

# Analysis of Service Quality using Servqual Method and Importance Performance Analysis (IPA) in Population Department, Tomohon City

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## ABSTRACT

The purpose of this study was to determine the indicators of quality of service that be priority to enhanced by Department of Population, Tomohon in serving the public. In research using Importance Performance Analysis (IPA) to analyze. Type of data used are primary data by giving the questionnaires to the society to obtain or collect data on perceptions and expectations of the society. Perceptions and expectations of the society based on the five dimensions quality of service that is : tangible, reliability, responsiveness, assurance, and empathy. The fifth dimension of this be created some questions tailored to the Likert scale, where questions are asked about the satisfaction of performance were given a choice answers from very satisfied until not satisfied, and the question of the interests were given the answers of customers is very important until not important. Each questions from every dimension the existing, tested by using a validity test using SPSS software and reliability using Cronbach Alpha.

## Keywords

Importance Performance Analysis (IPA), Quality of Service.

## 1. INTRODUCTION

Parasuraman Zeithaml and Berry (1991) stated that service quality is the comparison between service expected consumers with the services received. In other words if the services received or perceived consistent with those expected by the user, then quality of service perceived is good and satisfying. If the service or services received exceed the expectations of the user, then perceived to quality of service as ideal quality. But otherwise if the services received is lower than expected, then quality of service perceived a bad. Quality of service must be started of the needs of users and ends on responses user. User responses on the quality of the service itself constitute a thorough assessment against superiority of a service [2].

Department of Population Tomohon one agencies that is engaged in service to society in handling civil documents, such as ID card, Birth Certificate, Death Certificate, Divorce Certificate and Marriage Certificate. The frequent gets complaints of public regarding the performance or quality of service of Department of Population, then need to be evaluated to be able find out the extent to which the quality of services provided.

Use of Importance Performance Analysis (IPA) to analyze as Cartesians diagram, and consists of four quadrants. The data

used are primary data which distributed to the society to elicit a response about the perceptions and expectations of public regarding the quality of service of the Department of Population Tomohon. Perceptions and expectations of public based on the five dimensions of service quality that is: tangible, reliability, responsiveness, assurance and empathy.

The benefits of this research conducted in order into consideration to the service of Department of Population Tomohon to do development of or improvement of services provided mainly concerned with the satisfaction of society and also as an evaluation.

## 2. LITERATURE REVIEW

### 2.1 Research Preview

- a. Research conducted by Budi Puspitasari Nia, et al, about Analisis Kualitas Pelayanan dengan menggunakan integrasi Importance Performance Analysis (IPA) dan Model Kano pada PT. Perusahaan Air Minum Lyonnaise Jaya Jakarta. This research was conducted by integrating Importance Performance Analysis (IPA) and the Kano Model. Importance Performance Analysis (IPA) is used to find out what attributes are included in quadrant I, II, III, and IV on the Importance Performance Matrix. Having acquired the attributes of each quadrant, the next is to integrate the attribute classification by category canoe with identification quadrants on Importance Performance Matrix. Importance Performance Analysis Based on the integration of the Kano Model to note that the attributes that need to enhanced is the application of priority facilities Palyja water can be drunk directly by consumers [1].
- b. Research of Desy Herawati about Perencanaan Peningkatan Kualitas Pelayanan Perijinan pada Pemerintah Kota Padang. This research is to compare the conditions of licensing services with minimum service standards, analyze the level of people's satisfaction licensing services, comparing people's expectations and appraisal licensing services and service improvement planning permission. The analysis showed that the licensing service conditions do not meet the standard of care, Community Satisfaction Index for licensing services, namely 3.365 (conversion value of 67.3) belong to the category C. Importance Performance Analysis of the matrix shows the highest priority quality improvement aspects of licensing should be done at the speed of service and timeliness of completion of the document. Planning is formulated based on the results of previous analysis

consists from two policies, and four programs, as well as eight activities for the improvement of service quality permit [3].

- c. The research entitled A Comparison of SERVQUAL and IP Analysis: Measuring and Improving Service Quality in Egyptian Private Universities by Mohamed M. Mostafa. This research was conducted to determine the quality of service of private universities in Egypt. Through Importance Performance Analysis, 22 attributes of quality of service is divided into four quadrants. The result shows that 9 attributes lies in quadrant I (concentrate here), 2 attributes in quadrant II (keep up the good work), 8 attributes in quadrant III (lower priority), and 3 attributes in quadrant IV (possible overkill) [11].

## 2.2 Importance Performance Analysis (IPA)

Importance Performance Analysis is a series of service attributes associated with specific services to be evaluated based on the level of importance according to the consumer of each attribute and how the service is perceived its performance relative to each attribute. Analysis was used to compare between consumer ratings of the importance of quality of service (Importance) with the level of service quality performance (Performance). Average of results overall assessment of consumer then be described in Importance Performance Matrix or often called the Cartesian diagram. Average of level of performance is used as a delimiter of high performance and low performance. Average of interests rate is used as a delimiter high level of importance with a low interests of rate. Importance Performance Matrix is divided into four quadrants based on importance-performance measurement result as shown in the figure below: (see Figure 1).

Gridline : Overall Mean for Importance	<p>QUADRANT I Concentrate Here</p> <p>High Importance Low Satisfaction</p>	<p>QUADRANT II Keep up the good work</p> <p>High Importance High Satisfaction</p>
	<p>QUADRANT III Low Priority</p> <p>Low Importance Low Satisfaction</p>	<p>QUADRANT IV Possible Overkill</p> <p>Low Importance High Satisfaction</p>

**Fig 1: Importance Performance Analysis Chart**

1. The following an explanation for each quadrant is: Quadrant one, "Concentrate Here" (high importance and low satisfaction) .  
The factors included in this quadrant is factors that are considered important by customers. But the reality of these factors does not meet customer expectations (level of satisfaction obtained is low). The variables included in this quadrant should be improved.
2. Quadrant two, "Keep up the Good Work" (high importance and high satisfaction).  
This quadrant includes the factors who are considered important by customers, and considered to be accordance with that is felt so that relatively higher level of satisfaction.

3. Quadrant three, "Low Priority" (low importance and low satisfaction).  
The factors included in this quadrant is considered less importance. Increased the variables included in this quadrant can reconsidered because of its influence on the benefits perceived by customers very smaller.
4. Quadrants four, "Possible Overkill" (low importance and high satisfaction).  
The factors this quadrant is considered less important by customers. The variables included in this quadrant can be reduced so that the company can save costs. [4]

Importance Performance Analysis developed by Martilla and James (1977) as a tool for analyzing customer satisfaction based on the attributes of service quality. [10]

## 2.3 Quality of Service

Quality of service is the rate of excellence expected and control over the level of excellence to meet customer desires [5].

Dimensions of service quality in the Servqual based on the multi-items scales that are designed to measure customer expectations and perceptions as well as the gap between them in the service quality dimensions. Was originally Parasuraman et al (1985) identified ten the principal dimensions with 22 variables related to the servicing and then analyzed using factor analysis. Such criteria include 10 potential that complements one another dimensions include tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding, and access. Parasuraman 1988 later simplifying to 5 dimensions, that is: [6]

1. Tangibles covers the physical facilities, equipment, personnel and communication facilities.
2. Reliability covers capabilities provide the promised services with immediately, an accurate, and satisfactorily.
3. Responsiveness that is the wish of the staff to help customers and provide service with responsiveness.
4. Assurance covers the knowledge, capabilities, courtesy, and trustworthiness are owned by the staff, free of the dangers, risk, or doubt.
5. Empathy that is: ease of doing relationships, good communication, personalized attention, and understanding of customer needs

## 3. METHODS AND ANALYSIS

### 3.1 Identification of Research Variables

Based on the background that have been proposed then the variables to be studied are the perceptions and expectations of society. The research variables were used to assess the services of the Department of Population Tomohon by using the attributes of tangibles dimension, reliability, responsiveness, assurance, and empathy. Perceptions and expectations of society of the quality service Department of Population Tomohon using score 1-5. Each score was given the following description:

- Score 5 represents very satisfied answer.
- Score 4 representing satisfied answer.
- Score 3 representing answer is quite satisfied.
- Score 2 representing less satisfied answer.
- Score 1 representing answer is not satisfied.

### 3.2 Collection of Data

Data acquired for this research from primary data. Primary data are taken from the object research by using a questionnaire propagated to society. The questionnaire consists of 20 the questions.

### 3.3 Sampling

Population of this study is infinite (unlimited), because number of customers to vary over time. Sample used considered to have represented of all population. Samples randomly selected (simple random sampling), because it is considered suitably representative (representatives). Samples of data used In this research, 92 samples were gained from 100 respondents who meet the requirements of many as 92 respondents.

### 3.4 Reliability Test

Reliability actually a tool to measure a questionnaire which is an indicator of the variables or constructs. Questioner said to be reliable or reliable if answer a person to questions are consistent or stabilized over time [7]. In conducting the reliability test using SPSS version 13.0 for Windows. According Nunnally (1960), a construct or variables said to be reliable if it is providing value Crobanch Alpha > 0.60.

Based on reliability test results between the perception of and expectations of customers from questionnaire distributed, the value Crobanch Alpha > 0.60, where the perceptions value Crobanch Alpha 0.975, whereas expectation, value of Crobanch Alpha 0.941 (see Table 1 and Table 2). This result means that the questionnaire used in this research is expressed reliable.

**Table 1. Alpha Crobanch Value Perception**

Reliability Statistics	
Cronbach's Alpha	N of Items
,975	20

**Table 2. Alpha Crobanch Value Expectations**

Reliability Statistics	
Cronbach's Alpha	N of Items
,941	20

### 3.5 Validity Test

Validity test of data are used to measure legitimate not an or valid questionnaire. Valid mean the instruments used can be measure what was be measured. Validity of a measure is used describing the suitability of data with what was to be measured. In testing the validity of using SPSS version 13.0 for Windows. Decision making based on significance value less than 0.05 (5%), then the item of question was stated valid . Significance value obtained based on the  $df = n-2$ , where the  $df$  is the degrees of freedom and  $n$  is the number of data. If the count value of  $r$  (Corrected item total correlation) is greater than the table  $r$  and is positive, then the of the questions or the indicator is valid (see Table 3) [8].

**Table 1. Table Value Correlation Coefficient "r" Product Moment**

(Source: Sugiyono, 1999)

N	Taraf Signif		N	Taraf Signif		N	Taraf Signif	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,349	80	0,220	0,286
9	0,688	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	125	0,176	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,136	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,581	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,378	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			

In this research the number of data used 92 data. For degrees of freedom ( $df$ ) is  $df = n-2$ , that is:  $92-2$ . So,  $df = 90$ . On the tables the value of the correlation coefficient "r" product moment  $df = 90$  with a level of significance 5% worth 0.207 (see Table 3).

Based on results of the data processing of society perceptions by using the SPSS is obtained that the value of  $r$  count (column Corrected item total correlation) to each of the questions greater than  $r$  table worth 0.207. So that each item of question is expressed valid (see Table 4).

**Table 4. Result Data Processing Perception**  
(Source: Data processed by SPSS)  
**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	68,8427	323,839	,828	,974
VAR00002	68,9888	327,102	,785	,974
VAR00003	69,1124	327,737	,794	,974
VAR00004	69,1910	329,088	,750	,974
VAR00005	69,0337	326,874	,800	,974
VAR00006	69,1798	327,945	,779	,974
VAR00007	69,0000	325,909	,843	,974
VAR00008	69,1573	327,520	,837	,974
VAR00009	68,9213	324,914	,821	,974
VAR00010	69,1124	328,101	,799	,974
VAR00011	69,0899	328,174	,784	,974
VAR00012	69,1348	328,550	,802	,974
VAR00013	69,1348	327,823	,838	,974
VAR00014	68,9775	326,318	,799	,974
VAR00015	69,0899	326,765	,812	,974
VAR00016	69,1124	326,874	,831	,974
VAR00017	68,9663	326,828	,841	,974
VAR00018	69,2022	328,686	,747	,975
VAR00019	68,8539	325,422	,822	,974
VAR00020	69,1348	327,913	,774	,974

Based on results of the data processing of society expectations by using the SPSS are obtained that the value of r count (column Corrected item total correlation) to each of the

questions, greater than r table that is worth 0.207 so that every item of question expressed valid (see Table 5).

**Table 5. Result Data Processing Expectations**  
(Source: Data processed by SPSS)  
**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	66,3258	196,745	,721	,937
VAR00002	66,0000	196,205	,580	,940
VAR00003	66,0674	195,700	,711	,937
VAR00004	66,0449	194,907	,613	,939
VAR00005	66,2360	196,341	,634	,939
VAR00006	66,3034	197,191	,590	,939
VAR00007	66,0225	194,431	,719	,937
VAR00008	66,2135	196,011	,675	,938
VAR00009	66,2921	197,618	,563	,940
VAR00010	66,1461	195,149	,659	,938
VAR00011	66,3258	197,631	,604	,939
VAR00012	66,0562	196,008	,675	,938
VAR00013	66,2697	196,586	,674	,938
VAR00014	66,0562	196,054	,637	,939
VAR00015	66,2135	195,738	,676	,938
VAR00016	66,2472	196,143	,706	,938

VAR00017	65,9101	194,787	,738	,937
VAR00018	66,5281	197,888	,563	,940
VAR00019	65,8876	195,374	,606	,939
VAR00020	66,0225	194,727	,657	,938

### 3.6 Analysis of the Importance Performance Analysis (IPA)

Importance Performance Analysis are used to map relationship between interests of with performance of respective attribute is offered, and gap between of performance with expectations of an attributes. Importance Performance Analysis consist of two components: quadrant analysis and gap analysis. With a quadrant analysis can be known consumer response to attributes that were plotted based on order of importance (perceptions) and performance of (expectations) of the attribute. While the gap analyses are used to see the gap between the interests an attribute with consumer expectations for these attributes (see Table 6) [9].

**Table 6: SERVQUAL Dimensions**

No	Dimensions	Attribute
1.	<i>Reliability</i>	1. The service provided of employees has been good while serving society
		2. Employees give timely service to society
		3. Absence of a mistakes made employee in the process processing of documents
		4. If there is community grievance, employee immediately responded
2.	<i>Responsiveness</i>	5. Employees serve society with fast
		6. Employees give of accurate information about processing of documents
		7. Employees are always ready to serve the public
		8. Employees are easily contacted
3.	<i>Assurance</i>	9. Employee have a good capabilities in dealing complaints from society
		10. Employees have a good knowledge about processing of documents
		11. Employees ensures of data society secure
4.	<i>Empathy</i>	12. Employees understand the needs of the public as service users
		13. Employees have a sooth in responding to community requests as an user the service
		14. Employees be friendly and courteous
		15. Employees give the same service, regardless of social status
5.	<i>Tangible</i>	16. The condition of environment the office building of a clean
		17. Attributes employee uniforms worn complete and neat
		18. Comfort of the waiting room provided
		19. Adequate parking areas
		20. Equipment in the room already complete

1. Calculating the value of perceptions and expectations of customer :

$$\bar{x} = \frac{\sum xi}{n}$$

$$\bar{y} = \frac{\sum yi}{n}$$

$\bar{x}$  : average value of customer expectations

$\bar{y}$  : average value of customer perceptions

$n$  : number of sample

2. Cartesian diagram describing the level of expectation values as X axis (horizontal) and the perceived level of customer value as the Y axis (vertical). Division of quadrant in the Cartesian diagram can be done by setting the starting point (X, Y) which traversed two intersecting upright lines. The equation is:

$$\bar{\bar{x}} = \frac{\sum \bar{x}i}{n}$$

$$\bar{\bar{y}} = \frac{\sum \bar{y}i}{n}$$

$\bar{\bar{x}}$  : average value of expectation of all statements

$\bar{\bar{y}}$  : average value of perception of all statements

$n$  : number of sample

**Table 6: Average of Perceptions and Expectations of Service Quality**

No	Dimensions	Attribute	Average	
			Perception (X)	Expectations (Y)
1.	<i>Reliability</i>	1. The service provided of employees has been good while serving society	3,83	3,31
		2. Employees give timely service to society	3,73	3,64
		3. Absence of a mistakes made employee in the process processing of documents	3,54	3,57
		4. If there is community grievance, employee immediately responded	3,54	3,60
2.	<i>Responsiveness</i>	5. Employees serve society with fast	3,68	3,40
		6. Employees give of accurate information about processing of documents	3,49	3,34
		7. Employees are always ready to serve the public	3,70	3,62
		8. Employees are easily contacted	3,55	3,43
3.	<i>Assurance</i>	9. Employee have a good capabilities in dealing complaints from society	3,79	3,35
		10. Employees have a good knowledge about processing of documents	3,57	3,49
		11. Employees ensures of data society secure	3,63	3,31
4.	<i>Empathy</i>	12. Employees understand the needs of the public as service users	3,54	3,58
		13. Employees have a sooth in responding to community requests as an user the service	3,54	3,37
		14. Employees be friendly and courteous	3,71	3,58
		15. Employees give the same service, regardless of social status	3,61	3,43
5.	<i>Tangible</i>	16. The condition of environment the office building of a clean	3,57	3,39
		17. Attributes employee uniforms worn complete and neat	3,76	3,73
		18. Comfort of the waiting room provided	3,50	3,11
		19. Adequate parking areas	3,84	3,75
		20. Equipment in the room already complete	3,59	3,62
Jumlah			72,71	69,64
Rata-rata			3,64	3,48

Based on the table above shows that public perceptions of the service quality the Department of Population Tomohon an average larger than expectations. Difference is not very much (the average perception scores compared with the expectations of  $3.64 > 3.48$ ).

Statement of which there is will be outlined and is divided into four sections to the Cartesian diagram as follow (see Figure 2):

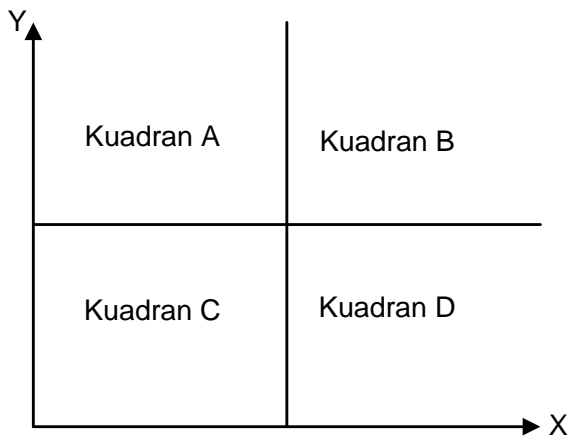


Fig 2: Cartesian Diagram

Performance and desires of customer are at high levels and appropriate, so the company sufficient to maintain performance variables.

**Quadrant C**

Performance and desires of customer in a variable is at a low-level, so companies has not needed to make improvements.

**Quadrant D**

Performance of company is in a high level of performance but the desire of the customer will be the only variable is low, so companies need to reduce the results achieved to minimize the resources of the company

**Quadrant A**

The performance of a variable is lower than desires of the customer so that the company should increase its performance so that optimal.

**Quadrant B**

**Importance Performance Analysis**

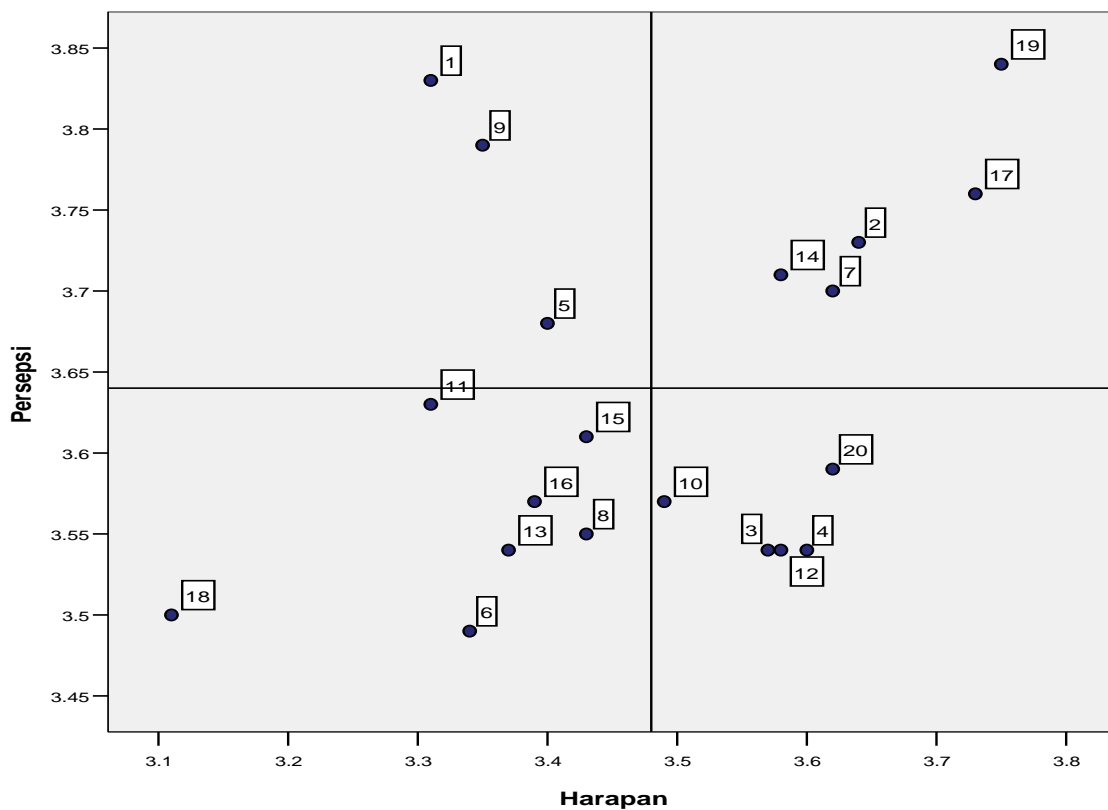


Fig 3: Importance Performance Analysis

Based on the results of a diagram could be viewed Importance Performance Analysis attributes which included in quadrant A, B, C, D.

Attributes which included in quadrant A, is the service provided of employees has been good while serving society (1), employees serve society with fast (5), employee have a good capabilities in dealing complaints from society (9).

The attributes that are included in quadrant A are given civil service has been good (1), an employee serving people with fast (5), an employee has the ethics of providing services (9).

Attributes which included in quadrant B, is employees give timely service to society (2), employees are always ready to serve the public (7), employees be friendly and courteous (14), attributes employee uniforms worn complete and neat (17), adequate parking areas (19).

Attributes which included in quadrant C, is employees give of accurate information about processing of documents (6), employees are easily contacted (8), employees ensures of data society secure (11), employees have a sooth in responding to community requests as an user the service (13), employees give the same service regardless of social status (15), the condition of environment the office building of a clean (16), comfort of the waiting room provided (18).

Attributes which included in quadrant C, is absence of a mistakes made employee in the process processing of documents (3), if there is community grievance, employee immediately responded (4), employees have a good knowledge about processing of documents (10), employees understand the needs of the public as service users (12), equipment in the room already complete (20).

#### **4. CONCLUSION**

Based on results of the analysis of data and calculations through the perception and expectation levels which be described in chart Importance Performance Analysis it can be concluded:

- On Quadrant A, the public was dissatisfied with the existing attributes, so that need to be improved performance be better.
- Quadrant B, the society was satisfied with the performance of the Department of Population
- Attributes in this quadrant have low satisfaction levels and considered did not too important for society, so that the Department did not need to prioritize or to give attention to these attributes.

- Quadrant D, respondents considered that there are factors which are not important but they were pleased with the performance of the Department of Population Tomohon

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