

ABSTRACT

The objectives of this research are to analyze the effect of evidence of services on customers' decision to use construction services provided by PT. Adhi Karya (Persero) Tbk of Construction I Division and to find out factors that have strongest effect on customers' decision to use construction services provided by PT. Adhi Karya (Persero) Tbk of Construction I Division.

Research method applied is descriptive and verification method. The objects of this research are customers of PT. Adhi Karya (Persero) Tbk of Construction I Division, namely as many as 30 companies. Data collection method applied is field and literature study covering observation, interviews and questionnaire. Data analysis method applied is multiple regression.

The result of this research shows that the evidence of services consisting of people, process and physical evidence has significant impact on customers' decision to use construction services provided by PT Adhi Karya (persero) Tbk. This is indicated by the determination coefficient (R^2), which is 76.6%. While the relationship between the evidence of services and customers' decision to use construction services provided by PT Adhi Karya (persero) Tbk. is indicated by the correlation coefficient (r), which is 87.5. This means that the proposed nil hypothesis is rejected in the sense that the evidence of services that consist of people, process and physical evidence has strong and significant impact on customers' decision to use the construction services.

Based on the result of this research, we can conclude that there is a good relation between evidence of services and customers' decision to use the services. However, several indicators still perform below the average. The result of hypothesis testing shows that the evidence of services consisting of people, process and physical evidence has impact, either partial or simultaneous impact, on customers' decision to use the services.

Suggestion proposed based on the conclusion of the research is that the company should improve the quality of evidence of services entirely by paying attention to the dimensions of people, process, and physical evidence through improvement of quality of employees, swift service process, and provision of good facility and infrastructure at the project site.