

Table of Contents	
List of Table .....	iii
List of Figure.....	iv
Abstract .....	v
Chapter 1 .....	1
1.1 Introduction .....	1
1.2 Research Question.....	6
1.3 Research Objective.....	6
1.4 Research Contribution.....	6
1.5 Research Limitation .....	7
1.6 Research Systematic.....	7
Chapter 2 .....	9
2.1 Definition of Service .....	9
2.2 <i>Service Quality</i> (SERVQUAL) .....	9
2.3 Dimension of <i>Service Quality</i> .....	12
2.3 Service Performance (SERVPERF) .....	13
2.7 Importance Performance Analysis .....	15
2.8 Combination of SERVPERF and Importance Performance Analysis .....	18
Chapter 3 .....	21
3.1 Research Subject & Object .....	21
3.2 Data Collection Methods.....	22
3.2.1 Field Study .....	22
3.3 Data Validity & Reliability Testing Technique .....	22
3.3.1 Data Validity.....	22
3.3.2 Reliability Test.....	23
3.4 Service Performance Measurement.....	23
3.5 Research Instrument.....	24
Chapter 4 .....	25
4.1 Profile of Rumah Kreatif Jogja .....	25
4.2 Vision and Mission.....	26
4.3 Training Phase.....	26
Chapter 5 .....	28
5.1 Data Description.....	28

5.2 Respondents Categorization .....	28
5.3 Instrument Validity and Reliability Test Result .....	29
5.3.1 Validity Test Result .....	29
5.3.2 Reliability Test Result .....	33
5.3 Analysis of Dimensional-Based SERVPERF Score .....	34
5.4 Member Satisfaction According to Service Quality Dimension .....	39
5.5 Importance Performance Analysis (IPA) of Rumah Kreatif Jogja .....	41
Chapter 6 .....	48
6.1 Conclusion .....	48
6.2 Recommendation .....	49
Bibliography .....	50
Appendix .....	54

## List of Table

Table 3.1 SERVPERF Score Interval .....	24
Table 5.1 Validity Test Result of Performance in Rumah Kreatif Jogja .....	30
Table 5.2 Validity Test Result of Importance Perception .....	32
Table 5.3 Cronbach's alpha for Overall Dimension .....	334
Table 5.4 SERVPERF score result from Tangible dimension .....	334
Table 5.5 SERVPERF score result from Reliability dimension .....	35
Table 5.6 SERVPERF score result from Responsiveness dimension .....	36
Table 5.7 SERVPERF score result from Assurance dimension .....	36
Table 5.8 SERVPERF score result from Empathy dimension .....	37
Table 5.9 Member Satisfaction Score .....	39
Table 5.10 IPA Matrix – Quadrant A .....	42
Table 5.11 IPA Matrix – Quadrant B .....	43
Table 5.12 IPA Matrix – Quadrant C .....	45
Table 5.13 IPA Matrix – Quadrant D .....	47

## List of Figure

Figure 2.1	Importance Performance Matrix .....	16
Figure 3.1	SERVPERF Formula .....	23
Figure 5.1	Respondents' profile based on gender .....	29
Figure 5.2	Respondents' profile based on age .....	29
Figure 5.3	Dimensional SERVPERF Score Rank .....	37
Figure 5.4	Assurance dimension SERVPERF score .....	38
Figure 5.5	Empathy dimension SERVPERF .....	38
Figure 5.6	Importance Performance Matrix .....	41