

ABSTRACT

Service quality is an important thing in service business, even it requires more attention than product quality, since there are many intangible factors which is more difficult to be identified. Service quality can be a key to determine a service provider's success to keep survive in the competition.

There are five dimensions in service quality, they are tangible, reliability, responsiveness, empathy, and assurance (Parasuraman, Zeithaml, & Berry, 1985). From the fifth dimensions, only tangible, known as servicescape, has physical shape that can be seen directly. While the other four are intangible that can only felt in the use of service. As the only one dimension that has real shape and can be evaluated before the use of service, servicescape can influence customer's decision in using a service.

In this research, it will be evaluated about the relation between tangible dimension and other dimensions or variables in Parasuraman's Servqual. The study case will be taken in two places that is bank and restaurant, bank represent the service where customer spend relatively less time in the servicescape, while restaurant represent the service where customer spend relatively more time in the servicescape. Data collecting is done with survey method by spreading the questionnaire to the customer in those two places. The spreading of questionnaire is done by using convenience sampling method.

From the result of this research it can be known that for the bank case, servicescape has indirect impact to service quality through intangible dimension (reliability and assurance), while in the restaurant case servicescape influence directly to service quality. This is because in the bank customer give more attention to the secure of their important thing, that is money. While in the restaurant customer spend more time in the servicescape so that it give more impact.

The result of this research expected to give more knowledge about the importance of servicescape and service quality, so that it can be a suggestion substance for service providers in evaluate their service.

Keywords: *servicescape, service quality, reliability, responsiveness, empathy, assurance*