The role of service quality is very important in the successful management of a property. It is important for GNS Department as manager of property owned by Total E & P Indonesia to have a good understanding of what the residents actually wants. This study intends to analyze the most important dimension of service quality in enhancing customer satisfaction by conducting studies in four housing managed by GNS and to identify the dimensions of service quality which is significant in all four housing. To determine whether there are differences regarding the perceived dimensions and dimensions to determine which ones are the best predictors of overall value of Service Quality.

GNS service provided to each occupant are factors that have been studied in depth, this study aims to analyze the level of occupants perceptions of service provision GNS. Analysis is done by looking at the perceptions of residents to services and large gaps (gap) between the expectations and reality of service perceived by GNS and the residents. The approach is done through an analysis of research on the five dimensions of SERVQUAL dimensions consisting of Reliability, Assurance, Tangible, Empathy and Responsiveness. Data obtained from the questionnaire survey conducted to the occupants, using a Likert scale 1-7. The research in this study focuses on the analysis of the perceptions and expectations of the results of the maintenance and services to the residents of the company housing in Balikpapan, East Kalimantan.

From the results of the survey that was followed by 78 respondents produced that empathy dimension has the smallest gap while the biggest gap is tangible dimension. Gunung Bugis housing occupants had its perception near its expectations while Gunung Karang housing residents the most distant. Result of regression analysis using SPSS we found the model of Servqual (Y): Y = 0.503 + 4.528 Assurance + 4.049 Reliability + 5.034 Tangible + 5.144 Responsiveness + 1.768 Emphaty. The results are useful for the preparation of a working plan GNS services, which can identify which service dimensions that need to be improves and maintained in order to achieve occupant expectations.