

**DIMENSIONALITY OF SERVQUAL'S ITEMS AND  
IDENTIFICATION OF RELATIVE IMPORTANCE FOR  
SERVQUAL'S DIMENSIONS APPLIED IN SEVERAL  
SERVICE SECTOR IN JOGJAKARTA**

**FINAL REPORT**

**This is Submitted to Fulfill Prerequisite of  
Industrial Engineer of International S-1 Program**

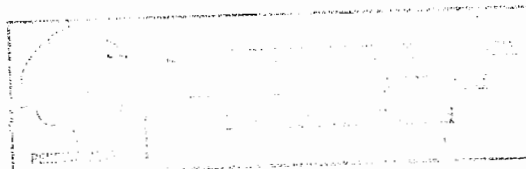


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INDUSTRIAL ENGINEERING DEPARTMENT  
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ATMA JAYA YOGYAKARTA UNIVERSITY  
YOGYAKARTA  
2006**



**APPROVAL**

Final Report of International S-1 Program

Title:

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SEVERAL SERVICE SECTOR IN JOGJAKARTA**

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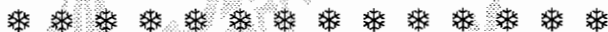
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DEDICATION

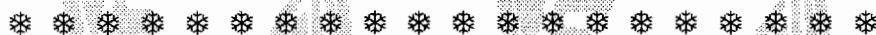
*“When all ways are closed,  
And you feel that there is no longer hope,  
At the time, Jesus Christ makes way.  
His help have never lost time.”*

*(Anonymous)*



*THIS FINAL REPORT IS DEDICATED TO MY PARENTS, MOM AND DAD,  
WHO ENCOURAGED ME ALWAYS WITH THEIR LOVE AND SUPPORTS  
THROUGHOUT ALL THESE YEARS,*

*AND TO ALL OF MY BEST FRIENDS IN 2001 INTERNATIONAL  
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MOST OF ALL,  
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BEST FRIENDS FOREVER.*



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Yogyakarta

The writer

**Laifar Suharto, 02833/IIE**

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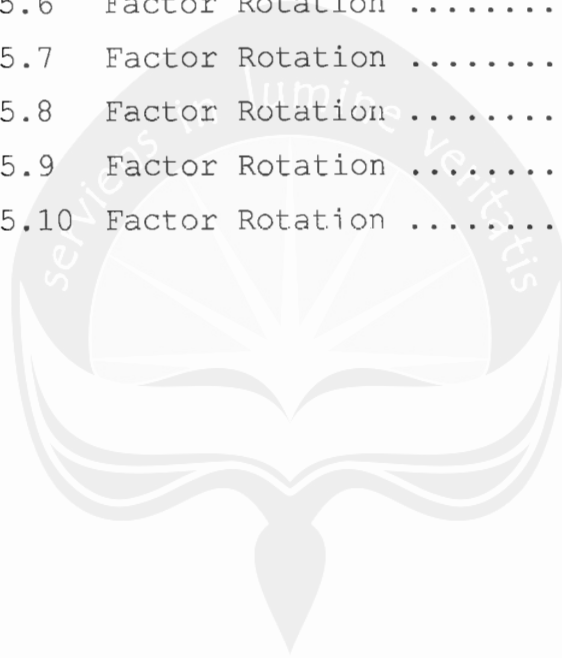


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## ABSTRACT

Service quality has become an important issue today. Many companies, organizations, and industries compete in the basis of service. In fact, it is difficult to find industries, even for manufacturing companies, for which service issues are considered unimportant. The study focuses on how SERVQUAL, an instrument for measuring customer perceptions of quality, is applied in several service sectors in jogjakarta and relative importance of the SERVQUAL dimensions. This study also identifies how each dimension contributes to SERVQUAL.

The data analysis uses factor analysis, a widely used and popular data reduction technique. The factor analysis is used to recognize items that form variables, which represent the perception of respondents to quality of service. Factor analysis describes the dimensionality of items or variables in SERVQUAL aimed to find new sets of variables called factor, fewer in number than the original set of variables, which express that which is common among the original variables.

The result of this study showed that SERVQUAL's dimensionality, in terms of its application in several service sectors in Jogjakarta, is somewhat different with the original SERVQUAL stated by Parasuraman et al. Customers in several service sectors in Jogjakarta consider Responsibility factor as the most important dimension and thus plays the biggest role in assessing the service quality of the company.