ABSTRACT

Quality is one of the main problems is often misunderstood in which different qualities meaning based on the context solved. Quality is a dynamic condition related to products, services, people, processes, and environments that meet or exceed customer expectations. The quality of a product or service is determined by the customer. Improvement of product quality is very important to do even things that should be maximized forefront. Quality of service becomes a necessity that must be done by the company in order to be able to survive and still won the trust of customers. Consumption patterns and lifestyles demanding customers the company is able to provide a quality service.

Service quality or service is often defined as the fulfillment of the wishes of business customers as well as the accuracy of the delivery of services or services in order to meet customer expectations. Quality of care can be measured by looking at the level of the gap between expectations or desires of consumers with their perceptions of the performance of the product or the company received by consumers who may be described in the scale of service quality. In his book, Parasuraman shows that SERVQUAL can be an effective tool and stable to measure service quality through service industry. SERVQUAL is built upon the comparison of the two main factors, namely real customer perception of the service they receive (perceived service) with actual services expected / desired (expected service). The approach used in this study is the quantitative approach. The analysis applied in this research is descriptive analysis, mean, and also the Cartesian diagram. This type of research is based on the purpose of the research is a descriptive study method.

The survey results revealed that the difference or gap resulting from the average or mean is negative because the perception is smaller than expected for all variables. A negative value indicates that there is a gap between perception and expectation resulting service dissatisfaction. In addition there are four attributes that are in quadrant A in the Cartesian diagram as a priority repair. For that based on all the results, it is necessary to repair services in order to produce better satisfaction levels.

Keywords*: Service quality, Expectations, Perceptions, Gap, SERVQUAL*