MODELING SERVICE QUALITY OF HIGHER EDUCATION USING COMBINATION METHODS SERVQUAL, STRUCTURAL EQUATION MODELING, AND ANALYTIC HIERARCHY PROCESS
(Case Study in the Industrial Engineering Department, XYZ University)

Name : Agus Salim
NRP : 2506203004
Supervisor : Prof. DR. Ir. Moses L. S., M.Sc., M.Reg.Sc
Co-Supervisor : Ir. Eko Nurmianto, M.Eng.Sc.DERT

ABSTRACT

In the global era nowadays, competition held important role for any company, including service business like university. One of strategies of competition is how well the service quality that company has. Therefore, company must understand the measurement and characteristic of its service quality.

By understanding the characteristic, it will be easy to do service quality improvement. The aim of this research is to model service quality in the Industrial Engineering Department of XYZ University using combination of three methods: Servqual, Structural Equation Modeling, and Analytic Hierarchy Process.

Based on the result of this study, the service quality score is -1.207326. It indicates that the Industrial Engineering Department of XYZ University has a poor service to customer. Modeling by SEM results mathematic model $PS = 0.127L + 0.204H + 0.126R + 0.39P + 0.303EM$, and priority of improvement are EM3, EM1, and EM4.

Keyword: Analytic Hierarchy Process, Servqual, Structural Equation Modeling