



Analysis of factors affecting customer satisfaction in subsidized housing in Payakumbuh city

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ABSTRACT

In a business world that is developing towards consumer centricity, customer satisfaction is a very strategic matter and is a major consideration. Because this affects the future sustainability of a company. Not only cultivating profits, maintaining consumers is an absolute thing to manage a good relationship with the company. The amount of competition among housing developers requires developers to focus more on providing competitive advantages in providing services to their housing consumers. Market research in the property business, customer satisfaction is very important and crucial to be able to find out the extent of consumer satisfaction in housing and the property business. This study aims to measure consumer satisfaction as residents of subsidized housing built in 2017. These consumers are in 2 (two) Subsidized housing locations in Payakumbuh City, based on 4 (four) factors namely location, Building Quality, facilities and infrastructure, and utilities. The sampling technique used was purposive sampling and the survey method used in data collection was by distributing questionnaires directly to respondents. The results showed that residents were satisfied with the variable quality of buildings, facilities and infrastructure. However, the results of the analysis of location and utility show differences in satisfaction.

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INTRODUCTION

Home clothing, food, shelter are human needs that are very important to support human life and its activities. Food is very useful as nutrition and a source of survival energy, clothing is a further need after the main need for food is fulfilled (Mbake et al., 2021). In accordance with the mandate of the law, the government rolled out a housing subsidy policy as an effort to encourage home ownership to be carried out by the government through a housing subsidy policy. This is embodied in the Regulation of the State Minister for Public Housing of the Republic of Indonesia No. 05 of 2005 concerning the procurement of housing and settlements with the support of subsidized housing facilities through subsidized KPR/KPRS (Kusumastuti, 2015).

An increase in population will have the effect that the need for housing continues to increase every year, another consequence that will occur is triggering the fulfillment of housing. With the need for housing that is greater than the existing housing supply, this is an opportunity for housing developers to meet these consumer needs (Putu and Setijanti, 2015). From year to year the difference between the need for and supply of housing still occurs. Especially for low-income people, this is due to the low purchasing power and limited access to the housing financing system (Mangeswuri, 2016).

Attracting new customers in the form of promises with superior value, maintaining them and growing new customers to provide satisfaction is the goal of marketing in the business world (Kotler, 2016). Parasuraman et al (1988) have reported that it is necessary to know the requirements of the customer so that the customer is satisfied, namely by understanding what the customer wants and what the provider wants. Kotler (2016) argues, Customer Satisfaction is an expression of feelings in the form of disappointment or pleasure that arise after comparing the expected situation with the actual conditions of reality obtained. Consumers can experience one of three general levels of satisfaction, i.e. if performance falls short of expectations, the customer will feel disappointed, performance in accordance with expectations consumers will feel satisfied and if performance can exceed expectations then consumers will feel very satisfied happy or happy Kotler (2016).

Market research or customer satisfaction market surveys are very important and crucial to be able to find out the extent of consumer satisfaction in housing and the property business. One very important issue in business is how to avoid and manage consumer complaints. Customers or consumers will make complaints, complain if they feel dissatisfied or in other words there is a difference between what they expect and the reality they receive. For this reason, developers are very interested in paying attention to customer satisfaction, because by achieving customer satisfaction, it is expected that customers will repurchase housing products produced by housing developers (Suzy and Erna, 2009).

This research was conducted to analyze the factors that influence the satisfaction of residents of subsidized housing. While the benefits of this research as input for the parties in improving the quality of consumer satisfaction subsidized housing. For the government, as input to find out the efforts that must be made in developing and improving the quality of subsidized housing in the City of Payakumbuh.

The limitation of this research is that it is located in Payakumbuh City, precisely in North Payakumbuh and East Payakumbuh Districts. This location was chosen because subsidized housing has been occupied by consumers for more than five (5) years in these locations.

RESEARCH METHOD

Conceptual Framework

The research conceptual framework can be described in this research model which can be presented in the following figure:

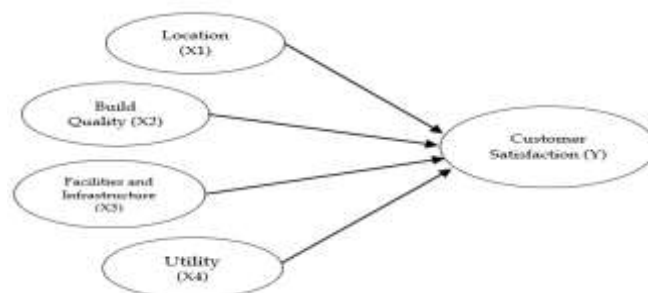


Figure 1. Research framework

Concept and Operations

The concept of this research is to look at the effect of latent variables on the satisfaction of subsidized housing consumers in the Payakumbuh City area. There are 4 (four) latent variables that will be examined on consumer satisfaction with subsidized housing, namely location, building quality, facilities and infrastructure and utilities. The following are the operational definitions of the variables and indicators in this study.

Table 1. Operational variables and indicators

Variable	Indicator	
Location (X1)	The location is not a waste/pollution disposal area	X1.1
	The location is not an area under high voltage electricity	X1.2
	The location is not an agricultural processing area	X1.3
	Location free of flooding / inundation	X1.4
	Location is easy to reach	X1.5
	The location is not a garbage disposal area	X1.6
	Residential location close to health facilities	X1.7
Build Quality (X2)	Architectural & design models	X2.1
	Materials	X2.2
	Room size	X2.3
	air circulation	X2.4
	Sunlight	X2.5
	Ceiling / attic height	X2.6
	Earthquake resistance	X2.7
Facilities and Infrastructure (X3)	Road Infrastructure	X3.1
	Road Connectivity	X3.2
	Sanitation Infrastructure	X3.3
	Waste Management Facility	X3.4
	Environmental Drainage Facilities	X3.5
Utility (X4)	Clean water facilities	X4.1
	Lighting facilities	X4.2
	Telecommunications facilities	X4.3
Consumer Satisfaction (Y)	Service satisfaction	Y1
	Price satisfaction	Y1
	Willingness to recommend to others. product satisfaction	Y1 Y1

Sampling Techniques and Data Collection

The population in this study are consumers of subsidized housing who have lived in subsidized housing since 2017 in the North Payakumbuh and East Payakumbuh Districts with a total population of 122 subsidized housing units. Samples were taken through purposive sampling with a total of 100 subsidized housing units. To measure consumer satisfaction, a measurement scale with a Likert scale of 5 is used, namely a measurement scale that has a rating of 1.) Strongly Disagree, 2.) Disagree, 3.) Neutral, 4.) Agree and 5.) Strongly Agree.

Analysis Techniques

The analysis technique in this study uses quantitative analysis methods. This analysis was carried out using descriptive analysis and structural equation model (SEM) analysis. to investigate what factors influence consumer satisfaction with subsidized housing, namely location, quality of buildings, facilities and infrastructure, and housing utilities in assessing occupant satisfaction with housing.

Research Hypothesis

The hypothesis in this study is as follows:

1. H0 : There is no effect of location on consumer satisfaction with subsidized housing.
H1: There is an effect of location on consumer satisfaction with subsidized housing.
2. H0 : There is no effect of building quality on consumer satisfaction with subsidized housing.
H1: There is an effect of building quality on consumer satisfaction with subsidized housing.
3. H0 : There is no effect of facilities and infrastructure on consumer satisfaction with subsidized housing.
H1: There is an influence of facilities and infrastructure on consumer satisfaction with subsidized housing.
4. H0: There is no effect of utility on consumer satisfaction with subsidized housing
H1: There is an effect of utility on consumer satisfaction with subsidized housing.

To test the hypothesis used SmartPLS software with an α value of 5% (one way).

RESULTS AND DISCUSSIONS

Descriptive Analysis

After inputting and processing the data with Microsoft Excel, a descriptive analysis of the respondents was carried out. The following are the results of the descriptive analysis which can be presented in Table 2 below:

Table 2. Respondent descriptive analysis

Criteria	Amount	Percentage	
Gender	Male	80	80%
	Woman	20	20%
Age	17-22	0	0
	23-28	3	3%
	29-34	21	21%
	35-40	31	31%
	41-60	43	43%
	>61	2	2%
Education	SMA/SMK	31	31%
	D3	15	15%
	S1	47	47%
	Postgraduate (S2)	7	7%
	Other	0	0%
Number of Household Members	1 person	7	7%
	2 persons	18	18%
	3 people	38	38%
	4 People	22	22%
	5 People	13	13%
	> 5 People	2	2%
Type of work	Private employees	20	20%
	ASN/Country Officer	27	27%
	Self-employed	31	31%
	IRT	3	3%
	BUMD employees	7	7%
	TNI/Polri	4	4%
	Other	8	8%
	Income per month	< 1 million	0
	1.01 - 2 Mt	7	7%
	2.01 - 3 Mt	15	15%
	3.01 - 4 Mt	34	34%

4.01 - 5 Mt	30	30%
> 5 Mt	14	14%

Source: 2022 primary data processing results

From the results of the descriptive analysis, it was revealed that several of the respondent's criteria dominated the following criteria, male gender contributed 80% of participation, adult age between 41-60 years by 43%, last education level bachelor/level 1 had a total score of 47%, families with 3 household members by 38%, the type of work of state civil servants/ASN contributed 38% and the highest income of respondents was 3.01 - 4 million by 34%.

1. Sem Analysis With Smart PLS

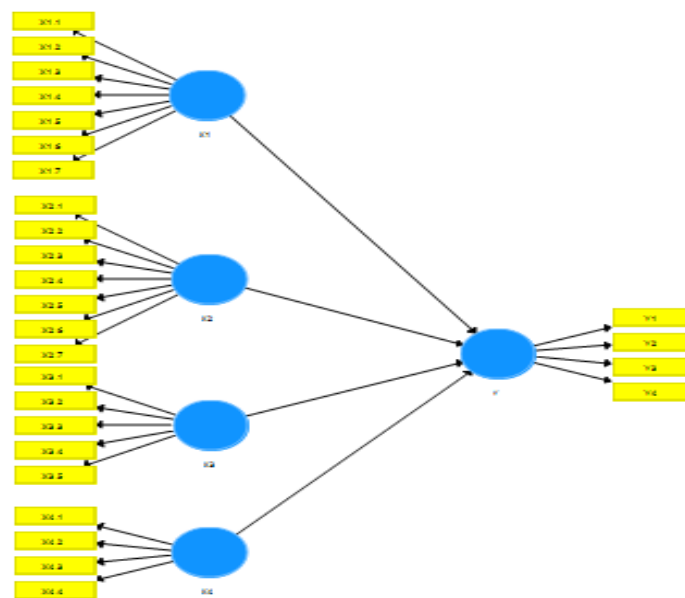


Figure 2. Research model

The results of the first outer loading still have problems with the value of the outer loading which is below the value of 0.7. The decision made was to eliminate the indicators X1.4 and X1.7 and then proceed with the calculation of the second model algorithm after the elimination was carried out.

a. Validity Evaluation Instrument

Following are the results of the validity test which can be presented in Table 3 below:

Table 3. Average Variance Extracted (AVE)

No	Variable	Average Variance Extracted (AVE)
1	X1	0.641
2	X2	0.705
3	X3	0.750
4	X4	0.573
5	Y1	0.842

From the test results it can be seen that the ave value is above 0.5, and the model can be continued with further calculations,

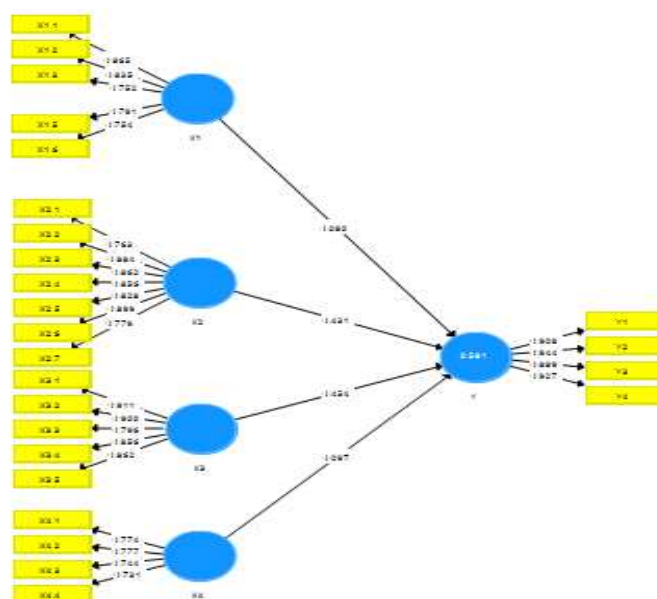


Figure 3. Model after drop indicator

a) Discriminate validity criteria

Assessment is using the Fornel Larcker criterion, the following are the results of the analysis:

Fornel Larcker Criterion

Table 4. Fornel larcker criterion

No	Variable	X1	X2	X3	X4	Y1
1	X1	0.801				
2	X2	0.174	0.840			
3	X3	0.363	0.182	0.866		
4	X4	0.320	0.127	0.560	0.757	
5	Y1	0.350	0.539	0.616	0.432	0.918

Source: 2022 primary data processing results

From the analysis results show that the test results show that each latent variable shows its difference with other latent variables so that the model can be said to be feasible for further testing.

b) Instrument Reliability Evaluation

The results of the evaluation of the reliability of the instrument can be presented in Table 5 below: Composite Reability and Cronbach's Alpha

The following are the results of the Composite Reability analysis which can be presented in Table 5 below:

Table 5. Composite reability

No	Variable	Composite Reliability	Cronbach's Alpha
1	X1	0.899	0.861
2	X2	0.944	0.930
3	X3	0.937	0.918
4	X4	0.843	0.767
5	Y1	0.955	0.937

Source: 2022 primary data processing results

Based on the data in Table 5, information is obtained that the Composite Reliability values in all indicator blocks meet the Composite Reliability assumption, which is greater than 0.7, meaning that the indicator blocks in each construct have high consistency. Meanwhile, Cronbach's Alpha value is > 0.7 which means that all research variables are highly reliable.

2. Structural Model Analysis (Inner Model)

a) Model Fitment Test (Goodness of Fit)

Testing of latent variables in this study is aimed at assessing the extent to which the research model is appropriate or not. An overview of the results of the Goodness of Fit analysis of the research model can be presented in the table below:

Table 6. R square

Variable	R Square	R Square Adjusted
Y1	0.581	0.564

Source: 2022 primary data processing results

From the data in Table 6, it shows that the R Square value has a value of 0.581 or 58.1%, this means that the location variables, building quality, facilities and infrastructure and utilities affect 58.1% of total customer satisfaction, the category of 0.581 is included in the moderate category.

In addition to the analysis conducted on R Square, an analysis of the goodness of other models was also carried out in the form of a normal fit index. The results of the analysis show that the NFI value is greater than 0.1, this indicates that the model can be said to be better.

Table 7. Inner VIF values

Variable	X1	X2	X3	X4	Y1
X1					1,194
X2					1,049
X3					1,558
X4					1,491
Y1					

Source: 2022 primary data processing results

3. Hypothesis testing

The following are the results of the analysis of hypothesis testing which can be presented in Table 8 below:

Table 8. Mean, STDEV, T-Values, P-Values

Variable	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Decision
X1 -> Y1	0.080	0.080	0.080	0.999	0.159	Rejected
X2 -> Y1	0.431	0.436	0.062	6,990	0.000	supported
X3 -> Y1	0.454	0.457	0.095	4,785	0.000	supported
X4 -> Y1	0.097	0.096	0.088	1,111	0.134	Rejected

Source: 2022 primary data processing results

The hypothesis put forward by researchers in the factor analysis research on consumer satisfaction with subsidized housing in Payakumbuh City shows that two (2) variables have a significant influence, namely the variable Quality of Building (X2) and the variable of facilities and infrastructure (X3) because the P Values <0.05 and the T Statistics value >1.96. Whereas two (2) other latent variables, namely the location variable (X1) and the subsidized housing utility variable (X4) did not show a significant effect on consumer satisfaction of subsidized housing in Payakumbuh City with P values > 0.05, T Statistics values < 1.96.

CONCLUSION

This research provides empirical evidence regarding the variables of location, quality of buildings, facilities and markets and utilities on occupant satisfaction. This study used a sample of 100 respondents, who are consumers of subsidized housing in the North Payakumbuh and East Payakumbuh Districts. Primary data collection uses a questionnaire as a research instrument in the form of a survey by providing closed questions. From the results of the analysis, the conclusions are as follows: 1) The value of consumer satisfaction from the results of the analysis shows that the R square number is 0.581 or the latent variable has an influence of 58.1% on consumer satisfaction. 2) The interpretation of the results of the hypothesis test shows that: there is no significant effect of the location variable (X1) on consumer satisfaction (Y), there is a significant influence of the Building Quality variable (X2) -> Consumer Satisfaction (Y), there is a significant influence from the variable Facilities and Infrastructure (X3) -> Consumer Satisfaction (Y), there is no significant effect of the Utility variable (X4) -> Consumer Satisfaction (Y).

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