Abstract

Objectives  : The research is being conducted to develop a set of findings that helps hypermarkets in Jakarta, Indonesia in monitoring their service quality and service delivery process and knows what exactly the customer seeks in certain hypermarkets.

Methods     : The questionnaires will be distributed offline (paper based questionnaires) at Jakarta to 210 respondents. The respondents will be targeted to certained person who has experienced in going to the chosen hypermarkets. The data gathered from the questionnaires will be analyzed using multiple regression analysis through SPSS.

Results    : There are 2 hypotheses. The first hypothesis is supported. It indicates that the 5 independent variables have positive influence on the perceived service quality in hypermarket X, however only 4 independent variables (Tangible, Reliability, Assurance, and Empathy) are significantly affecting the perceived service quality. The second hypotheses also supported because based on the results, this research found which dimensions are the most significant and the less significant.

Conclusion : The results indicate the hypermarkets in Jakarta should focus not just certain dimensions of the service quality, but the whole dimensions. Several managerial implications were being addressed to the three hypermarkets tested and to the traditional market considering they are already being a culture in Indonesia.

Keyword    : Service Quality, Hypermarket in Jakarta, Comparative Service Quality,