

QUALITY SERVICE EFFECT CV BSHB TOWARDS PERCEIVED SERVICE QUALITY USERS OF GRESIK REGENTAL GOVERMENT

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ABSTRACT

This study aims to examine partially the dimensions of SERVQUAL construction service providers against perceived quality service in the Government of Gresik Regency. The independent variables were examined in this study is Tangibles (X1), Reliability (X2), Responsiveness (X3), Assurance (X4) and Empathy (X5). For the dependent variable in this study is perceived Service Quality (Y). The population in this study were officials and staff of the District Government of Gresik as much as 1,967. After sampling using methods slovin, the samples used in this study as many as 100 people. Based on the analysis that has been done by using multiple linear regression modeling is known of 5 (five) dimensions servqual only 3 (three) variables that had a significant influence on service quality perceived. These variables are Tangibles (X1), Reliability (X2) and Assurance (X4).

Keywords : SERVQUAL, Perceived Service Quality, Construction

INTRODUCTION

CV BSHB is one of the firms that participates in the regent government. The service given by this cv includes the building of new offices as well as the maintenances and renovation. CV BSHB has been established since 2003 and it operates in Gresik regent government. The company gradually develops and improves its service quality in order to meet the need of the clients.

To accommodate the services of its clients, the company always communicates actively either by phone or the social media so that its clients can monitor the updates information and the progress of its projects considering the amount of fund executed for the project. The intensity of communication is one effort to measure the service in dealing with complaint. To evaluate the qualities of its service, e.g., experience with its score 15% and technical with its score 75%, the table 1 below shows the recapitulation of the clients of Gresik Regent Secretary office of equipment division.

Table 1 Evaluation Recapitulation Towards Service Provider Fiscal Year 2012-2013

No	Element evaluation	Assessment Portion	Fiscal Year 2012		Fiscal Year 2013	
			Score	Total	Score	Total
1	Technical element	75%	82,75	62,06	49,25	36,94
2	Experience element	15%	60,00	9,00	80,00	12,00
	total	100%		71,06		48,94
	Assessment threshold				70,00	
Conclusion			Feasible		Not Feasible	

Source : Data is processed from the Recapitulation of Evaluation Gresik Regional Secretary Towards Service Provider For Fiscal Year 2012-2013

The evaluation result done influenced towards the project volume which is conducted by the company.

Below table 2 shows the onset decrease for 39,36% within the last year (2013-2014)

Table 2 CV. BSHB project data in fiscal year 2012-2014

NO	Institution	2012		2013		2014	
		VOL	CONTRACT VALUE	VOL	CONTRACT VALUE	VOL	CONTRACT VALUE
<i>Semester I</i>							
1	Health Services	1	79.815.000,00	-	-	-	-
2	General Affairs of Region Secretary	2	188.614.000,00	6	676.189.800,00	4	331.403.600,00
3	Public Works Services	2	185.828.000,00	-	-	-	-
4	Education Services	-	-	-	-	-	-
5	Environmental Services	-	-	-	-	-	-
6	Others Public Institution (Local	2	96.442.500,00	-	-	1	90.000.560,00

NO	Institution	2012		2013		2014	
		VOL	CONTRACT VALUE	VOL	CONTRACT VALUE	VOL	CONTRACT VALUE
Revenue Services and Bank <i>Jatim</i>)							
Total 1 st Semester		7	550.699.500,00	6	676.189.800,00	5	421.404.160,00
<i>Semester II</i>							
1	Health Services	-	-	1	99.052.800,00	-	-
2	General Affairs of Region Secretary	2	263.301.500,00	5	593.677.700,00	2	135.501.300,00
3	Public Works Services	3	596.412.300,00	1	197.821.800,00	2	393.201.600,00
4	Education Services	-	-	-	-	-	-
5	Environmental Services	1	99.691.900,00	-	-	-	-
6	Others Public Institution	-	-	-	-	-	-
Total 2 nd Semester		6	959.405.700,00	7	890.552.300,00	4	528.702.900,00
Total (1 st semester and 2 nd semester)		13	1.510.105.200,00	13	1.566.742.100,00	9	950.107.060,00

Source : Company internal data on fiscal year 2012-2014

The service quality of CV BSHB as the supplier of construction work, based on the last evaluation of by the clients, experienced the decrease of the project standard execution. Based on the fact that the company should conduct research to identify the cause as well as the factors that affected the decrease of the company's service quality.

Customers or clients' readiness to re-order in 2012-2013 can be stable if the project contract is reached 1, 566 Billion Rupiah. The evaluation conducted by the clients can be used as reference in executing the project in the 2014 annual's budget; therefore the company is also evaluated. In 2014, the company experienced the decrease of project volume i.e, four projects are in line within the onset decrease for 39,36% or Rp. 616.635.040 from 2013 annual budget.

According to Gunarathne (2014) customers might have different value as well as different reason for evaluation and most of the time; they are given the same service with different method. For this reason, the research entitles "The Service Quality Effect of CV BSHB towards Perceived Service Quality clients in Gresik Regent Government". Henceforth, the company's future can improve its aspects to increase its performance through SERVQUAL dimension in order to accommodate the clients' expectation.

PURPOSE

This research aims to test the partial effect among the five dimensions of SERVQUAL (*Tangibles, Reliability, Responsiveness, Assurance, dan Emphaty*) clients in Gresik regent government. The significance of this research is to determine that Servqual constitutes precise dimension service and product quality that can influence the clients' perception and expectation.

REVIEW OF RELATED THEORIES

According to Brandt (2014:31) these five gaps of service quality that give the effect towards the service:

1. Gap 1 : Gaps between client's expectation and the managerial perception. These show that the difference between the client expectation and its managerial perception are caused by the management mistake or flaw in understanding the consumers' expectation.
2. Gap 2 : The Perception Gap between the supplier towards the client expectation and the specification quality of service. This gap shows the difference between the managerial perception related to the clients' expectation and the specification of service quality.
3. Gap 3 : The Gap between quality service specification and the process of service delivering/ dispatch. This gap shows the difference between quality service specification and the process of service delivering/ dispatch given by its employees. This gap constitutes the incompatibility of the service performance as its employees are not able or do not intend to deliver/ show the level of service required by the customers or clients.
4. Gap 4 : The gap between service and external communication to customers. Customer expectations of service quality are influenced by statements made by the company through marketing communications. This gap occurs as a result of a discrepancy between the promised service and the service delivered.

Gap 5: The gap between customer perceptions and customer expectations. If customer perceptions and expectations about service quality prove to be the same and even better perceptions of expectations

the company will get a positive image and impact. Conversely, if the quality of service received is lower than expected then this gap will cause problems for the company. The Quality Gap can be shown in Figure 1

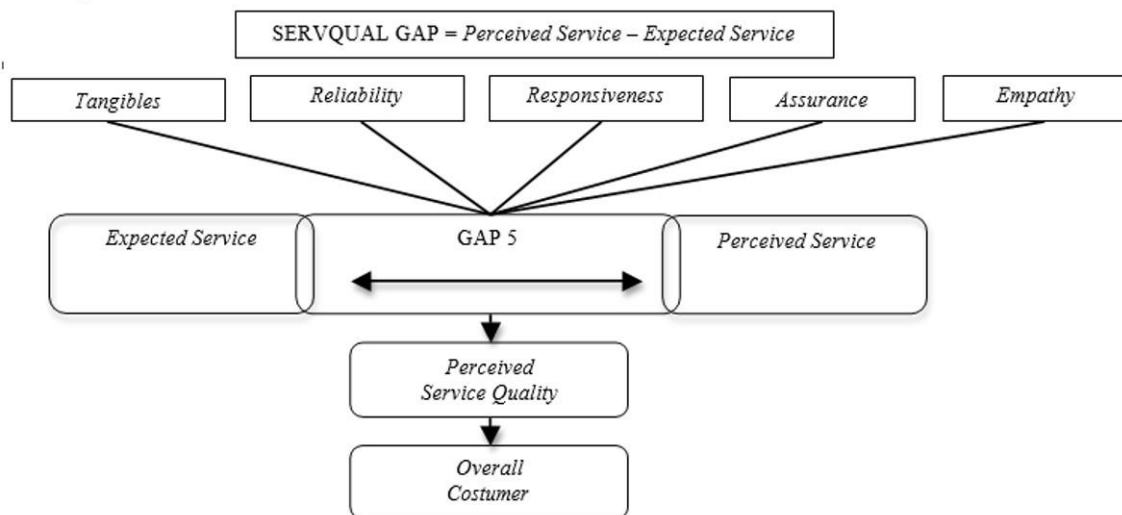


Figure 1 Conceptual Method SERVQUAL

RESEARCH METHODS

In this study has a goal to describe the expectations of service users about the quality of services provided by service providers. Therefore, there are stages needed to obtain all this information, the stages include the method of collecting samples, data collection, and data analysis that aims to answer the purpose of this research.

The respondents in this research will use sampling by Probability Sampling. We select groups or clusters within the local government of Gresik Regency. Here is the sample cluster we use in this research (Table 3)

Table 3 Population in Regent Government Institution /Regent-Owned enterprises at Gresik Regent Government

No	Institution	Numbers of Employees
1	Gresik Regent Secretary	265
2	Public Works Services	229
3	Health Services	1.087
4	Environmental Services	73
5	Financial Revenue, Management, and Local Asset Services	110
6	Procurement of goods and services Unit	53
7	Bank Jatim Gresik Branch	150
	Total	1.967

Source : Gresik in Figures 2014

The Sampling technique in this study population used simple random sampling as the number of population in the Government of Gresik Regency and Regional Owned Enterprises that operate in Gresik Regency has been known, the technique of sampling using Solvin technique with the formula. (Siregar, 2014)

$$n = \frac{1.967}{1 + 1.967(0,1)^2} = 95,16 \approx 95$$

The Sampling is done by random sampling method to population of Government Institution and BUMD spread in Gresik Regency. However, in this study the number of samples is computed to 100 respondents. According to Franken and Wallen for descriptive research large minimum sample of 100 respondents

The Data collection is a process of collecting primary and secondary data in a study. Data collection is a systematic and standard procedure for obtaining the necessary data, and there is always a relationship between the data collection method and the research problem to be solved (Siregar, 2014). The following data collection methods are needed to answer the purpose of research, including :

- The type of data used is cross sectional data (data consisting of several variables collected at the same time) and based on the nature of data collected in the form of quantitative data because the data obtained in the form of numbers.
- Based on how it is obtained, this study uses primary data and secondary data. In this study, used secondary data in the form of internal company data and literature review of various forms of publication and also research that has been done and published.
- The data of this research is taken from the service user as the result of the survey / filling questionnaires of officials and staff at the local government agencies of Gresik Regency, as well as from the literature and research results that have been done before.

This study uses data collection techniques with a gradual and in-depth interview technique (in depth interview) with a number of respondents who have chosen deliberately.

Findings and Discussion

The Respondents participated from this research are all officials and staff of Local Government of Gresik Regency who actively communicate and cooperate with CV. BSHB as of September 2015. Staff / Officials who work with companies in the Local Government of Gresik Regency amount to 100 people with details as shown in the table below.

Table 4. Number of Respondent Based on Institution in Gresik Regent Government

No	Institution	Total
1.	Gresik Regent Secretary	14
2.	Public Works Services	12
3.	Health Services	55
4.	Environmental Services	4
5.	Financial Revenue, Management, and Local Asset Services	5
6.	Procurement of goods and services Unit	4
7.	Bank Jatim Gresik Branch	6
	Total	100

In this case, the researcher has conducted instrument test on 100 staff / employees (SKPD Gresik and Bank Jatim) who interact / communicate directly with our company. The researcher uses the instrument of validity test and reliability test by distributing the research instruments we have compiled to the research respondents. The results of valid

research when there is similarity between the data collected with the actual data occurred on the object under study. Here are the instruments used in this research :

1. *Tangibles* (X1)
 - Company has proper license and certification meets Government standard needs (X1.1)
 - Company has representative office / workshop (X1.2)
 - Company has facilities and infrastructure to support daily operation during project (X1.3)
 - Company has staff and field workers with permanent employee status (X1.4)
2. Reliability (X2)
 - Company is able to maintain its reputation in client environment (X2.1)
 - Company have a good recommendation from a supervisory consultant (X2.2)
 - Company provides transparent information regarding project development (X2.3)
 - Company can shown decent work ethic (X2.4)
 - Company must be able to fulfill its obligations under the contract (X2.5)
3. Responsiveness (X3)
 - Company can be flexible with any changes request from client (X3.1)
 - Company can handling client complaints (X3.2)
 - Company have acceptable and approving solution by client during project development (X3.3)
 - Company give information access to client regarding recent update about project in progress (X3.4)
4. Assurance (X4)
 - Company can instill confidence in clients (X4.1)
 - Company has competent technical staff (X4.2)
 - Company staff able to answer all inquiries from clients (X4.3)

Company have enough manpower to deliver / complete project according to the schedule (X4.4)

1. Empathy (X5)
 - Staff can give special attention towards clients (X5.1)
 - Understand client specific needs (X5.2)
 - Put an effort to understand client's general needs (X5.3)
 - Project representative can be contact at any time (X5.4)
2. Perceived Service Quality (Y)
 - Company meets administrative requirements in accordance with Standard Operational Procedure (Y1)
 - Company has an effective and efficient working system (Y2)
 - Company can complete project according designated schedule (Y3)
 - Company has system for handling complain from client (Y4)
 - Company has competent human resources (Y5)

The validity of an instrument item can be determined by comparing the Pearson product moment correlation index (r) with the 5% significance level with the critical value (Sugiyono, 2009). For Reliability The method used is Cronbach's Alpha. A questionnaire / instrument is

considered reliable when Cronbach's Alpha value *Cronbach's Alpha* > 0,6 (Kuncoro, 2013:181). The following test results of the research instrument for each variable that we tested, can be seen in the table below.

Table 5 Test Result Validity and Reliability of research instruments

Variable	Item	<i>r</i>	<i>Sig</i>	Information	<i>Cronbach's Alpha if Item Deleted</i>	<i>Cronbach's Alpha</i>	Result
Tangibles (X ₁)	X _{1.1}	0,405	0.000	Valid	0,776	0,805	Reliable
	X _{1.2}	0,611	0.000	Valid	0,745		
	X _{1.3}	0,550	0.000	Valid	0,765		
	X _{1.4}	0,437	0.000	Valid	0,738		
Reliability (X ₂)	X _{2.1}	0,709	0.000	Valid	0,677	0,736	Reliable
	X _{2.2}	0,821	0.000	Valid	0,627		
	X _{2.3}	0,695	0.000	Valid	0,686		
	X _{2.4}	0,729	0.000	Valid	0,696		
	X _{2.5}	0,508	0.000	Valid	0,742		
Responsiveness (X ₃)	X _{3.1}	0,719	0.000	Valid	0,646	0,712	Reliable
	X _{3.2}	0,781	0.000	Valid	0,605		
	X _{3.3}	0,696	0.000	Valid	0,668		
	X _{3.4}	0,741	0.000	Valid	0,680		
Assurance (X ₄)	X _{4.1}	0,903	0.000	Valid	0,470	0,704	Reliable
	X _{4.2}	0,523	0.000	Valid	0,734		
	X _{4.3}	0,562	0.000	Valid	0,730		
	X _{4.4}	0,857	0.000	Valid	0,497		
Empathy (X ₅)	X _{5.1}	0,640	0.000	Valid	0,644	0,669	Reliable
	X _{5.2}	0,697	0.000	Valid	0,632		
	X _{5.3}	0,745	0.000	Valid	0,552		
	X _{5.4}	0,756	0.000	Valid	0,577		
<i>Perceived Service Quality</i> (Y)	Y ₁	0,489	0.000	Valid	0,659	0,639	Reliable
	Y ₂	0,672	0.000	Valid	0,567		
	Y ₃	0,760	0.000	Valid	0,494		
	Y ₄	0,711	0.000	Valid	0,528		
	Y ₅	0,570	0.000	Valid	0,651		

The table above describes the results of the validity and reliability test of the statement on all servqual variables. To test the validity of Sig value. By Pearson Correlation nothing greater than 0,5 then all statement items are declared valid. As for the reliability test value by Cronbach's Alpha for each item statement has shown the value above 0.6 so it can be said that the reliability of the questionnaire is reliable or trustworthy.

In this research used multiple linear regression analysis to know the influence of independent variable consist of Tangibles (X₁), Reliability (X₂), Responsiveness (X₃), Assurance (X₄) and Empathy (X₅) to one dependent variable that is Perceived Service Quality (Y). Based on the data processing of the questionnaire results using SPSS 20.0 program obtained the results as in Table 6 below.

Table 6 Result for Multiple linear regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-4,107	1,414		-2,904	,005
Tangibles	,672	,105	,461	6,399	,000
Reliability	,203	,081	,177	2,496	,014
Responsiveness	,097	,065	,079	1,493	,139
Assurance	,408	,093	,299	4,383	,000
Empathy	,122	,072	,104	1,685	,095

a. Dependent Variable: Perceived service quality

Based on the regression results in the above table, there are 3 variables (Responsiveness (0,139), and Empathy (0,095)) which have no significant effect (sig> 0,05) on perceived service quality. So with these conditions need to be re-modeling (multiple linear regression) using 3 variables that significantly influence and eliminate the 2 variables that have no significant effect. Here are the results of multiple linear regression modeling without variable Responsiveness and Empathy. (Table 7).

Table 7 Result for Multiple linear regression analysis removing variable X3 dan X5

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2,754	1,287		-2,140	,035
Tangibles	,674	,107	,462	6,306	,000
Reliability	,218	,082	,191	2,650	,009
Assurance	,512	,082	,375	6,257	,000

a. Dependent Variable: Perceived service quality

The statistical test F shows whether all the independent variables included in the model have a significant influence simultaneously on the dependent variable (Kuncoro, 2013: 245). Decision making based on Sig value. Of F, if Sig. < 0,05 then Ho is rejected (Ha accepted) and vice versa. After processing data using SPSS 20.0 program, then got the result of F test as in Table 8 below.

Table 8 Result for F Test

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	501,485	3	167,162	94,897	,000
Residual	169,105	96	1,762		b
Total	670,590	99			

a. Dependent Variable: perceived service quality

b. Predictors: (Constant), Assurance, Reliability, Tangibles

Based on Table 8 can be seen that the value of F arithmetic with the dependent variable perceive service quality of 94.897 with Sig. Of 0,000 (Sig. <0.05). Then Ho is rejected and Ha accepted. Therefore, it can be concluded that tangibles, reliability and

assurance have a significant influence simultaneously on perceived service quality of service from the clients in the local government of Gresik Regency.

The statistical of t-test has shown how far the influence of one independent variable individually or partially in explaining the variation of the dependent variable (Kuncoro, 2013: 244). After testing, the following t test results in Table 9 below.

Table 9 Result From t Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2,754	1,287		-2,140	,035
Tangibles	,674	,107	,462	6,306	,000
Reliability	,218	,082	,191	2,650	,009
Assurance	,512	,082	,375	6,257	,000

a. Dependent Variable: *perceived service quality*

Based on test results above the sig value for each Tangibles (0,000), Reliability (0,009), and Assurance (0,000). It can be concluded that the three variables are partially significant effect on perceived service quality of service users in the local government of Gresik Regency.

The coefficient of determination (R²) is a device that measures how far the model's ability to explain variations of bound variables. After processing data using SPSS 20.0 program, then got the result as in Table 10 below :

Table 10 Coefficient of Determination Result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,865 ^a	,748	,740	1,327	1,983

a. Predictors: (Constant), Assurance, Reliability, Tangibles

b. Dependent Variable: *perceived service quality*

From Table 10 it can be seen that the value of R Square (R²) is 0.748. Therefore, it can be concluded that 74.8% of service users or clients in the local government of Gresik Regency are influenced by tangibles, reliability and assurance while 25.2% are influenced by other factors not examined. Here are the results of the classic assumption test (Table 11) which includes normality test, multicollinearity, heteroscedasticity, autocorrelation, and linearity using 3 servqual variables against Perceived Service Quality.

Table 11 Classic Assumption Test

No.	Classic Assumption Test		Perceived Service Quality	Conclusion
1	Normality Test	Kolmogorov-Smirnov Z	0,737	Residuals are normally distributed (> 0,05)
2	Multicollinearity Test			
	Tangibles	VIF	2,044	VIF < 10 (Multicollinearity does not occur)
	Reliability	VIF	1,974	VIF < 10 (Multicollinearity does not occur)
	Assurance	VIF	1,369	VIF < 10 (Multicollinearity does not occur)
3	Heteroscedasticity Test			

	<i>Tangibles</i>	Sig.	0,622	Heteroscedasticity does not occur (Sig > 0,05)
	<i>Reliability</i>	Sig.	0,642	Heteroscedasticity does not occur (Sig > 0,05)
	<i>Assurance</i>	Sig.	0,933	Heteroscedasticity does not occur (Sig > 0,05)
4	Autocorrelation Test	Durbin-Watson	1,983	Autocorrelation does not occur (1,73 < DW < 2,27)
5	Linearity Test			
	<i>Tangibles</i>	<i>Linearity</i>	0,000	Tangibles concluded has a significant linear relationship
	<i>Reliability</i>	<i>Linearity</i>	0,000	Reliability concluded has a significant linear relationship
	<i>Assurance</i>	<i>Linearity</i>	0,000	Assurance concluded has a significant linear relationship

SERVQUAL GAP

The servqual gap calculation of the statement attribute in the 3 servqual dimensions (tangibles, reliability, and assurance) variables is all negative. Servqual scores (-) negatively indicate that there is an indication of a quality gap on the quality attribute. While servqual score (+) positive indicates the quality of the quality is quite satisfying customers. The result of servqual score (service quality) can be seen in table 12.

Table 12 Servqual Gap Calculation

Variable	No.	Statement Instrument	Perceived Service (X)	Expected Service (Y)	Servqual Score
<i>Tangibles</i>	X _{1.1}	The company's technical expertise can be applied according to project needs	3,36	4,57	(1,21)
	X _{1.2}	The office / workshop has adequate working facilities	2,98	4,55	(1,57)
	X _{1.3}	Project facilities and infrastructure can support project operation	2,74	4,51	(1,77)
	X _{1.4}	Staff and workers work effectively and efficiently in project operation	3,54	4,59	(1,05)
Variable	No.	Statement Instrument	Perceived Service (X)	Expected Service (Y)	Servqual Score
<i>Reliability</i>	X _{2.1}	The company has a good reputation in the Gresik Regent Government	3,26	4,37	(1,11)
	X _{2.2}	The company has good quality references from supervisory consultants	3,64	3,95	(0,31)
	X _{2.3}	Companies regularly and periodically submit project progress reports	2,81	4,25	(1,44)
	X _{2.4}	The Company demonstrates good work ethics in the process of project work	2,94	3,75	(0,81)
	X _{2.5}	The company is able to keep promises in accordance with the commitments stated in the contract	3,42	4,67	(1,25)
<i>Assurance</i>	X _{4.1}	Proposal of service provider's offer able to increase client confidence	2,09	4,65	(2,56)
	X _{4.2}	The company's technical presentation indicates that the staff has good technical skills	2,82	4,82	(2,00)
	X _{4.3}	Client curiosity can be answered well by service provider staff	2,13	4,88	(2,75)

X _{4.4}	The company was able to complete the project on time due to the availability of sufficient workers	3,28	4,83	(1,55)
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The calculation results showed that the service user is not satisfied with the quality of services provided by the service provider in this case is CV BSHB. After finding servqual score further analysis of the perceptions. This analysis is used to determine the position of service quality attribute of the company based on the service user's opinion about the level of perceived service (perception) and expected service (expectation / expectation). In addition, it can also be used to identify the actions that a company must perform with regard to the position of the attribute. Data value of perception and expectation level and location of quadrant of each attribute can be seen in Table 13. While the cartesius diagram result of elaboration can be seen in Figure 2.

Table 13 Result Data value of perception and expectation

Variable	No.	Statement instrument	Perceived Service (X)	Expected Service (Y)	Quadrant
<i>Tangibles</i>	X _{1.1}	The company's technical expertise can be applied according to project needs	3,36	4,57	II
	X _{1.2}	The office / workshop has adequate working facilities	2,98	4,55	I
	X _{1.3}	Project facilities and infrastructure can support project operation	2,74	4,51	I
	X _{1.4}	Staff and workers work effectively and efficiently in project operation	3,54	4,59	II
<i>Reliability</i>	X _{2.1}	The company has a good reputation in the Gresik Regent Government	3,26	4,37	IV
	X _{2.2}	The company has good quality references from supervisory consultants	3,64	3,95	IV
	X _{2.3}	Companies regularly and periodically submit project progress reports	2,81	4,25	III
	X _{2.4}	The Company demonstrates good work ethics in the process of project work	2,94	3,75	III
	X _{2.5}	The company is able to keep promises in accordance with the commitments stated in the contract	3,42	4,67	II
<i>Assurance</i>	X _{4.1}	Proposal of service provider's offer able to increase client confidence	2,09	4,65	I
	X _{4.2}	The company's technical presentation indicates that the staff has good technical skills	2,82	4,82	I
	X _{4.3}	Client curiosity can be answered well by service provider staff	2,13	4,88	I
	X _{4.4}	The company was able to complete the project on time due to the availability of sufficient workers	3,28	4,83	II
Variable	No.	Statement instrument	Perceived Service (X)	Expected Service (Y)	Quadrant
<i>Mean</i>			3,00	4,49	

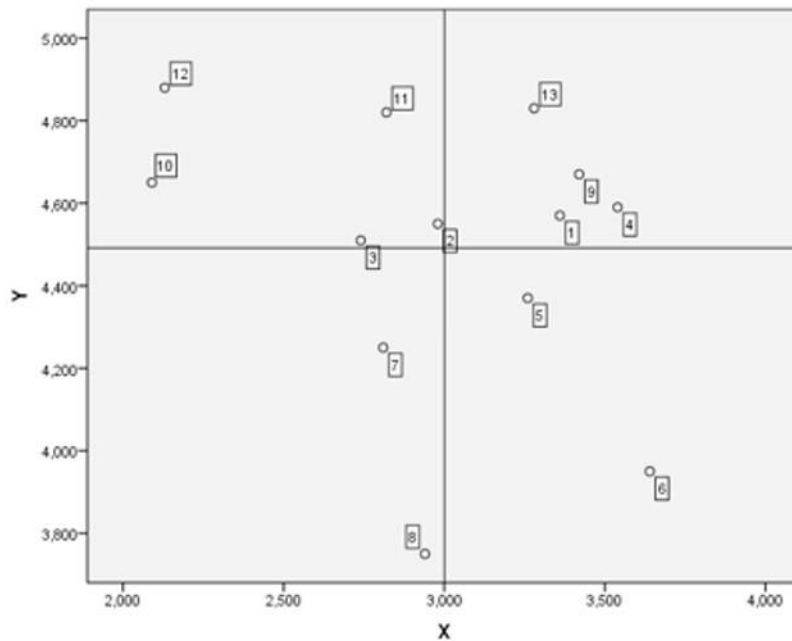


Figure 2 the attribute description in Cartesian diagram

Conclusion

This research is done by distributing its instrument/ questionnaires to 100 respondents as samples of the populations both active officers and public servants of Gresik governmental regent. From the data analysis used SPSS 20.0 program, hence the conclusions can be elaborated as follows :

- Tangibles partially influences significantly towards the servqual gap of its clients in Gresik governmental regent.
- Reliability influences significantly towards the servqual gap of its clients in Gresik governmental regent
- Responsiveness partially does not influence significantly of its clients in Gresik governmental regent
- Assurance influences significantly towards the servqual gap of its clients in Gresik governmental regent
- Empathy partially does not influence significantly of its clients in Gresik governmental regent.

Suggestions

The results of this research have shown that there three of five servqual dimation : tangibles, reliability, and assurance are the influential variables of perceived service quality. To acquire the result of managerial implications which also have three specific variables organized and analyzed by applying importance- performance (IPA). The tangibles improvement plan can be explained below:

1. The procurement of A3 printing: this printing machine is aimed to enhance the distribution of A3- sized printed pictures within half day for clients and the field workers.
2. The Procurement of project appliances (grinder and cutter): the additional stock for one unit can effectively involve the number of its workers for two personnel. By having appliances the service can be done in half day.
3. Direction keet : Companies need to create design and build a direction keet with

size 3 x 6 m. The area of the board of directors provides benefits to the worker in order to store material, project equipment and private goods with more organize.

4. Commercial vehicles : The ownership of commercial vehicles with this type of pickup is needed by the company in order to make distribution and mobilization of project equipment more quickly without having to hire a freight service provider.

Plans related to improving the skills of employees and project workers are embodied in managerial implications for assurance variables. The first step that companies need to take is that companies need to create an implementation manual in each project handled by the company. Technical staff need to learn the process of project implementation through the manual and companies need to provide training on handling the problems faced in project implementation. Through this training is expected to increase staff maturity in recognizing the stages and constraints that occur within the project.

SUGGESTIONS FOR FURTHER RESEARCHERS

To obtain a more precise result, researchers who will conduct similar research are advised to explore the literature review and other studies to find other variables that can improve the concept / model of servqual. If the researcher is an employee or owner of the company to be investigated, you should use the services of consultants who usually carry out research professionally. This will increase the honesty of the respondent's answers and will ultimately increase the objectivity of the study. Limitations in this study is the use of five servqual variables for research types of construction service business operating in the local government of Gresik Regency is still not enough. And the result of the coefficient of determination shows that 74.8% of perceived service quality is influenced by three independent variables (tangibles, reliability and assurance), and there are 25.2% which can be predicted by other variables not examined in this study.

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