INTEGRATION OF INTQUAL AND SERVQUAL TO INCREASE THE QUALITY OF HIGHER EDUCATION SERVICES

Name: Nurlaila Handayani
Reg. Number: 2508.201.003
Department: Teknik Industri FTI-ITS
Advisor: Prof. Ir. Moses L. Singgih, M.Sc, Ph.D.

ABSTRACT

Higher education as one of educational institution which gives educational services to the public, has strategic roles to accelerate public educational quality, therefore higher education is stressed to give good services according to the stated standard. In order to be able to give good services the higher education must be able to balance between its internal and external service quality. The problem which was faced in this research was how to integrate internal service quality model by Hallowel (1998) and National Accreditation Board of Higher Education (BAN PT) (2009) with internal service quality model by Zithaml (1988). The aims of this research were to get INTQUAL model for higher education, to test the relation between internal service quality, service capability and external service quality, to propose the sequence of remedial priority from INTQUAL ranking. The integration of INTQUAL and SERVQUAL model used 24 variables and that was a complex model so this research used approximation of Structural Equation Modeling (SEM). SEM by the help of LISREL 8.50 software, is a reliable statistical technique to create structural model and measurement model to study the relationship among internal service quality, service capability, and external service quality. The results showed that internal service quality had a positive relationship with service capability and external service. Despite of SEM, Fuzzy triangular was also used to rank INTQUAL components. INTQUAL weighing was used to calculate INTQUAL to determine remedial priority of internal quality components in higher education.

Keywords: INTQUAL integration and SERVQUAL, SEM, Fuzzy Triangular.