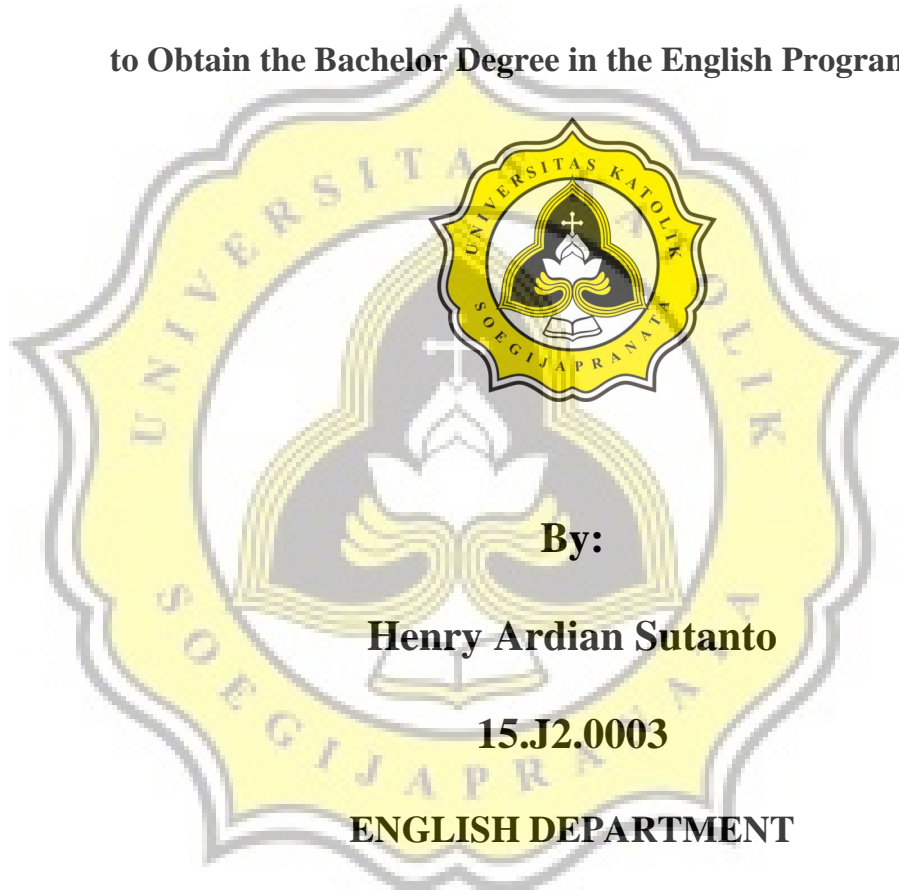


**CAR WASH COSTUMERS' PERCEPTION ON THE  
SERVICE DIMENSIONS IN A CARWASH SERVICE**

**A Thesis Presented as a Partial Fulfillment of the Requirement  
to Obtain the Bachelor Degree in the English Program**



**By:**

**Henry Ardian Sutanto**

**15.J2.0003**

**ENGLISH DEPARTMENT**

**FACULTY OF LANGUAGE AND ARTS**

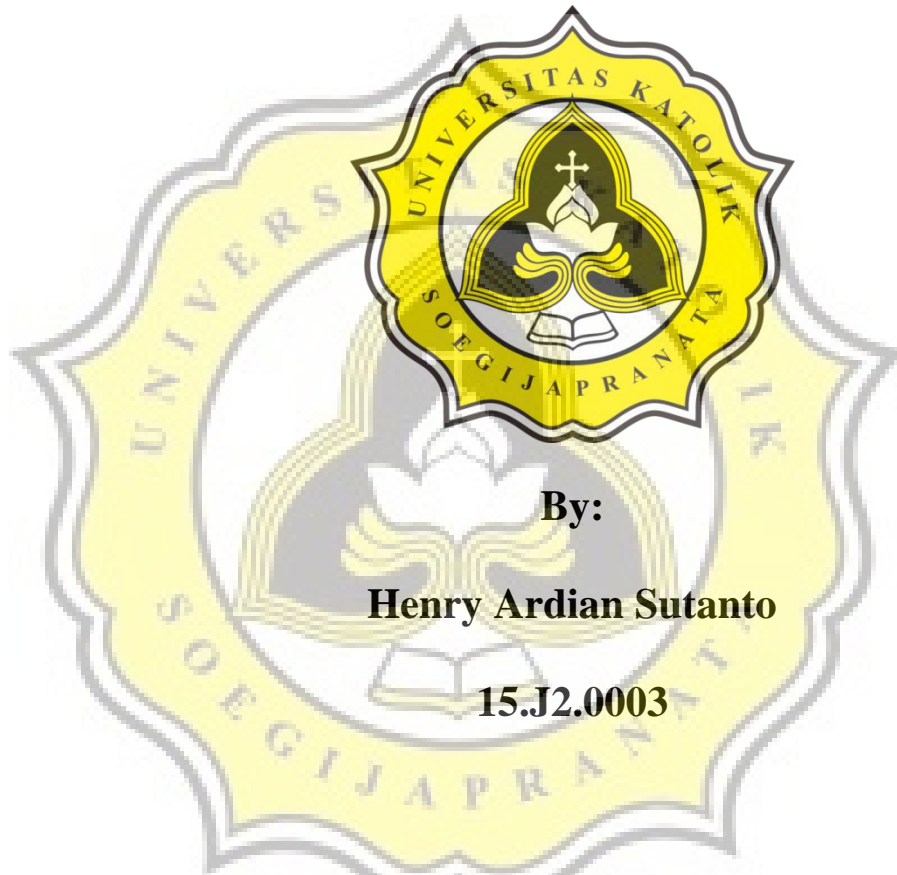
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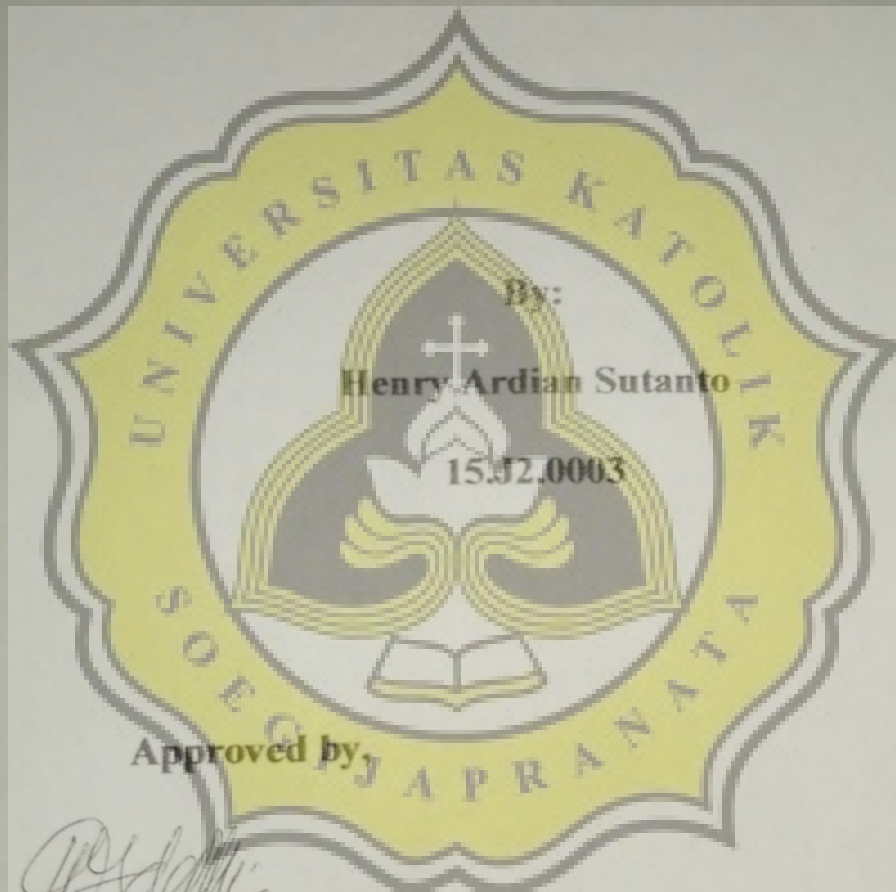
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**A THESIS APPROVAL**

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**31 July 2019**

**Major sponsor**

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**31 July 2019**

**Co-sponsor**

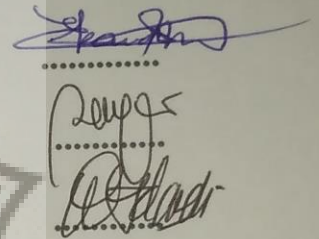
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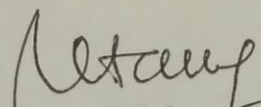
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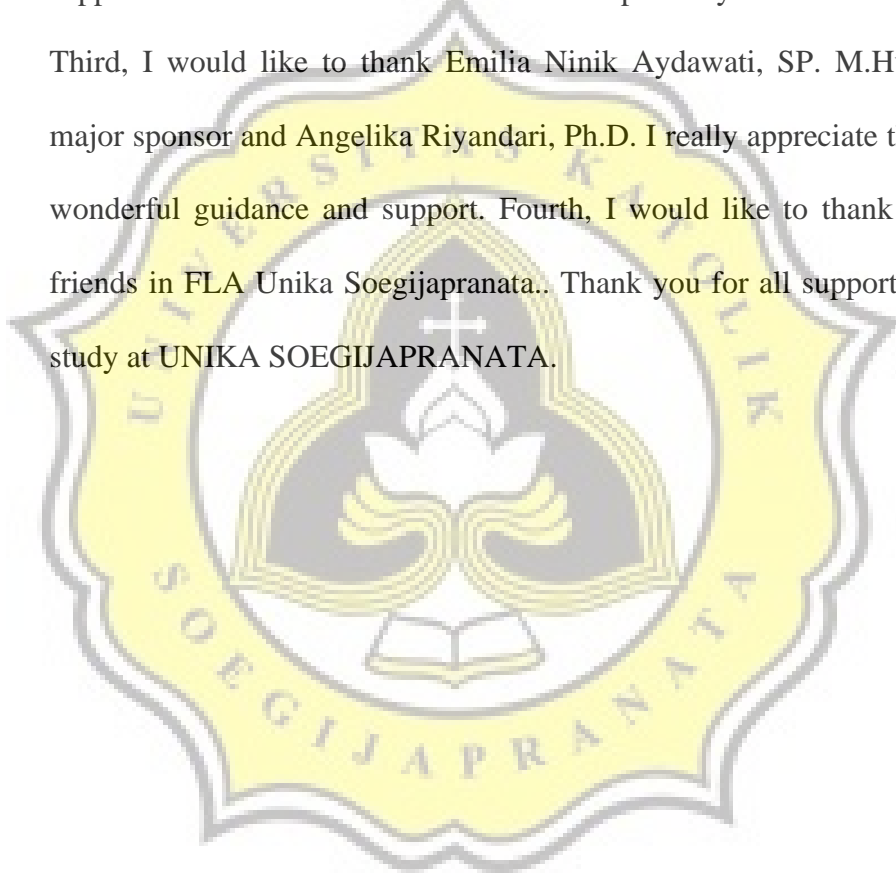
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**.NPP. 058.1.1999.230**

## ACKNOWLEDGEMENT

My very first thanks will be dedicated to my Lord, Jesus Christ. “Thank You for the grace which You have given me in all my life. Second, I would like to thank my parents, my grandparent and my sister who have supported me in all the hard time until I complete my thesis.”

Third, I would like to thank Emilia Ninik Aydawati, SP. M.Hum as my major sponsor and Angelika Riyandari, Ph.D. I really appreciate them for the wonderful guidance and support. Fourth, I would like to thank all of my friends in FLA Unika Soegijapranata.. Thank you for all support during my study at UNIKA SOEGIJAPRANATA.



The writer

## TABLE OF CONTENTS

<b>PAGE OF TITTLE.....</b>	<b>i</b>
<b>PAGE OF APPROVAL .....</b>	<b>ii</b>
<b>BOARD OF EXAMINERS.....</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>iii</b>
<b>TABLE OF CONTENTS .....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>viii</b>
<b>ABSTRAK .....</b>	<b>viii</b>
<b>CHAPTER 1.....</b>	<b>10</b>
<b>INTRODUCTION .....</b>	<b>10</b>
1.1. BACKGROUND.....	<b>Error! Bookmark not defined.</b>
1.2 Field of the Study .....	<b>Error! Bookmark not defined.</b>
1.3 Scope of the Study.....	<b>Error! Bookmark not defined.</b>
1.4 Problem Formulation.....	<b>Error! Bookmark not defined.</b>
1.5 Objectives of the Study .....	<b>Error! Bookmark not defined.</b>
1.6 Significance of the Study .....	<b>Error! Bookmark not defined.</b>
<b>CHAPTER 2.....</b>	<b>Error! Bookmark not defined.</b>
<b>REVIEW OF LITERATURE.....</b>	<b>Error! Bookmark not defined.</b>

2.1 Customer satisfaction .....	<b>Error! Bookmark not defined.</b>
2.2 Service dimensions .....	<b>Error! Bookmark not defined.</b>
2.3 Customer's Perception .....	<b>Error! Bookmark not defined.</b>

**CHAPTER 3.....** Error! Bookmark not defined.

**METHOD OF DATA COLLECTION AND ANALYSIS**Error! Bookmark not defined.

3.1 Method of Data Collection .....	<b>Error! Bookmark not defined.</b>
3.1.1 Population and sample .....	<b>Error! Bookmark not defined.</b>
3.1.2 Instruments .....	<b>Error! Bookmark not defined.</b>
3.2. Procedures .....	<b>Error! Bookmark not defined.</b>
3.3 Data Analysis.....	<b>Error! Bookmark not defined.</b>

**CHAPTER 4.....** Error! Bookmark not defined.

**DATA ANALYSIS.....** Error! Bookmark not defined.

4.1 The Validity and Reliability of the Items in the Questionnaire	<b>Error! Bookmark not defined.</b>
4.2 The Service Dimensions of the Crawash .....	32
4.3 . The Analysis of Empathy Dimension .....	39
4.4 . The Analysis of Assurance Dimension .....	45
4.5 . The Analysis of Reliability Dimension .....	50

4.6 . The Analysis of Tangibles Dimension .....55

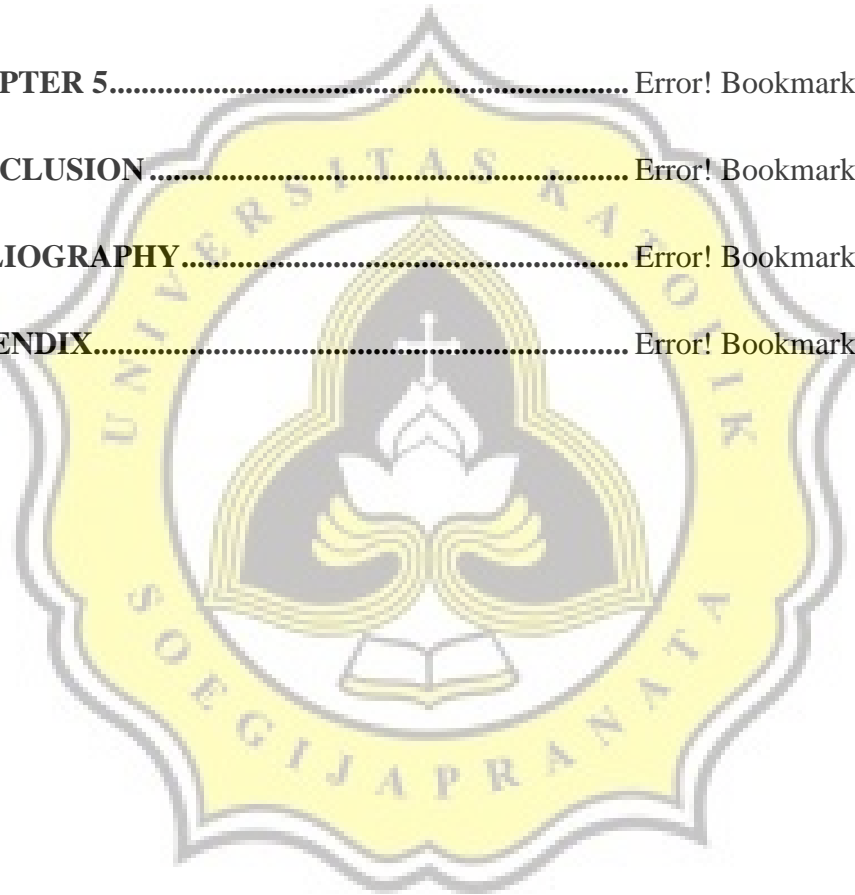
4.7 . The Analysis of Responsiveness Dimension .....59

**CHAPTER 5**..... Error! Bookmark not defined.

**CONCLUSION**..... Error! Bookmark not defined.

**BIBLIOGRAPHY**..... Error! Bookmark not defined.

**APPENDIX**..... Error! Bookmark not defined.

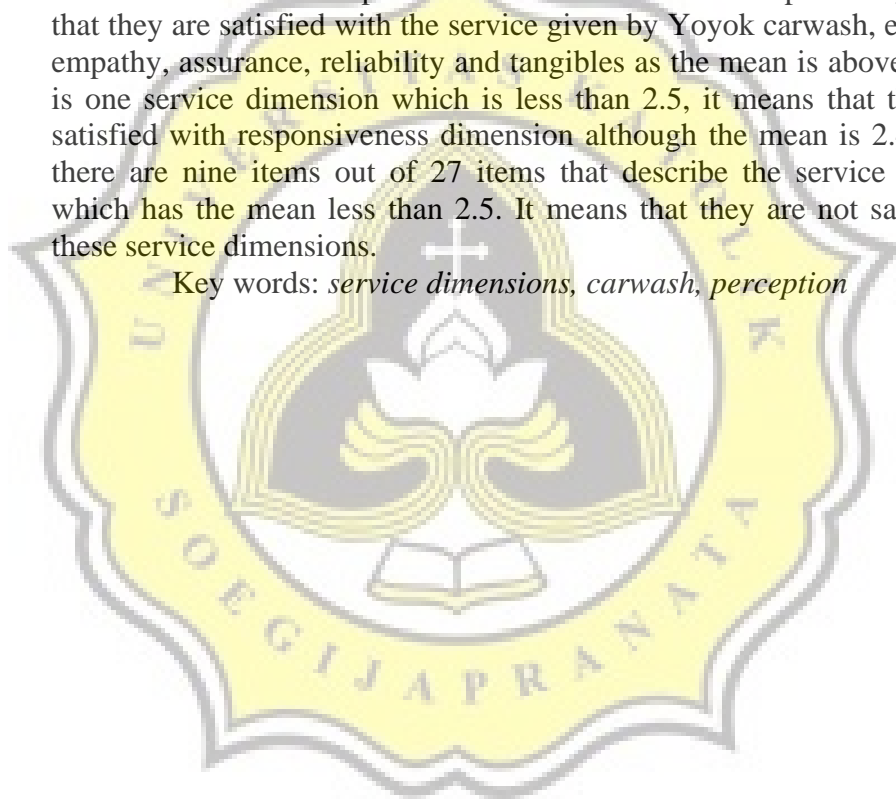




## ABSTRACT

This quantitative study aims to find out the service dimensions implemented in Yoyok carwash in Puri Anjasmoro Raya, Semarang. In order to get the data, a questioner constructed by Berndt (2009) is modified. There are 6 statements of empathy, 5 statements of assurance, 5 statements of reliability, 5 statements of tangibles and 4 statements of responsiveness. The questionnaire was distributed to 38 customers of Yoyok carwash. It is found out that the customers perceive the service dimension positively. It means that they are satisfied with the service given by Yoyok carwash, especially in empathy, assurance, reliability and tangibles as the mean is above 2.5. There is one service dimension which is less than 2.5, it means that they are not satisfied with responsiveness dimension although the mean is 2.42. Besides there are nine items out of 27 items that describe the service dimensions which has the mean less than 2.5. It means that they are not satisfied with these service dimensions.

Key words: *service dimensions, carwash, perception*



## ABSTRAK

Penelitian kuantitatif ini bertujuan untuk mengetahui dimensi layanan yang diterapkan pada pencucian mobil Yoyok di Puri Anjasmoro Raya, Semarang. Untuk mendapatkan data, kuesioner yang dibangun oleh Berndt (2009) dimodifikasi. Ada 6 pernyataan empati, 5 pernyataan jaminan, 5 pernyataan keandalan, 5 pernyataan tangibles dan 4 pernyataan responsif. Kuesioner dibagikan kepada 38 pelanggan pencuci mobil Yoyok. Ditemukan bahwa pelanggan menerima dimensi layanan secara positif. Ini berarti bahwa mereka puas dengan layanan yang diberikan oleh pencucian mobil Yoyok, terutama dalam empati, jaminan, keandalan dan bukti fisik karena rerata di atas 2,5. Ada satu dimensi layanan yang kurang dari 2,5, itu berarti bahwa mereka tidak puas dengan dimensi responsif meskipun rerata 2,42. Selain itu ada sembilan item dari 27 item yang menggambarkan dimensi layanan yang memiliki rata-rata kurang dari 2,5. Ini berarti bahwa mereka tidak puas dengan dimensi layanan ini.

*Kata kunci: dimensi layanan, pencucian mobil, persepsi*