

# PENGUKURAN KUALITAS LAYANAN: KONVENSIONAL VS ELEKTRONIK

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## PENDAHULUAN

Salah satu teknik pengukuran kualitas layanan yaitu berdasarkan persepsi atau pendapat dari konsumen. Jenis layanan tersebut secara umum terdiri dari dua yaitu layanan konvensional dan layanan online. Beberapa model pengukuran kualitas pada dasarnya berupa kuisener atau daftar pertanyaan yang dijawab oleh konsumen. Kuisener tersebut mengukur variabel yang terdiri dari sejumlah dimensi atau butir pertanyaan. Skala pengukuran yang paling banyak digunakan yaitu skala likert berupa alternative jawaban, missal dengan 5 tingkat: Sangat Tidak Setuju, Tidak Setuju, Netral, Setuju, dan Sangat Setuju.

## SERVICE QUALITY (Parasuraman)

Model yang terkenal dalam mengukur kualitas layanan adalah SERVQUAL yang ditemukan oleh Parasuraman, yang terdiri dari lima dimensi yaitu *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *emphaty*. Model ini digunakan untuk layanan konvensional. Contoh kuisener dengan menggunakan model ini dapat dilihat pada tabel di bawah ini.

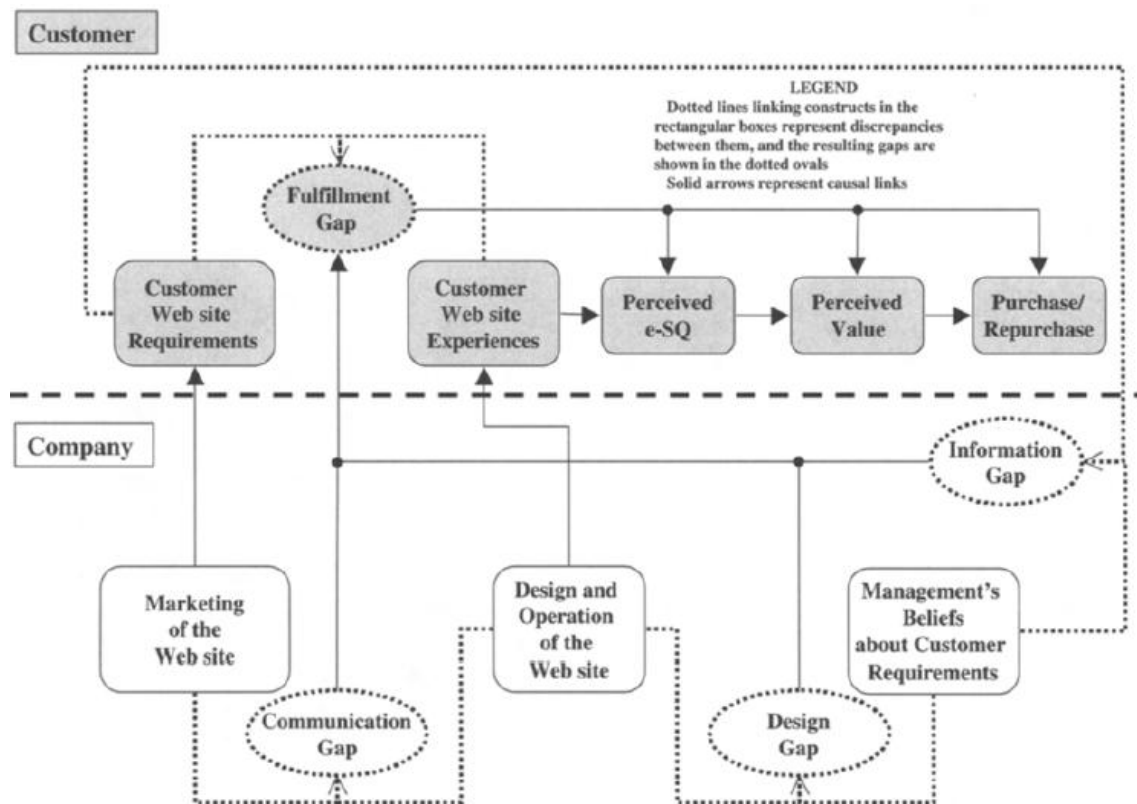
Tabel 1. Kuisener SERVQUAL yang dikutip dari Oliveira (2009)

Item	Dimension	Expectation	Performance
1	<b>Tangibility</b>	They should have modern equipment.	XYZ has modern equipmen
2		The physical installations should be visually attractive	XYZ's physical installations are visually attractive
3		The employees should be well-dressed and clean.	XYZ's employees are well dressed and clean
4		The appearance of company installations should be conserved according to the service offered	The appearance of XYZ's physical installations is conserved according to the service offered
5	<b>Reliability</b>	When these companies promise to do something in a certain time, they must do it.	When XYZ promises to do something in a certain time, it really does it.
6		When clients have any problem with these companies, the latter must be solidary and make them feel secure	When you have a problem with XYZ, it is solidary and makes you feel secure.
7		These companies should be of confidence.	XYZ can be trusted.
8		They should provide the service in the time promised.	XYZ provides the service in the time promised
9		They should keep their records correctly.	XYZ keeps its records correctly.
10	<b>Responsibility</b>	It should not be expected that they inform clients exactly when the services are to be executed.	XYZ does not inform exactly when services will be executed.
11		It is not reasonable to expect immediate availability of company employees.	You do not receive immediate services from XYZ employees.
12		Company employees do not need to	XYZ employees are not always

		be always available to help clients.	available to help clients.
13		It is normal for them to be too busy to readily respond to requests.	XYZ employees are always too busy to respond to client requests.
14	<b>Security</b>	Clients should be able to believe in the company's employees.	You can believe XYZ employees.
15		Clients should be able to feel safe in negotiating with company employees.	You feel secure negotiating with XYZ employees.
16		The employees should be polite	XYZ employees are polite.
17		The employees should obtain adequate support from the company to perform their tasks correctly.	XYZ employees do not obtain adequate support from the company to perform their tasks correctly.
18		It should not be expected for the companies to pay individual attention to the clients.	XYZ does not pay individual attention to you
19	<b>Empathy</b>	It should not be expected for the employees to give personalized attention to the clients.	XYZ employees do not give personal attention
20		It is absurd to expect the employees to know client needs.	XYZ employees do not know their needs.
21		It is absurd to expect these companies to have the clients' best interests as their objective	XYZ does not have your best interests as its objective.
22		It should not be expected for the business hours to be convenient for all clients	XYZ does not have convenient business hours for all clients.

Sumber: O. J. D. Oliveira (2009).

### E-SERVICE QUALITY (Zeithaml, Parasuraman, and Malhotra, 2002)



Gambar 1  
Conceptual Model for Understanding and Improving E-Service Quality (e-SQ)

## WEBQUAL 4.0 (Barnes and Vidgen, 2002)

Tabel 2. Kuisener untuk Webqual 4

<b>Usability</b>	<b>Information</b>	<b>Service Interaction</b>
1. I find the site easy to learn to operate	9. Provides accurate information	16. Has a good reputation
2. My interaction with the site is clear and understandable	10. Provides believable information	17. It feels safe to complete transactions
3. I find the site easy to navigate	11. Provides timely information	18. My personal information feels secure
4. I find the site easy to use	12. Provides relevant information	19. Creates a sense of personalization
5. The site has an attractive appearance	13. Provides easy to understand information	20. Conveys a sense of community
6. The design is appropriate to the type of site	14. Provides information at the right level of detail	21. Makes it easy to communicate with the organization
7. The site conveys a sense of competency	15. Presents the information in an appropriate format	22. I feel confident that goods/services will be delivered as promised
8. The site creates a positive experience for me		

## WEBQUAL™ (Loiacono, Chen & Goodhue, 2002)

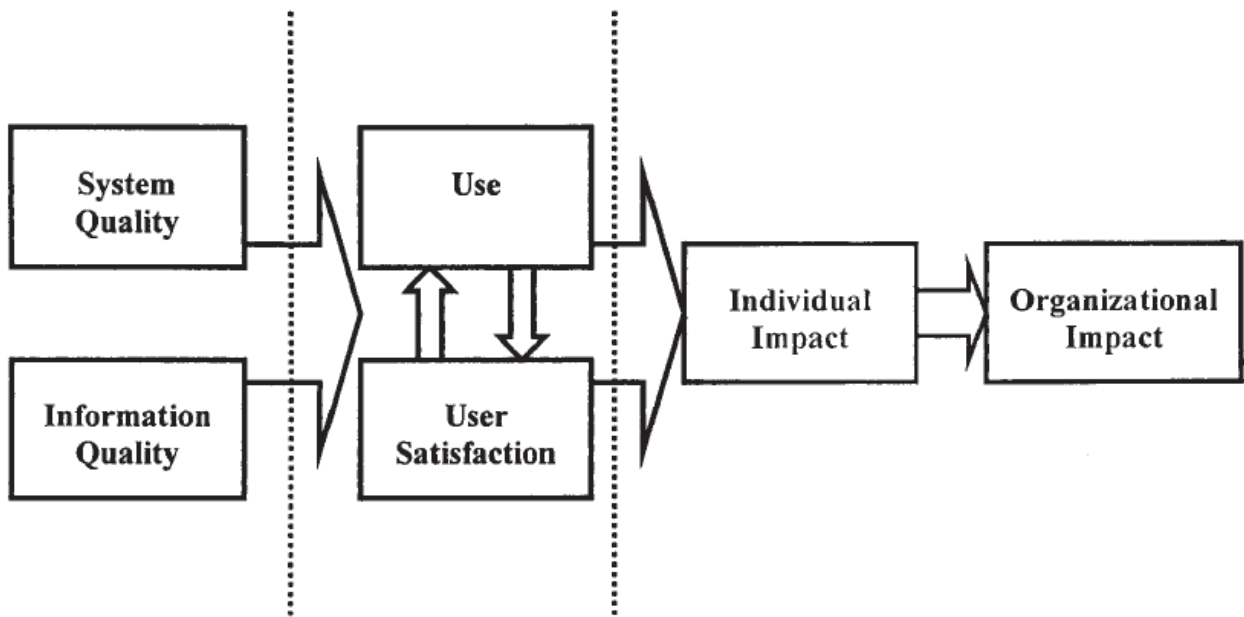
Tabel 3. Kategori dan Dimensi pada kuisener untuk model WEBQUAL™

<b>Initial Higher Level Category</b>	<b>Dimension</b>	<b>Description</b>
<b>Ease of Use</b>	<b>Ease of Understanding</b>	Easy to read and understand.
	<b>Intuitive Operation</b>	Easy to operate and navigate.
<b>Usefulness</b>	<b>Informational Fit-to-task</b>	The information provided meets task needs and improves performance.
	<b>Tailored Communication</b>	Tailored communication between consumers and the firm.
	<b>Trust</b>	Secure communication and observance of information privacy.
	<b>Response Time</b>	Time to get a response after a request or an interaction with a site.
<b>Entertainment</b>	<b>Visual Appeal</b>	The aesthetics of a Web site.
	<b>Innovativeness</b>	The creativity and uniqueness of site design.
	<b>Emotional Appeal</b>	The emotional effect of using the Web site and intensity of involvement
<b>Complementary Relationship</b>	<b>On-Line Completeness</b>	Allowing all or most necessary transactions to be completed on-line (e.g., purchasing over the Web site)
	<b>Relative Advantage</b>	Equivalent or better than other means of interacting with the company.
	<b>Consistent Image</b>	The Web site image is compatible with the image projected by the firm through other media

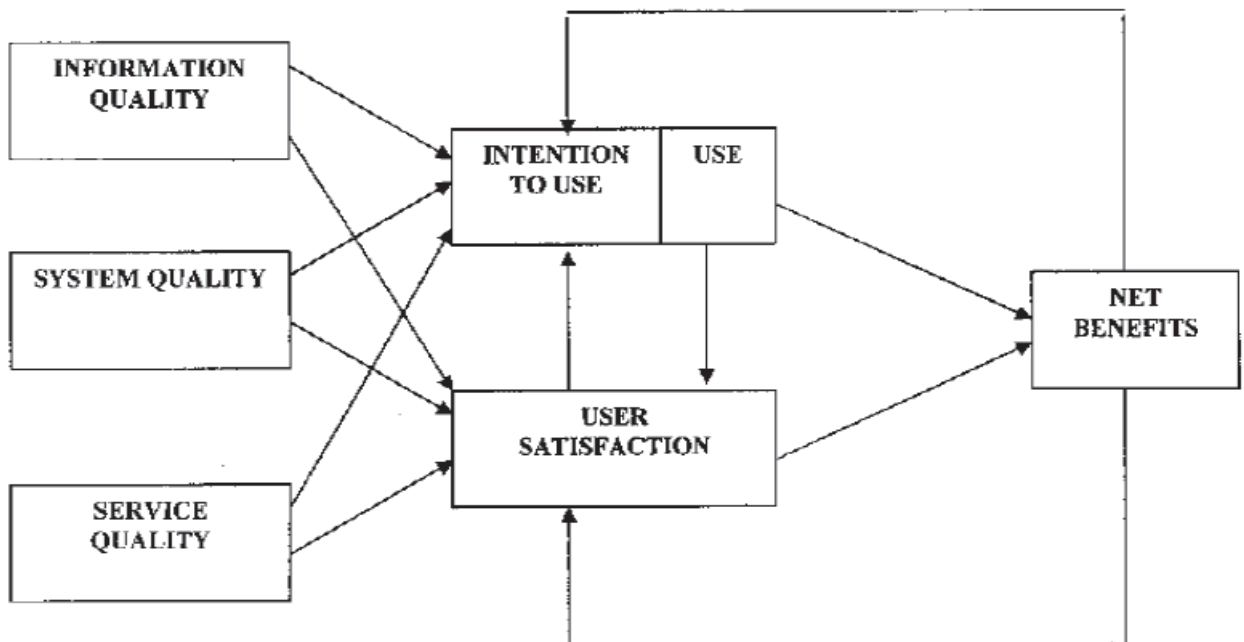
Tabel 4. Pertanyaan untuk model WEBQUAL™

<b>Informational Fit-to-Task</b>	<b>Tailored Communication</b>	<b>Trust</b>
1. The information on the Web site is pretty much what I need to carry out my tasks 2. The Web site adequately meets my information needs 3. The information on the Web site is effective	4. The Web site allows me to interact with it to receive tailored information 5. The Web site has interactive features, which help me accomplish my task 6. I can interact with the Web site in order to get information tailored to my specific needs	7. I feel safe in my transactions with the Web site 8. I trust the Web site to keep my personal information safe 9. I trust the Web site administrators will not misuse my personal information
<b>Response Time</b>	<b>Ease of Understanding</b>	<b>Intuitiveness</b>
10. When I use the Web site there is very little waiting time between my actions and the Web site's response 11. The Web site loads quickly 12. The Web site takes long to load	13. The display pages within the Web site are easy to read 14. The text on the Web site is easy to read 15. The Web site labels are easy to understand	16. Learning to operate the Web site is easy for me 17. It would be easy for me to become skillful at using the Web site 18. I find the Web site easy to use
<b>Visual Appeal</b>	<b>Innovativeness</b>	<b>Emotional Appeal</b>
19. The Web site is visually pleasing 20. The Web site displays visually pleasing design 21. The Web site is visually appealing	22. The Web site is innovative 23. The Web site design is innovative 24. The Web site is creative	25. I feel happy when I use the Web site 26. I feel cheerful when I use the Web site 27. I feel sociable when I use the Web site
<b>Consistent Image</b>	<b>On-Line Completeness</b>	<b>Relative Advantage</b>
28. The Web site projects an image consistent with the company's image 29. The Web site fits with my image of the company 30. The Web site's image matches that of the company	31. The Web site allows transactions on-line 32. All my business with the company can be completed via the Web site 33. Most all business processes can be completed via the Web site	34. It is easier to use the Web site to complete my business with the company than it is to telephone, fax, or mail a representative 35. The Web site is easier to use than calling an organizational representative agent on the phone 36. The Web site is an alternative to calling customer service or sales
<p><b>Additional questions for "intent to reuse", grouped at the end of the questionnaire:</b></p> <p>37. How likely or unlikely would you be to make a purchase from this Web site?                      (1 "Very unlikely to purchase" to 7 "Very likely to purchase")</p> <p>38. How likely or unlikely would you be to revisit this Web site?                      (1 "Very unlikely to purchase" to 7 "Very likely to purchase")</p>		

**IS SUCCESS MODEL (DeLone and McLean, 2003)**



Gambar 2.  
D&M IS Success Model (Initial)



Gambar 3.  
Updated D&M IS Success Model (Revised)

Tabel 5. E-Commerce Success Metrics/Questions

<b>Systems quality</b>	<b>Information quality</b>	<b>Service quality</b>
<ul style="list-style-type: none"> <li>• Adaptability</li> <li>• Availability</li> <li>• Reliability</li> <li>• Response time</li> <li>• Usability</li> </ul>	<ul style="list-style-type: none"> <li>• Completeness</li> <li>• Ease of understanding</li> <li>• Personalization</li> <li>• Relevance</li> <li>• Security</li> </ul>	<ul style="list-style-type: none"> <li>• Assurance</li> <li>• Empathy</li> <li>• Responsiveness</li> </ul>
<b>Use</b>	<b>User satisfaction</b>	<b>Net benefits</b>
<ul style="list-style-type: none"> <li>• Nature of use</li> <li>• Navigation patterns</li> <li>• Number of site visits</li> <li>• Number of transactions executed</li> </ul>	<ul style="list-style-type: none"> <li>• Repeat purchases</li> <li>• Repeat visits</li> <li>• User surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Cost savings</li> <li>• Expanded markets</li> <li>• Incremental additional sales</li> <li>• Reduced search costs</li> <li>• Time savings</li> </ul>

**References:**

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