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 Prerequirement of
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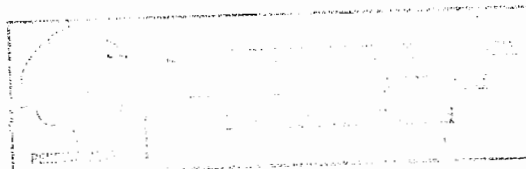Written By:

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INTERNATIONAL CLASS PROGRAM
INDUSTRIAL ENGINEERING DEPARTMENT
INDUSTRIAL TECHNOLOGY FACULTY
ATMA JAYA YOGYAKARTA UNIVERSITY
YOGYAKARTA
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APPROVAL

Final Report of International S-1 Program

Title:

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Yogyakarta, January 19, 2006
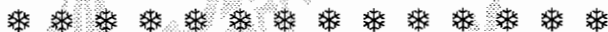University of Atma Jaya Yogyakarta
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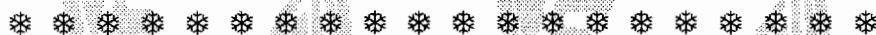
Ign. Luddy Indra Purnama, M.Sc.

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,
THANK YOU FOR BEING MY BEST FRIENDS.
BEST FRIENDS FOREVER.

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Last but not least, writer realizes that the report is still far from perfection, all critics and suggestion referred to better report will be a great income. The writer also hopes that this report can be useful in further researches.

Yogyakarta

The writer

Laifar Suharto, 02833/IIE

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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.