

CHAPTER 2

LITERATURE REVIEW

2.1. The Previous Studies

Kusumaningrum (2001) in her research on "Analisis Kualitas Jasa Pada Natour Garuda Yogyakarta dengan Model SERVQUAL" expressed that quality of services is determined by many factors such as facility, service, hospitality, etc. A customer will satisfy when his/her expectation is equal to what he/she perceive. On the contrary, a customer will be disappointed when his/her expectations are not reached. Therefore, company must recognize what factors are essential for the customers. The objective is to identify the gap between the performances of Natour Garuda Yogyakarta with their customer's expectations.

Other research conducted by Novianty (2003) on "Analisis Kualitas Pelayanan Untuk Mengetahui Tingkat Kepuasan Konsumen Pada Restoran McDonalds Yogyakarta." described the relationship between the dimensions of service quality with the customer's satisfaction and which of those dimensions has the highest contribution to the customer's satisfaction. The research's objective is to determine the gap between customer's perception and expectation of service performed.

Rani (2005) on "Analisis Kualitas Jasa di Instalasi Rawat Jalan Dengan Model SERVQUAL (Studi Kasus di Rumah Sakit Panti Rapih Yogyakarta." described whether there is difference of quality perceived by the customers with different characteristics.

Characteristics here mean the level of education, customers' income, and the distance from the hospital to the customers' houses. The objective of the study is to recognize and determine how big the gap between the qualities of service perceived by the patients of the hospital.

2.2. The Present Research

There are differences between the present study with the previous studies. Present study performs research in several different service sectors while the previous studies are focuses in one service sector. Present research takes place in two different supermarket, two banks, and a hotel.

The next difference lies in the objective of the research where present research's objective is to describe the dimensionality of SERVQUAL in Indonesia especially in Yogyakarta.

The differences between the present study with the previous studies can be seen in Table 2.1.

Table 2.1. Differences Between Present Study with Previous Studies

	Kusumaningrum (2001)	Novianty (2003)	Rani (2005)	Suharto (2006)
Data Collection Study sample(s)	Customers of Natour Garuda Hotel	Consumers of McDonalds Yogyakarta	Patients of Panti Rapih Yogyakarta Hospital	Customers of two supermarkets, two banks, and a hotel
Sample size	100	100	100	500
Original SERVQUAL items retained	18 items	22 items with modifications	18 items with modifications	Ranged from 20-30 items with modifications
Research's Objective	To identify the gap between the performances of Natour Garuda Yogyakarta with the customer's expectations.	<ul style="list-style-type: none"> To recognize the relationship between service quality dimensions with the customer satisfaction and which dimension has the highest performance of giving the 	<ul style="list-style-type: none"> To recognize and determine how big the gap between the qualities of service perceived by the patients of the hospital. To know whether there are differences of response on perceived 	<ul style="list-style-type: none"> Describe the dimensionality of Servqual items and examined it's validity and reliability. Determine the relative importance of each of SERVQUAL dimensions.

		<p>satisfaction to the customers.</p> <ul style="list-style-type: none"> To determine the gap between customer's perception and expectation of service performed. 	<p>quality dimension when evaluated from the patients income a month, the education level of the patients, and the distance from patient's house to the hospital.</p>	
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