USING SERVQUAL TO MEASURE SERVICE QUALITY OF TRAVEL AGENTS IN JAKARTA, INDONESIA

Jessica Gunawan (1200961842)
Class / Group : 07PBE

Abstract

Objectives – Travel agents in Indonesia are experiencing growth. This study provides information for travel agents in Indonesia to specify which service quality dimensions (tangibility, reliability, responsiveness, assurance, and empathy) is the most important to focus upon and to understand customers’ expectation and perception regarding the services provided by travel agents in Indonesia through the gap of perceived service quality.

Method – Questionnaires were distributed both via offline (mall intercept, referrals, and campus intercept) and online (social networking media, such as kaskus and facebook) medium. Furthermore, Cronbach’s Alpha, Product Moment Correlation, Regressions, and Paired T-Test were used to test the relationship between variables in the model.

Results – Findings obtained from 141 valid data revealed that tangibility, reliability, responsiveness, assurance, and empathy were found to be positively correlated with the perceived service. Further, the result from the research also indicated that there are differences between the expected services and perceived services.

Conclusion – Relationships between variables in the research model were very strong. The study proved that all service quality dimensions did have significant effect towards the gap of perceived service quality. Hence, travel agents in Indonesia should be able to improve the actual service performance in order to minimize the gap between the expectation of the customers and perceived service through SERVQUAL implementation.

Keywords – SERVQUAL dimensions, Travel agents, Indonesia, Perceived Service Quality, Consumer behaviour, Expected service, Perceived service.