

Perception Analysis of Service Quality IT Operation Study Case Of PT XYZ

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ABSTRACT

Customer satisfaction of IT service delivered by PT XYZ has become essential. Attention to develop an adequate level of customer satisfaction index in Oil and Gas Company and also to assist ICT management for continuous improvement of strategy and action to meet Stakeholders needs. Using quantitative research and method Servqual questionair within five (5) variable known as Tangible, Reability, Responsiveness, Assurance and Empathy to analyze Perception an Expectation from IT Users. The result of data processing assisted with SPSS 22 to validate test and reliability of the data. Based on the research result, was obtained average value Servqual Score of Gap 5 is -0.012 on varible Assurance, which means consumers are not satisfied with the exiting service by ICT Department. In Variable of Assurance, concluded that courtesy has the highest score represent of the statement "personnel in PT XYZ consistently courteous with the users". While security has the lowest score represent of the statement "users in PT XYZ feel safe in using ICT services" in Servqual Questionair. Therefore The need for feel secure and comfort for IT Users become high consideration of ICT Department to improve its service quality in the company of PT XYZ.

Keywords: Customer satisfaction, Servqual, Service Quality.

INTRODUCTION

PT. XYZ as an Oil and Gas Producers has operated since September 6, 1968, where oil production more than 30.000 Bopd with Gas Production more than 50.000 MMSCFD, and becoming as one of top 10 Indonesian Oil and Gas Producers within Indonesian Theritory. Operated in south east sumatra. Employed more than 3000 workers divided in offshore area and onshore.

Nowadays almost the organizations are realizing the significance of customer centered philosophies and lead the key challenges are facing is how to manage service quality, which holds a great importance to customer satisfaction. Now IT departments are viewed as service provider to business users. Where IT department act as business partner not only to automate their

business process but also help them to maximize their opportunity to utilized IT services. Therefore service quality and user satisfaction has been a concern of IT practitioners. How they managed their resources to improve users satisfaction. However In PT. XYZ eventhough the improvement of services has been given objectives achieved and the internal process is running as expected. The key performance indicators as represent our IT Goal are measured and implemented according to Policy and Guidelines. Therefore one of the Key Performance Indicator of User Satisfaction namely as ICT (Information and Communication Technology) Service Index, Hartanto 2014, Service Index is an index to determine the overall level of customer satisfaction with an approach that considers the importance of the attributes of a product or service measured .The index of

customer satisfaction is very useful for the internal purpose of the company. for example, monitoring service improvements, employee motivation and bonus giving as an image representing the overall level of customer satisfaction, it is used to determine the overall level of customer satisfaction by looking at the importance of service attributes, perception by Internal IT (Stakeholder) score is still below expected.

There is discrepancy of perception in term of the ICT service index as reflected by ICT Stakeholders evaluation. As above figure the service index trend is fluctuated, and seems there are missing link about service quality with satisfaction index both for ICT Management and Stakeholder (Internal User). What are the Gap shall be review and analysis in order to improve ICT Service Index. Which area shall be improve and what kind of evaluation shall applied to remediate the Gap to become effective and efficient. However in order for IT Department to improve service to its customers (stakeholders), they need to understand how the internal functioning or services of the IT department affects its service quality.

In this thesis we attempt to analys the gap and extend IT service quality research by identifying variables within the IT function that have an impact on the service it provides. In term of to deliver quality service, known as IT Basic Services. IT Basic Services are service from the IT which used by Stakeholder to help perform their job, such as Internet, SAP, email, telephony, projector, computer and laptop inclusive with IT support. In PT.XYZ users shall request and get approval from their respective manager according to their assignment which need service from IT. Process to request using online system called IT Service Request and choose appropriate Basic Service. Once the request already fulfilled their become dependent using the IT Services. Service desk as single point of contact their to communicate with IT Department in term of request to modified or change and also looking for help of incident happen while their using IT Service.

The IT department should emphasize meeting stakeholders needs (customer orientation), where IT managers play a pivotal

role in guiding daily work and service (managerial practices). Request and addressing users or IT stakeholders feedback helps the IT department to make targeted efforts to improve its service quality and to ensure an adequate level of customer satisfaction. Its important to properly manage the required services inside business processes, where the management of technology services becomes an imperative in almost every company. It is necessary for businesses to continuously improve service quality to enhance customer satisfaction and survive in the market (Lin & Liang, 2011).

In the middle of the 80's by Parasuraman et al. Proposed a conceptual model to defines quality of service to adress comparison between the expectations about the service to be received and the perceptions of performance of the service provider organizations. Known as a measuring SERVQUAL (SERViceQUALity) for its evaluation . Parasuraman propose that service quality can be estimated from five dimensions, such as tangible elements, reliability, responsiveness, security and empathy. Another model introduced concept of IT Service Climate where the objective is to reduce the gap between the perceptions of customer service and management actions. Combined IT service climate and a survey instrument to evaluate the Gap. Climate has been defined as the shared perceptions of employees concerning the practices, procedures, and kinds of behaviors that get rewarded and supported in a particular setting. Service Quality (SQ) is known as comparison of perceived expectations (E) of a service with perceived performance (P).

Last but not least approach in Quality Management System based on the application of IT Infrastructure Library (ITIL). The quality of service as perceived by Stakeholders (Internal Company), and their evaluation, in order to seek continual improvement in a strategy of continuous quality improvement, is become headline priorities for ICT Department.

The authors must straightforward to present the phenomena or organization problem that trigger this research.

The preliminary presentation in the article does not include the title. Contains a variety of theories relevant to the research variables that

contain the indicators used to measure, as well as the description of the relationships among the variables. The authors must identify the research gap based on literature review and organization phenomena to highlight the novelty.

METHOD

In this chapter will be discussed about the population, samples, sampling techniques, data collection techniques and data processing, data analysis techniques, validity and reliability test. The method used in this research is quantitative method. Quantitative methods use a number of samples and numerical or numeric data.

We conduct a survey with ICT users such as Manager, staff, and IT member. Population in this research is employees of PT XYZ with the amount of sample in this research that amounted to 75 employees. The sampling technique used in this research is non-probability sampling technique which means the members of the population have unequal opportunity to be the research subject. How to attract samples is accidental, where the way data collection is characterized by the convenience and ease of access to the study population (Kerlinger & Lee, 2000).

This research is a quantitative research, quantitative research is a research processed using statistical data, with the basis of philosophy research positivism which shows that each phenomenon is fixed and single that raises the notion that will not change when research is underway (Sutedi, 2009). The method of research in this study using Servqual with the help of data processing using SPSS. SPSS is a useful application program for analyzing statistical data. This latest program is SPSS 20, released on August 16, 2011. The SPSS software was developed and developed by SPSS Inc. which was later acquired by IBM Corporation. This computer software has advantages in its ease of use in processing and analyzing statistical data. Features offered between IBM SPSS Data Collection for intact data, IBM SPSS Statistics to analyze data, IBM SPSS Modeler to predict

trends, and IBM Analytical Decision Management for decision making.

SPSS program is widely applied and used by people in the fields of business, office, education, and research. To install the latest version of this program, your Windows computer must have a minimum specification using an Intel or AMD processor with a speed of 1 GHz, 1 GB of memory, 1024x768 pixel monitor resolution, and a hard drive with a minimum capacity of 800 MB. Quantitative data in the form of group interaction was collected as a support to the SERVQUAL data. Quantitative data is used when the solution to a problem is given by an aspect or reality with rigor and generates conclusions that permit generalization (Fleury and Nakano, 1996). Quantitative data helps the researcher establish reliable conclusions based on the quantitative data collected and supported by customer group interviews (if necessary). The expression of perception gets a broader sense in an open interview was compared to the limited scope of a questionnaire.

The data in this study were collected through questionnaires. Questionnaires are a way of collecting data by providing a set of questionnaires to be answered by respondents. In this study the questionnaire was given to the IT User consisting of two namely: a. Questionnaire description of respondent's characteristic. This questionnaire aims to determine the characteristics of respondents including, age, gender, last education. b. Questionnaire of research variables This questionnaire aims to find descriptive description of the answers of most respondents will research variables used in research that is Service Quality. This questionnaire in this study is a standard of service quality adapted by researchers. In this study, the scale of measurement of research variables using Likert scale, Likert scale is the scale that measures the level of approval or not the agreement of respondents to a set of questions that measure an object.

This study using Servqual method. Data gather from survey to analysis dimensions both from Stakeholder (Internal Organization), IT Staff and External Survey. The primary data collection techniques in a qualitative research consists of

participant observation, in-depth interviews and document review.

Identification of respondent's characteristic is done to know the respondent type according to research characteristic. Respondents in this research are IT support that work in PT XYZ.

Preparation and dissemination of the questionnaire is a questionnaire that is used to select the service quality attributes that are considered most important for consumers by using Likert scale and distributed to IT support PT. XYZ.

The research questionnaire was formed from research attribute of service quality which considered important by consumer from result of preliminary questionnaire with scale which used is Likert scale and spread to respondents in PT XYZ counted 75 respondents, that is questionnaire of importance level, respondent perception questionnaire and questionnaire of respondent's expectation. Perceived Service Quality ranges from the ideal quality continuum to unacceptable quality, where the points along the continuum represent the quality of satisfaction. The

perception of customer perceptions of service quality on the continuum depends on the nature of the gap between Expected Service (ES) and Perceived Service (PS), which is summarized in the 8th proposition which reads: "(a) when $ES > PS$, the quality is less acceptable than satisfaction and will lead to total unacceptable quality, increasing the gap between ES and PS; (b) when $ES = PS$, acceptable quality is more satisfactory; (c) when $ES < PS$, the quality is received more than expected and will lead to ideal quality, by increasing the gap between ES and PS."

RESULT and DISCUSSION

Data Of Respondents

Questionnaire description of respondent's characteristic. This questionnaire aims to determine the characteristics of respondents including, age, gender, last education. b. Questionnaire of research variables This questionnaire aims to find descriptive description of the answers of most respondents will research variables used in research that is Service Quality.

Ages Data

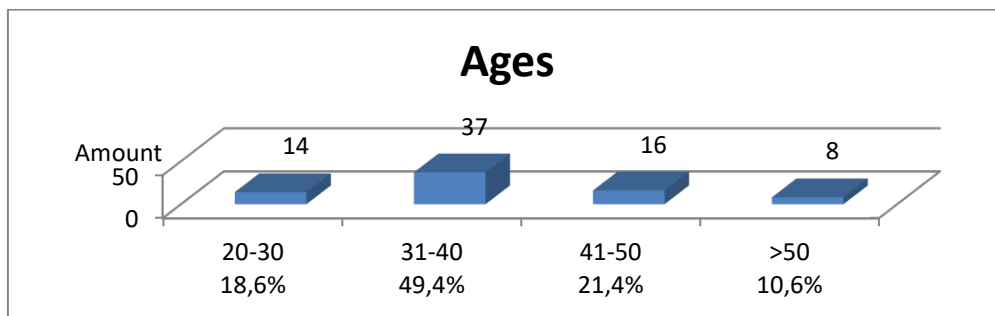


Figure 1. Ages Data

Gender Data

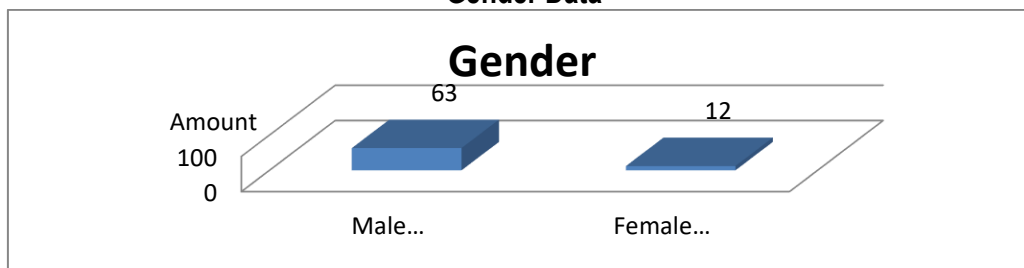


Figure 2. Gender Data

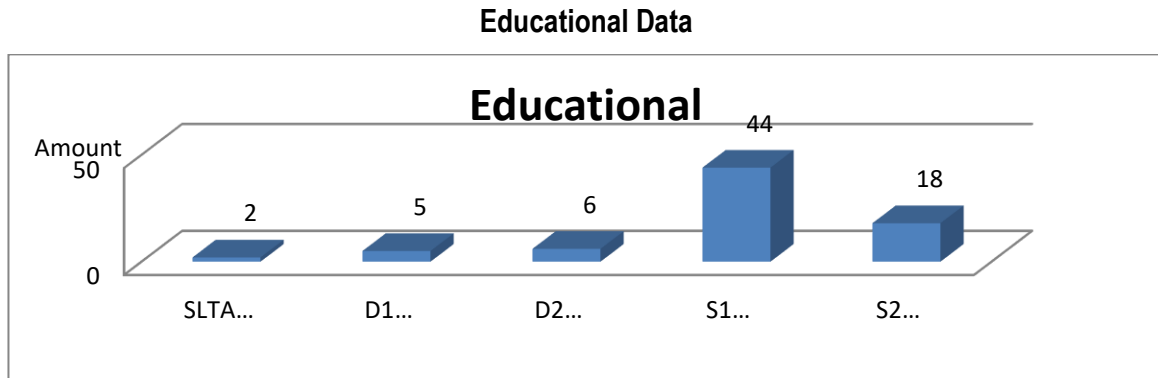


Figure 3. Educational Data

Validity and Reliability Test

Validity test is used to test the accuracy of a measuring instrument in this study is a questionnaire. The measuring instrument will be considered valid if the variable has a significant relationship with the problems encountered (Murthy,2008). If there are variables that do not have a significant effect on the problem, then the variable must be removed from the questionnaire because the variable is not valid. A statement is considered valid when the value is sig. pearson correlation each item statement is less than 0.01 (Ghozali, 2009). Reliability test is a test where the data obtained where the measuring instrument used is consistent and can provide fixed information when used repeatedly. In this research, reliability testing will use Cronbach

Alpha. If Cronbach Alpha value > 0.70 then the question / indicator is said to be reliable (Ghozali, 2009).

Test Validity of Expectations

Here are the results of processing expectations by using SPSS. SPSS provides a more informative view of data, which displays the data according to its value. SPSS provides more accurate information by treating the missing data correctly, by giving the code the reason why there is missing data. After the calculation with SPSS as a whole the results of data for expectations are valid, the following table of expectations calculation.

		ASSURANCE 1_1	ASSURANCE 1_2	ASSURANCE 1_3	ASSURANCE 1_4	TOT_ASSURANCE
ASSURANCE1_1	Pearson Correlation	1	.630**	.781**	.795**	.897**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	75	75	75	75	75
ASSURANCE1_2	Pearson Correlation	.630**	1	.807**	.642**	.850**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	75	75	75	75	75
ASSURANCE1_3	Pearson Correlation	.781**	.807**	1	.789**	.938**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	75	75	75	75	75
ASSURANCE1_4	Pearson Correlation	.795**	.642**	.789**	1	.905**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	75	75	75	75	75
TOT_ASSURANCE	Pearson Correlation	.897**	.850**	.938**	.905**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	75	75	75	75	75

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 4. Test Validity Of Assurance

Reliability Statistics

Cronbach's Alpha	N of Items
.919	4

Figure 5. Reliability Of Assurance

Expectations on assurance have alpha cronbach value of 0.919, the result of the value is reliable (>0.70).

Correlations

		EMPATHY1_1	EMPATHY1_2	EMPATHY1_3	EMPATHY1_4	TOT_EMPATHY
EMPATHY1_1	Pearson Correlation	1	.822**	.740**	.768**	.917**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	75	75	75	75	75
EMPATHY1_2	Pearson Correlation	.822**	1	.704**	.770**	.914**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	75	75	75	75	75
EMPATHY1_3	Pearson Correlation	.740**	.704**	1	.793**	.883**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	75	75	75	75	75
EMPATHY1_4	Pearson Correlation	.768**	.770**	.793**	1	.917**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	75	75	75	75	75
TOT_EMPATHY	Pearson Correlation	.917**	.914**	.883**	.917**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	75	75	75	75	75

** Correlation is significant at the 0.01 level (2-tailed).

Figure 6. Test Validity Of Empathy

Reliability Statistics

Cronbach's Alpha	N of Items
.928	4

Figure 7. Reliability Of Empathy

Expectations on empathy have alpha cronbach value of 0.928, the result of value is reliable (> 0.70.)

Correlations

		RELIABILITY1_1	RELIABILITY1_2	RELIABILITY1_3	RELIABILITY1_4	RELIABILITY1_5	TOT_RELIA
RELIABILITY1_1	Pearson Correlation	1	.681**	.705**	.620**	.724**	.868**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	75	75	75	75	75	75
RELIABILITY1_2	Pearson Correlation	.681**	1	.761**	.602**	.568**	.836**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	75	75	75	75	75	75
RELIABILITY1_3	Pearson Correlation	.705**	.761**	1	.672**	.742**	.902**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	75	75	75	75	75	75
RELIABILITY1_4	Pearson Correlation	.620**	.602**	.672**	1	.695**	.830**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	75	75	75	75	75	75
RELIABILITY1_5	Pearson Correlation	.724**	.568**	.742**	.695**	1	.870**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	75	75	75	75	75	75
TOT_RELIA	Pearson Correlation	.868**	.836**	.902**	.830**	.870**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75

** Correlation is significant at the 0.01 level (2-tailed).

Figure 8. Test Validity Of Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.913	5

Figure 4. 9 Reliability Of Reliability

Expectations on reliability have alpha cronbach value of 0.913, the result of the value is reliable (>0.70)

Correlations

		RESPONSIVE 1_1	RESPONSIVE 1_2	RESPONSIVE 1_3	TOT_RESP1
RESPONSIVE1_1	Pearson Correlation	1	.675**	.737**	.885**
	Sig. (2-tailed)		.000	.000	.000
	N	75	75	75	75
RESPONSIVE1_2	Pearson Correlation	.675**	1	.747**	.904**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
RESPONSIVE1_3	Pearson Correlation	.737**	.747**	1	.915**
	Sig. (2-tailed)	.000	.000		.000
	N	75	75	75	75
TOT_RESP1	Pearson Correlation	.885**	.904**	.915**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 10. Test Validity Of Responsiveness

Reliability Statistics

Cronbach's Alpha	N of Items
.883	3

Figure 11. Reliability Of Responsiveness

Expectations on responsiveness have an alpha cronbach value of 0.883, the result of the value is (0.70).

Correlations

		TANGIBLES1 _1	TANGIBLES1 _2	TANGIBLES1 _3	TANGIBLES1 _4	TANGIBLES1 _5	TOT_TANG1
TANGIBLES1_1	Pearson Correlation	1	.622**	.575**	.657**	.325**	.806**
	Sig. (2-tailed)		.000	.000	.000	.004	.000
	N	75	75	75	75	75	75
TANGIBLES1_2	Pearson Correlation	.622**	1	.626**	.596**	.513**	.842**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	75	75	75	75	75	75
TANGIBLES1_3	Pearson Correlation	.575**	.626**	1	.608**	.454**	.819**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	75	75	75	75	75	75
TANGIBLES1_4	Pearson Correlation	.657**	.596**	.608**	1	.496**	.848**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	75	75	75	75	75	75
TANGIBLES1_5	Pearson Correlation	.325**	.513**	.454**	.496**	1	.677**
	Sig. (2-tailed)	.004	.000	.000	.000		.000
	N	75	75	75	75	75	75
TOT_TANG1	Pearson Correlation	.806**	.842**	.819**	.848**	.677**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 12 Test Validity Of Tangible

Reliability Statistics

Cronbach's Alpha	N of Items
.860	5

Figure 13 Reliability Of Tangible

Expectations on tangible have alpha cronbach value of 0860, the result of the value is reliable (>0.70)

Overall alpha cronbach value on the expectation has a value between 0.70-0.90 then it can be expressed high reliability.

Table Summary Expectations

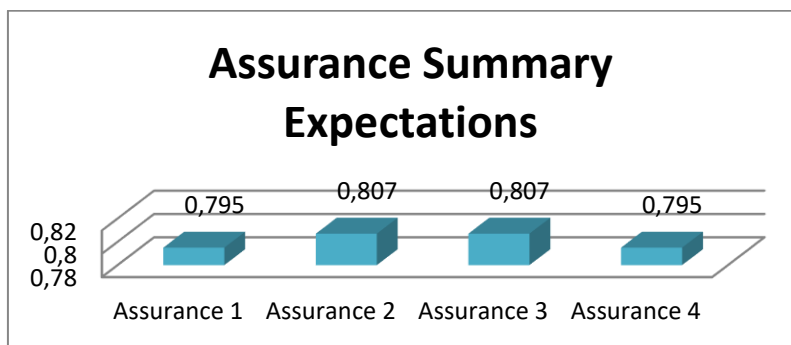


Figure 14. Assurance Summary Expectation

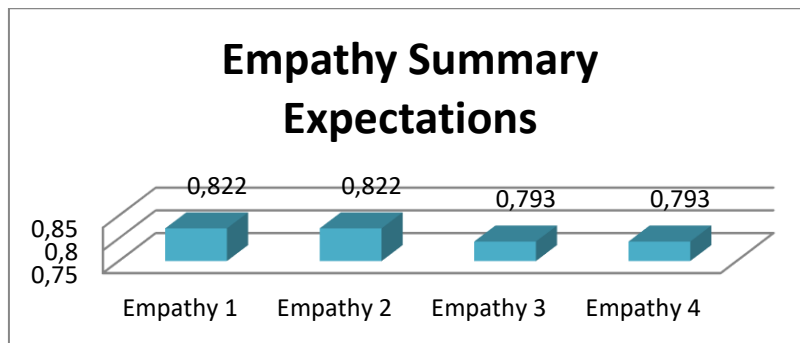


Figure 15. Empathy Summary Expectations

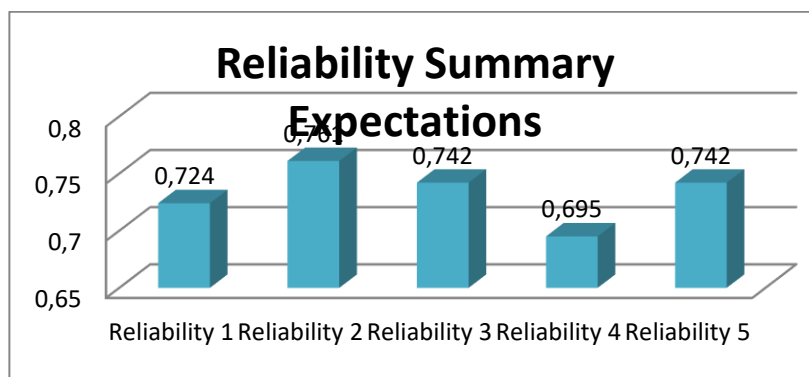


Figure 16. Reliability Summary Expectation

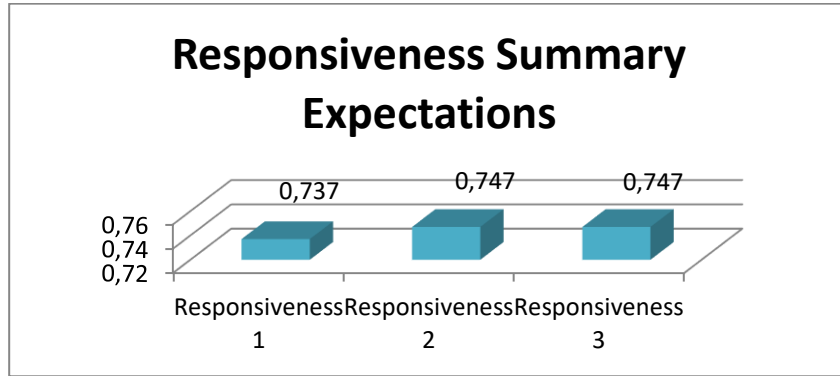


Figure 17 Responsiveness Summary Expectation

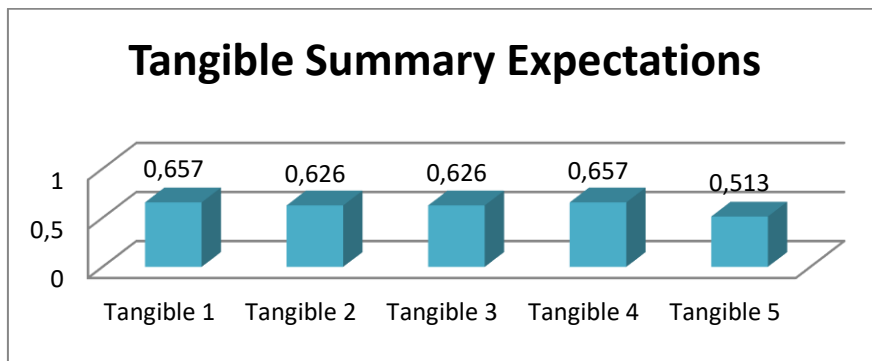


Figure 18. Tangible Summary Expectation

Test The Validity Of Perception

		Correlations				
		ASSURANCE 2_1	ASSURANCE 2_2	ASSURANCE 2_3	ASSURANCE 2_4	TOT_ASSURANCE
ASSURANCE2_1	Pearson Correlation	1	.682**	.746**	.588**	.844**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	75	75	75	75	75
ASSURANCE2_2	Pearson Correlation	.682**	1	.779**	.660**	.887**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	75	75	75	75	75
ASSURANCE2_3	Pearson Correlation	.746**	.779**	1	.748**	.926**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	75	75	75	75	75
ASSURANCE2_4	Pearson Correlation	.588**	.660**	.748**	1	.863**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	75	75	75	75	75
TOT_ASSURANCE	Pearson Correlation	.844**	.887**	.926**	.863**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	75	75	75	75	75

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 19. Test Validity Assurance

Reliability Statistics

Cronbach's Alpha	N of Items
.900	4

Figure 20. Reliability Of Assurance

The perception on assurance has a value of alpha cronbach of 0.900, the result of the value is reliable (>0.70).

Correlations

		EMPATHY2_1	EMPATHY2_2	EMPATHY2_3	EMPATHY2_4	TOT_EMPATHY
EMPATHY2_1	Pearson Correlation	1	.764**	.731**	.834**	.901**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	75	75	75	75	75
EMPATHY2_2	Pearson Correlation	.764**	1	.833**	.764**	.912**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	75	75	75	75	75
EMPATHY2_3	Pearson Correlation	.731**	.833**	1	.902**	.937**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	75	75	75	75	75
EMPATHY2_4	Pearson Correlation	.834**	.764**	.902**	1	.946**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	75	75	75	75	75
TOT_EMPATHY	Pearson Correlation	.901**	.912**	.937**	.946**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	75	75	75	75	75

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 21 Test Validity Of Empathy

Reliability Statistics

Cronbach's Alpha	N of Items
.942	4

Figure 22 Reliability Of Empathy

Perceptions on empathy have alpha cronbach value of 0.942, the result of the value is reliable (>0.70).

Correlations

		RELIABILITY2_1	RELIABILITY2_2	RELIABILITY2_3	RELIABILITY2_4	RELIABILITY2_5	TOT_RELIABILITY
RELIABILITY2_1	Pearson Correlation	1	.806**	.744**	.779**	.668**	.904**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	75	75	75	75	75	75
RELIABILITY2_2	Pearson Correlation	.806**	1	.845**	.718**	.757**	.935**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	75	75	75	75	75	75
RELIABILITY2_3	Pearson Correlation	.744**	.845**	1	.707**	.661**	.892**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	75	75	75	75	75	75
RELIABILITY2_4	Pearson Correlation	.779**	.718**	.707**	1	.641**	.861**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	75	75	75	75	75	75
RELIABILITY2_5	Pearson Correlation	.668**	.757**	.661**	.641**	1	.840**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	75	75	75	75	75	75
TOT_RELIABILITY	Pearson Correlation	.904**	.935**	.892**	.861**	.840**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 23 Test Validity Of Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.932	5

Figure 24 Reliability of Reliability

The perception on reliability has an alpha cronbach value of 0.932, the result of the value is reliable (>0.70)

Correlations

		RESP2_1	RESP2_2	RESP2_3	TOT_RESP
RESP2_1	Pearson Correlation	1	.771**	.795**	.934**
	Sig. (2-tailed)		.000	.000	.000
	N	75	75	75	75
RESP2_2	Pearson Correlation	.771**	1	.725**	.898**
	Sig. (2-tailed)	.000		.000	.000
	N	75	75	75	75
RESP2_3	Pearson Correlation	.795**	.725**	1	.921**
	Sig. (2-tailed)	.000	.000		.000
	N	75	75	75	75
TOT_RESP	Pearson Correlation	.934**	.898**	.921**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	75	75	75	75

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 25 Test Validity Of Responsiveness

Reliability Statistics

Cronbach's Alpha	N of Items
.905	3

Figure 26 Reliability Of Responsiveness

The perception on responsiveness has an alpha cronbach value of 0.905, the result of the value is (>0.70)

Correlations

		TANGIBLES2_1	TANGIBLES2_2	TANGIBLES2_3	TANGIBLES2_4	TANGIBLES2_5	TOT_TANGIBLES
TANGIBLES2_1	Pearson Correlation	1	.846**	.722**	.729**	.452**	.885**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	75	75	75	75	75	75
TANGIBLES2_2	Pearson Correlation	.846**	1	.742**	.699**	.617**	.913**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	75	75	75	75	75	75
TANGIBLES2_3	Pearson Correlation	.722**	.742**	1	.721**	.697**	.897**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	75	75	75	75	75	75
TANGIBLES2_4	Pearson Correlation	.729**	.699**	.721**	1	.549**	.861**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	75	75	75	75	75	75
TANGIBLES2_5	Pearson Correlation	.452**	.617**	.697**	.549**	1	.748**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	75	75	75	75	75	75
TOT_TANGIBLES	Pearson Correlation	.885**	.913**	.897**	.861**	.748**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 27 Test Validity Of Tangible

Reliability Statistics

Cronbach's Alpha	N of Items
.913	5

Figure 28 Reliability Of Tangible

Perception on tangible has alpha cronbach value of 0.913, the result of the value is reliable (> 0.70). Overall the value of alpha cronbach on perception has a value > 0.90 then declared perfect

Table Summary Perception

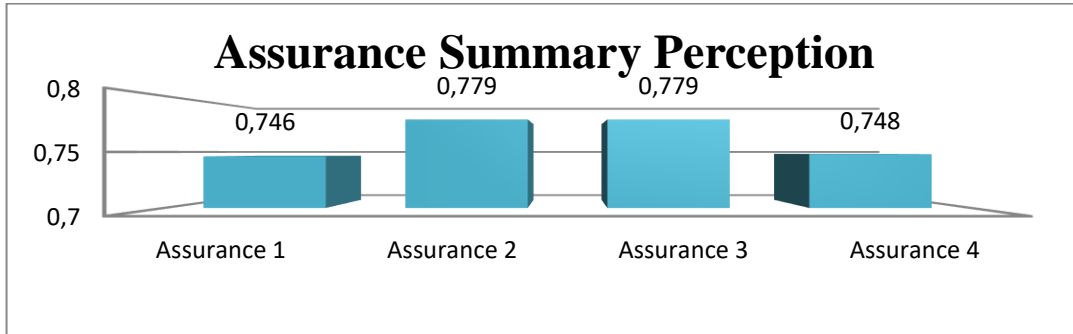


Figure 29 Assurance Summary Of Perception

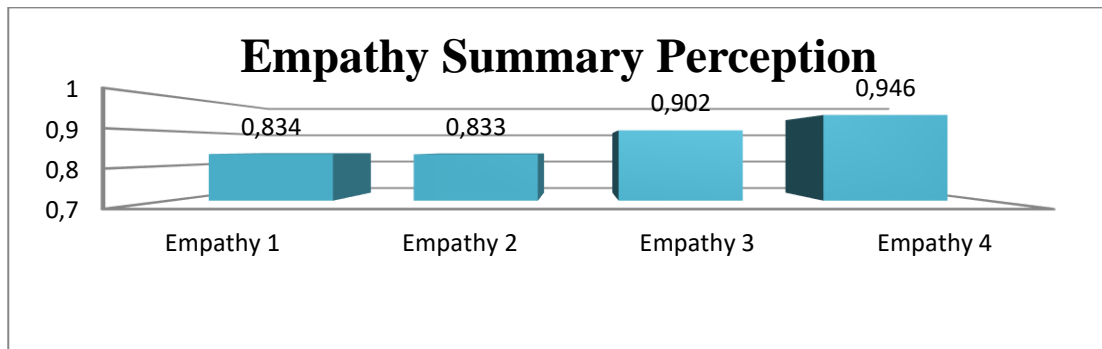


Figure 30 Empathy Summary Of Perception

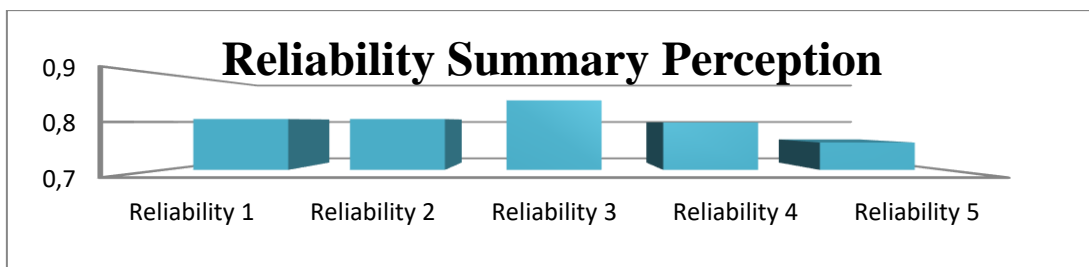


Figure 31 Reliability Summary Of Perception

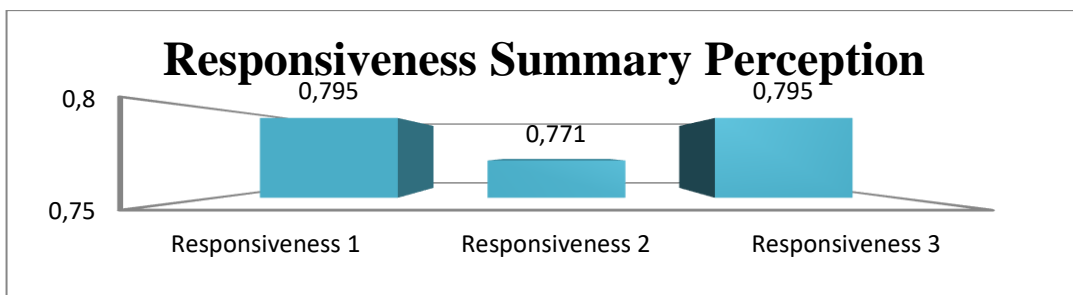


Figure 32 Responsiveness Summary Of Perception

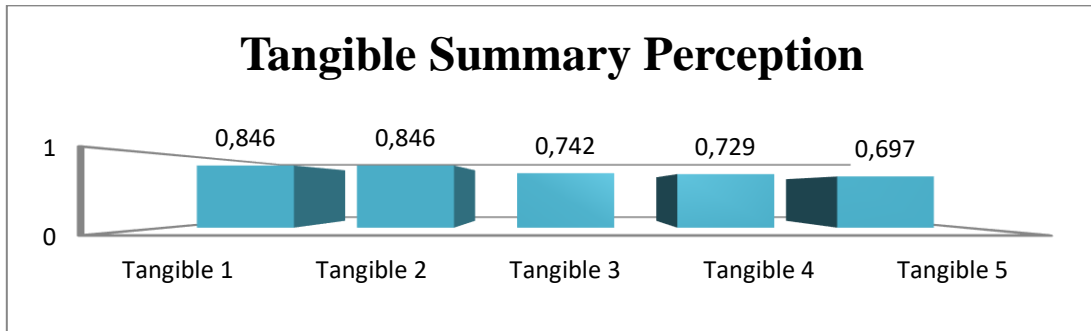


Figure 33 Tangible Summary Of Perception

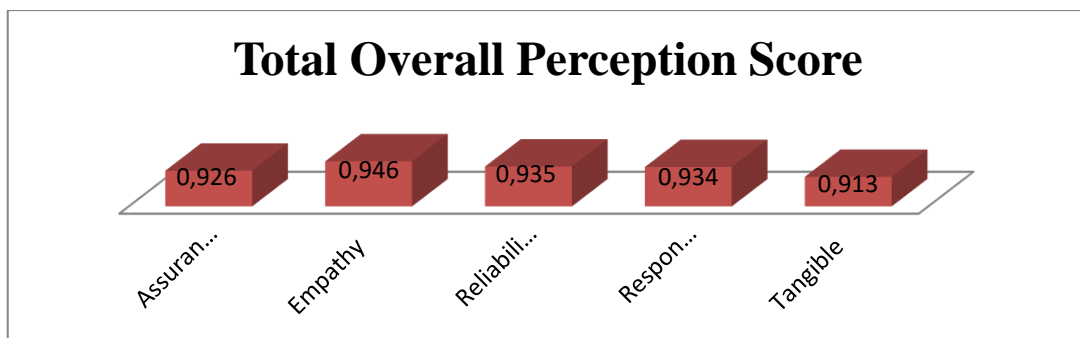


Figure 34 Total Overall Perception Score

Based on the total figure of overall perception as follows :

1. In the variable of Assurance the highest value in statement number 3 “*ICT personel consistently courteous with User*” is 0.926.
2. In the variable of Empathy, the highest value in statement number 4 “*ICT department give Users individual attention*” is 0.946.
3. In the variable of Reliability, the highest value in statement number 2 “*when a User has a problem, ICT department show a sincere interest in sloving it*” is 0.935.
4. In the variable of Responsiveness, the highest value in statement number 1 “*helpdesk give prompt service to Users*” is 0.934.
5. In the variable of Tangible, the highest value in statement number 2 “*PT XYZ ICT department equipment facilities are visually appealing*” is 0.91

Table Of Total Overall Expectations Score

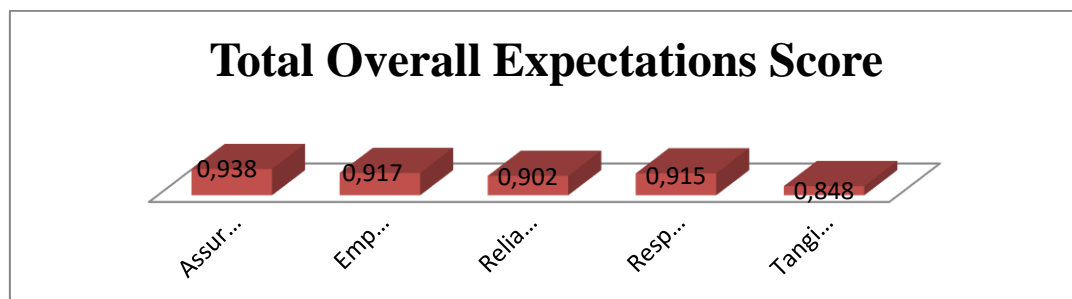


Figure 35 Total Overall Expectations Score

Based on the total figure of overall expectation as follows :

1. In the variable of Assurance, the highest value in statement no.3 “ *ICT personal of excellent ICT department will be consistently courteous with users*” has a value of 0.938.
2. In the variable of Empathy, the highest value in statement no.1” *excellent ICT department will be dealing with you in a caring fashion when you make inquires*” has a value 0.917 and 4”*materal associated with the service will be visually appealing at office*” has a value 0.917
3. In the variable of Reliability, the highest value in statement no.3 has a value 0.902
4. In the variable of Responsiveness, the highest value in statement no.3 has a value 0.915 and
5. In the variable of Tangible, the highest value in statement no.4 has a value 0.848.

Weighting Perceptions and Expectations (P-E)

Variabel	Perception	Expectation	Total
Assurance	0.926	0.938	-0.012
Expectation	0.946	0.917	0.029
Reliability	0.935	0.902	0.033
Resposiveness	0.934	0.915	0.019
Tangibel	0.913	0.848	0.065

Based on the result of weighting figure above, showing The Assurance Dimension score result is negative (-0.012) means showing that perceived services are not in line with the service expected. Others Variable score result are positive, the highest score result is in the Variable Tangible , where the Gap between Expectation and Perception is 0.065, means users are more satisfied rather than expected. The existing Physical Equipment and Facility where company invested are exceed their expectation, therefore ICT Management shall be redirected the investment to improve Assurance Variable become positive. The improvement of Assurance Variable including Knowledge and attitudes to present trustworthy and confident in purpose to provide a sense of secure and confidence to ICT Users.

Assurance dimension divided into four sub dimensions, namely:

- a. Competence, is the knowledge and expertise of the IT support so that support in running the service. There are several competence to improve assurance, namely in the form of knowledge and ability to users, skills to the users and service to users. As for the statement on this dimension “*ICT personnel in PT XYZ have knowledge to answer questions from users*” (0.905).
- b. Modesty, with respect to respect, courtesy, attitude, attention shown to the consumer. As for the statement on this dimension “*the personnel at PT XYZ are consistently courteous with the users*” (0.938).
- c. Credibility, is an honest and trustworthy attitude. Credibility includes company name, company reputation, IT support personality and customer interaction. As for the statement on this dimension “*the behavioral attitude of ICT personnel in PT XYZ makes the user believe*” (0.897).

- d. Security, which is free from danger, risk and doubt. As for the statement in this dimension "users in PT XYZ feel secure in using ICT services" (0.850).

Based on the above statement it can be concluded that modesty has the highest score of "personnel in PT XYZ consistently courteous with the users". While security has the lowest score of "users in PT XYZ feel safe in using ICT services". The need for security and comfort in using the services by users in the company of PT XYZ is considered an high aspect for ICT management.

CONCLUSION

Based on the original hypothesis :

- There is Lack of Communication between ICT Management with Stakeholder
- Based on the the servqual analysis result, communication represented by dimention of tangibles and empathy, and the result of scoring on tangible and empathy dimension are "Positive".
- There is descrepancy Gap in term of ICT to response, mitigate or solved their requestd
- Based on the result of servqual analysis is represented by the reliability and responsiveness dimension are "Positive"
- Unadequate competency in ICT support to deliver IT Basic Service

Based on the result of servqual analysis is represented by the Assurance dimension is "Negative".

The hyphotesis and Research Question are remain valid, where ICT Management using Servqual has ability to observe which are the variable shall be focus to improve in order to Improve the Service Quality and also to redirected the investment program and propose program to improve the lowest Gap (Negative) in subject of Assurance Variable become positive. In the Assurance sub section, Security has the lowest scored rather than credibility, competence and modesty. Therefore the improvement part shall be including all Subject of Competence, modesty, credibility and security.

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