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THE EFFECTS OF PERCEIVED QUALITY OF SERVICE, RELATIONSHIP QUALITY AND DELIVERY PROCESS OF SILK SYSTEM SERVICE ON SERVICE VALUE AND ITS IMPLICATIONS ON INSTITUTIONAL IMAGE SILK IN INDONESIA

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ABSTRACT

The poor Image of SILK (information system for logging legality) institution in Indonesia is allegedly caused by perceived quality of service, relationship quality, service delivery process and service value which are still low.

The purpose of this research is to find out and analyze the effects of perceived quality of service, relationship quality and service delivery process both partially and jointly on the service value. To find out and analyze the effects of perceived quality of service, relationship quality, service delivery process and service value both partially and jointly on institutional image. The population in this research were business customers (companies) SILK system users. The research method employed in this research is descriptive survey method and explanatory survey with sample size of 300 respondents, and the data analysis method employed is SEM (Structural Equation Modeling).

Based on the research results, the research findings are as follows: the perceived quality of service does not affect the service value. The relationship quality has positive and significant effects on the service value. The service delivery process has positive and significant effect on the service value. The perceived quality of service, the relationship quality and the service delivery process jointly have positive and significant effect on the service value. Partially, the service delivery process has the most dominant effect on the service value. The perceived quality of service has positive and significant effect on the institutional image. Relationship quality does not affect the institutional image. Service delivery process does not affect the institutional image. Service value has positive and significant effects on the institutional image. The perceived quality of service, relationship quality, service delivery process and service value jointly have positive and significant effects on the institutional image. Partially service value has the most dominant effects on the institutional image.

Keywords : Perceived Quality of Service, Relationship Quality, Service Delivery Process, Service Value, Institutional image, SILK

