Abstract

Objectives - This research purpose is to spot the gap between perception and expectation of the service quality from the customers in Karawang International Golf Club and finding the performance of golf club and restaurant

Method - The two sets of questionnaires (perception set and expectation set) were distributed through personal approach at KIGC. SPSS 16.0 was used for the reliability and validity analysis, then SERVQUAL equation to find the gap between perception and expectation and Importance-performance analysis (IPA).

Results – according to gap analysis all statement have a negative gaps between them, while according to IPA In golf club 4 dimension consist of tangible, reliability, assurance and responsiveness are considered as “concentrate here” and in Restaurant 2 dimension consist of tangible and empathy are considered as “concentrate here”

Conclusion- The negative gap between (perception – expectation) found in this study show that service quality is perceived poorly by the customers. Hence, KIGC should focus on improvement strategies in the “concentrate here” area shown in Importance performance analysis in order to increase service quality

Keyword–SERVQUAL, service quality, Importance-performance analysis, golf club, restaurant