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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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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Yogyakarta

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# TABLE OF CONTENTS

Title .............................................. 1  
Approval ........................................ Li  
Dedication ........................................... iii  
Acknowledgements ................................... iv  
Table Of Contents ................................ vii  
List of Tables ...................................... x  
List of Appendices ................................. xii  
Abstract ............................................ xiv  

Chapter 1  INTRODUCTION  
1.1. Background .................................... 1  
1.2. Problem Statement ............................. 2  
1.3. The Objectives ................................ 2  
1.4. Scopes of Study ............................... 3  
1.5. Methodology .................................. 3  
1.5.1. Data Gathering Method ..................... 3  
1.5.2. Data Analysis Method ....................... 4  
1.6. Report Outline ................................ 5  

Chapter 2  LITERATURE REVIEW  
2.1. The Previous Studies ......................... 6  
2.2. The Present Research .......................... 7  

Chapter 3  THEORY  
3.1. Definition of Quality ......................... 10  
3.2. Definition of Service ......................... 11  
3.3. Characteristics of Service ................... 12  
3.4. Service Quality ............................... 14  
3.5. SERVQUAL Model ............................. 16  
3.5.1. Customer's Perceptions and  
Expectations on Service Quality ............. 18  
3.5.2. Service Quality Dimensions .............. 20
3.5.3. Gap Model .................................. 22
3.6. Tests ........................................... 23
3.7. Likert Scale .................................... 24
3.8. Factor Analysis ................................. 25

Chapter 4 DATA

4.1. Characteristics of Respondents .......... 30
4.1.1. Characteristics of Respondents
      in Hotel 'S' .................................. 30
4.1.2. Characteristics of Respondents
      in Bank 'B' .................................. 31
4.1.3. Characteristics of Respondents
      in Bank 'M' .................................. 32
4.1.4. Characteristics of Respondents
      in Supermarket 'R' ............................ 33
4.1.5. Characteristics of Respondents
      in Supermarket 'A' ............................ 34
4.2. Questionnaires ................................. 35
4.2.1. Perceptions of respondents in
      Hotel 'S' .................................... 35
4.2.2. Expectations of respondents
      in Hotel 'S' .................................. 39
4.2.3. Perceptions of respondents
      in Bank 'B' .................................. 42
4.2.4. Expectations of respondents
      in Bank 'B' .................................. 45
4.2.5. Perceptions of respondents
      in Bank 'M' .................................. 48
4.2.6. Expectations of respondents
      in Bank 'M' .................................. 51
4.2.7. Perceptions of respondents
      in Supermarket 'R' ............................ 54
4.2.8. Expectations of respondents
in Supermarket 'R' .................. 57
4.2.9. Perceptions of respondents
in Supermarket 'A' ................. 60
4.2.10. Expectations of respondents
in Supermarket 'A' .................. 63

Chapter 5 DATA ANALYSIS AND DISCUSSION
5.1. Characteristics of Respondents .... 66
5.2. Data Analysis Using Factor Analysis . 66
5.2.1. Mean and Standard Deviation
Calculation .......................... 67
5.2.2. Forming The Correlation Matrix .... 67
5.2.3. Factor Extraction .................. 71
5.2.4. Factor Loading .................... 73
5.2.5. Varimax Rotation (Factor Rotation) . 74
5.3. Discussion .......................... 101

Chapter 6 CONCLUSION ..................... 105
REFERENCES ............................. 107
APPENDICES ............................. 111
LIST OF TABLES

1. Table 2.1. Difference Between Present Study With Previous Studies .......................... 8
2. Table 4.1. Characteristics of Respondents In Hotel ‘S’ ........................................... 30
3. Table 4.2. Characteristics of Respondents In Bank ‘B’ ............................................. 31
4. Table 4.3. Characteristics of Respondents In Bank ‘M’ ............................................. 32
5. Table 4.4. Characteristics of Respondents In Supermarket ‘R’ ................................. 33
6. Table 4.5. Characteristics of Respondents In Supermarket ‘A’ ................................. 35
7. Table 4.6. Perceptions Of 100 Respondents In Hotel ‘S’ ........................................... 36
8. Table 4.7. Expectations Of 100 Respondents In Hotel ‘S’ ........................................... 39
9. Table 4.8. Perceptions Of 100 Respondents In Bank ‘B’ ............................................ 42
10. Table 4.9. Expectations Of 100 Respondents In Bank ‘B’ .......................................... 45
11. Table 4.10. Perceptions Of 100 Respondents In Bank ‘M’ ........................................ 48
12. Table 4.11. Expectations Of 100 Respondents In Bank ‘M’ ........................................ 51
13. Table 4.12. Perceptions Of 100 Respondents In Supermarket ‘R’ ............................. 54
14. Table 4.13. Expectations Of 100 Respondents In Supermarket ‘R’ ............................. 57
15. Table 4.14. Perceptions Of 100 Respondents
   In Supermarket 'A' 60
16. Table 4.15. Expectations Of 100 Respondents
   In Supermarket 'A' 63
17. Table 5.1 Factor and Eigenvalue 71
18. Table 5.2 Factor and Eigenvalue 72
19. Table 5.3 Factor and Eigenvalue 72
20. Table 5.4 Factor and Eigenvalue 73
21. Table 5.5 Factor and Eigenvalue 73
22. Table 5.6 Factor Rotation 74
23. Table 5.7 Factor Rotation 80
24. Table 5.8 Factor Rotation 81
25. Table 5.9 Factor Rotation 90
26. Table 5.10 Factor Rotation 91
LIST OF APPENDICES

1. Appendix 1 Examples of Questionnaire
2. Appendix 2 Reliability Test For Customers’ Perceptions
   2.1. Appendix 2a Reliability Test For Customers’ Perceptions at Hotel ‘S’
   2.2. Appendix 2b Reliability Test For Customers’ Perceptions at Bank ‘B’
   2.3. Appendix 2c Reliability Test For Customers’ Perceptions at Bank ‘M’
   2.4. Appendix 2d Reliability Test For Customers’ Perceptions at Supermarket ‘R’
   2.5. Appendix 2e Reliability Test For Customers’ Perceptions at Supermarket ‘M’
3. Appendix 3 Reliability Test For Customers’ Expectations
   3.1. Appendix 3a Reliability Test For Customers’ Expectations at Hotel ‘S’
   3.2. Appendix 3b Reliability Test For Customers’ Expectations at Bank ‘B’
   3.3. Appendix 3c Reliability Test For Customers’ Expectations at Bank ‘M’
   3.4. Appendix 3d Reliability Test For Customers’ Expectations at Supermarket ‘R’
   3.5. Appendix 3e Reliability Test For Customers’ Expectations at Supermarket ‘M’
4. Appendix 4 Results of Factor Analysis
   4.1. Appendix 4a Results of Factor Analysis at Hotel ‘S’
4.2. Appendix 4b Results of Factor Analysis at Bank 'B'
4.3. Appendix 4c Results of Factor Analysis at Bank 'W'
4.4. Appendix 4d Results of Factor Analysis at Supermarket 'R'
4.5. Appendix 4e Results of Factor Analysis at Supermarket 'A'
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.