customer Quality, Validity, Reliability

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