

ANALYSIS OF CONSUMER SATISFACTION WITH PERFORMANCE OF PROPERTY DEVELOPERS

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ABSTRACT

This research aims to determine the level of consumer satisfaction with the performance of property developers in the Mulyahurip Anugrah Persada Sumedang housing complex based on security and comfort, electricity and water facilities, building design, company services and selling prices. Respondents were selected using the Slovin formula, the number of residents of the Mulyahurip Anugrah Persada housing complex was 124 families, while the number of respondents was 55 families. The data was analyzed using quantitative analysis, then the data was processed to find the average nominal score using the MS.excel program. This research was analyzed using nine available attributes with five nominal score assessments. The results of consumer satisfaction research at Mulyahurip Anugrah Persada Sumedang Housing on nine attributes show that performance is in accordance with the wishes of residents and the wishes of residents are said to be very satisfied.

Keywords: Consumer Satisfaction, Performance, Housing

INTRODUCTION

According to White et al. (Citation2019) research, having a strong self-concept is positively related to sustainable behavior and is conducive to that behavior. Self-concept includes self-identity, which can play an important role in encouraging pro-environmental actions. For example, individuals who identify as members of environmentally conscious groups, such as frequent recyclers, are more likely to engage in sustainable behavior (Gupta & Ogden, Citation 2009; Mannetti et al., Citation 2004; Van der Werff et al., Citation 2013).

According to (Pramesti & Waluyo 2020) in their book is The Influence of Brand Image and Customer Value on Repurchase Intention through Customers, it states "that: Consumer satisfaction or Customer Satisfaction is the degree of person feeling has the compare product the results they have felt with what they have experienced. expected. Nugraheni & Wiwoho (2020) state that: Satisfaction is level feeling from a person has the compare performance or results that have been felt with expectations.

Consumers who engage in socially responsible consumption are not only motivated by personal desires, but also by concern for human rights, social welfare and company policy (EU Commission, Citation 2011).

Performance appraisal aims to determine the contribution of a department within the company to department managers within the company, and provide motivation for department managers to sell their shares in line with the main objectives of the company organization as a whole. Performance measurement focuses on financial aspects and pays less attention to non-financial aspects of performance. Meanwhile, performance measurements measured from the financial aspect are not yet able to reflect the company's overall performance.

One way to survive and keep up with developments in the business industry is to implement a performance measurement system that is able to enable the company to face existing competition and to provide the necessary information to managers. Currently, performance measurement systems are the center of attention for practitioners and academics, especially in the field of management accounting (Sholihin and Pike, 2010). The results of previous research show that customer loyalty is influenced by service quality – which consists of 5 sub-dimensions: realness, reliability, responsiveness, guarantee and empathy – and price fairness which is mediated by customer satisfaction. It was found that service quality plays an important role in the coffee shop industry in Indonesia. However, the atmosphere of the shop was found to be objectionable (Prameswari Purnamadewi Dhisasmito, Suresh Kumar2020).

Loyal customers tend to make repeat purchases and convey positive word of mouth to their colleagues. They are also not sensitive to price changes but are willing to convey ideas or suggestions to improve the quality of the company's products and services (Atikan Kartikasari and Albari Albari 2019). Consumer behavior in traditional markets has received less attention. This research states that the influence of product quality, service quality and price on customer satisfaction in traditional markets in Indonesia. Data were analyzed using exploratory and confirmatory factor analysis, as well as structural equation modeling. As a result, product quality, service quality and price do not have a significant effect on customer satisfaction (Suhud, U., Allan, M., Wibowo, S. F., Sabrina, E., & Willson, G. 2020).

Having your own home does provide various conveniences and comforts in everyday life. However, in reality, the costs incurred to buy a house are often the main obstacle for most people. The reason is that high house prices cannot be balanced with someone's income which is still relatively low. The author will discuss the performance of property development companies in the Mulyahurip Anugrah Persada housing complex, where this housing company is a private company that provides subsidized housing with facilities where the government provides assistance where the public or consumers do not need to buy it in cash, but can buy it on credit. The government, in collaboration with private housing providers, also limits the price of subsidized housing. Private parties or developers are not allowed to sell subsidized housing prices at will. There is a price limit set based on the location of the housing area subsidized by the government. The government also provides quality standards for subsidized housing buildings to developers. These specified standards can influence the level of sales as assessed by consumer satisfaction and the company's performance. Therefore, the author chose the problem "ANALYSIS OF CONSUMER SATISFACTION ON PROPERTY DEVELOPER PERFORMANCE".

LITERATURE REVIEW

The success of a company influences the profits obtained by the company, of course these profits are obtained from consumer satisfaction received by the company's good performance. Below is one of the previous studies from Johny U. Lesnussa & Montgomery Warbal (2023) entitled The Influence of Attitudes and Service Quality on Customer Satisfaction. Service Principles: Customers must receive good service from the Company. The company is expected to be able to serve the wants and needs of customers so that the services provided can please customers. Every business strives to be the best for its customers. In essence, customers want to receive the best service and good service must be recognized by businesses to fully meet customer needs. In this research, there are factors that need to be considered, such as access to good facilities and infrastructure so that

consumers get good service, the availability of workers who are competent and responsible for consumer comfort, consistency in serving consumers continuously, and being able to handle problems efficiently. fast. Previous research from Johny U. Lesnussa & Montgomery Warbal (2023) is related to the author because it discusses consumer satisfaction based on company performance.

METHODOLOGY

This research took place at the Mulyahurip Anugrah Putra Sumedang Subsidized House. The reason for choosing to research this location is the closest location to the researcher's location so that the intensity of research can be effective and at that location there are many residents who have occupied Type 30/60 Subsidized Houses in Mulyahurip Anugrah Putra Sumedang. The author conducted research from March 15, 2024 to March 22, 2024.

Determination of Sample Number

The samples in this research were 55 residents of Type 33/60 Subsidized Housing in Mulyahurip Anugrah Putra Sumedang. To determine the number of samples that are considered to meet the requirements, the Slovin formula is used.

Ridwan (2008:249) formulates that to determine the number of samples with a known population, you can use the following formula:

$$n = \frac{N}{N.d^2+1}$$

When:

n = Number of samples

N = Number of population

d² = Precision set

The sample in this study is part of the population of residents of type 33/60 subsidized houses in Mulyahurip Anugrah Putra Sumedang, who live in or own type 33/60 subsidized houses can be considered to represent the entire population.

Sample determination using with the formula :

$$n = \frac{N}{N.d^2 + 1}$$

$$n = \frac{372}{(124).0,1^2+ 1}$$

$$= 55,35$$

$$= 55 \text{ Respondent}$$

Data analysis method

In answering the problem formulation regarding the extent of satisfaction of residents of Type 33/60 Subsidized Houses in Mulyahurip Anugrah Persada Sumedang with the given Building Attributes, interest performance analysis or satisfaction level analysis is used. importance and performance.

Where here we will use a five-level scale called the Likert scale whose function is to measure respondents' responses to statements regarding product attributes, data from consumer satisfaction and company performance variables will provide information regarding respondents' responses to the performance attributes and interests that each of them measures.

Based on the results of the assessment of the level of satisfaction and the results of the performance assessment, a calculation will be made regarding the level of conformity that has been determined between the level of the satisfaction scale and the company's performance.

Performance and satisfaction

The weighted average is obtained by adding up the results of the belief variable questionnaire data, multiplied by the nominal scale score, then divided by the number of respondents.

$$\text{Weighted Average} = \frac{(n \times 5) + (n \times 4) + (n \times 3) + (n \times 2) + (n \times 1)}{\text{Number of Respondents}}$$

Analysis and Discussion Finding attribute values

The weighted average is obtained by adding up the results of the questionnaire data on performance and importance variables, multiplied by the nominal score, then divided by the number of respondents, where the nominal scale score is as follows.

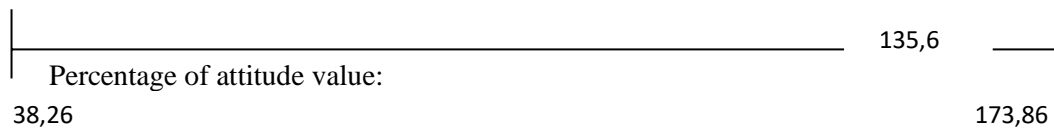
TABLE 1. Evaluation of customer satisfaction

NO	STATEMENT	SATISFACTION	EVALUATION	TOTAL
1	Type 33/60 subsidized house is safe and comfortable	4,57	5	22,85
2	Availability of adequate electricity facilities	4,52	5	22,60
3	Have clean water facilities	4,32	5	21,60
4	Has a modern roof frame	3,64	5	18,20
5	If there is damage, it is easy to repair	4,50	5	22,50
6	Complaints after the credit agreement are handled well	4,21	5	21,05
7	Affordable purchase price	4,37	5	21,85
8	High selling price	3,81	5	19,05
9	Availability of places of worship in residential environment	4,32	5	21,60
	TOTAL	38,26		173,86

Source : processed by the author

To make it easier to assess respondents' attitudes, one of the attitude measurement scale methods is used, namely where a score of five is very important, and one is very unimportant, so the maximum total attitude value is 173.86 and the minimum total attitude value is 38.26. Based on this scale, the value of the research results is assessed as ≤ 135.6 .

SATISFACTION GRAPH



$$\frac{\text{Attitude value} - \text{minimum value}}{\text{Maximum Attitude Value}} \times 100\%$$

$$= \frac{135,6 - 38,26}{173,86 - 38,26} \times 100\%$$

$$= \frac{97,34}{135,6} \times 100\%$$

$$= 71,78\%$$

Percentage of Attitude Value: Because the result of the attitude value is 71.78%, the level of satisfaction of the residents of the type 33/60 house in the Mulyahurip Anugrah Putra Housing Complex regarding the building attributes is very satisfied.

RESULTS AND DISCUSSION

From this table it can be seen the position of the placement of data on the level of occupant satisfaction for each attribute that has been analyzed. From this table it can be concluded that:

All attributes have a performance level below the average (<4.31) but have respondents' assessment of the level of importance above the average (>4.40). This assessment shows that there are elements of service for residents, but the Mulyahurip Anugrah Persada Sumedang Housing has not been able to fulfill the residents' wishes, resulting in disappointment or dissatisfaction.

All attributes in this quadrant are attributes that have a performance level above (>4.31) with an importance level above the average (>4.40). This attribute shows that the basic service elements that are considered important by residents have been implemented well and are in accordance with residents' expectations, resulting in resident satisfaction, so now the task of Mulyahurip Anugrah Persada Housing is to maintain its performance. These satisfactions include:

- a. Type 33/60 subsidized house is safe & comfortable when occupied
- b. Availability of adequate electricity facilities
- c. Have clean water facilities
- d. If there is damage, it is easy to repair
- e. Affordable purchase price

All attributes in this quadrant have a performance level below average (<4.31) and the level of interest of residents is also below average (<4.40). This attribute shows that several attributes that are considered less important for residents, their implementation by Mulyahurip Anugrah Persada Housing is mediocre, are considered less important and less satisfactory. These attributes are:

- a. Has a modern roof frame
- b. High selling price

Consumer Satisfaction

(Sitinjak & Andrew, 2020), customer satisfaction states that in theory, doing everything right the first time for the customer is the key to achieving customer satisfaction. If this has been done, there will be no complaints or dissatisfaction experienced by customers. Customer satisfaction itself is an expectation and comparison between before the customer buys and after the customer makes the purchase, which is the theory explained by Tjiptono (2015: 76).

Factors satisfaction consumer:

1. Service quality
2. Product quality
3. Price
4. Situational Factors
5. Personal Factors

According to Buchari Alma in (Wibisono & Waluyo 2019) states that: Purchasing Decision is a process carried out by consumers in selecting a product and making a purchasing decision.

According to Cambridge International Dictionaries a customer is a person who buys goods or a service (someone who buys a good or service). The satisfaction word from the Latin that is "satis" (good enough) and then "facio" (to do what or making something). Satisfaction is "an effort to full something" or "to make something good enough" (in Tjiptono & Chandra, 2007). The results of the analysis from this research show that product quality and price perceptions have an influence on consumer satisfaction. Consumer satisfaction has an influence on consumer loyalty. Product quality and price perceptions also have an influence on consumer loyalty (Anggraeni, Y., Retnoningsih, D., & Muhaimin, A. W 2019). Customer satisfaction is the most influential factor in marketing which ultimately can lead to customer loyalty. There needs to be improvements in all aspects of marketing (sense, feel, think, act, relate) to support (Bellinda, B., Dolorosa, E., & Kurniati, D. 2020). This research shows that product quality and store atmosphere directly influence customer loyalty and customer satisfaction. It is also proven to be able to mediate the influence of product quality and store atmosphere on customer loyalty, although this indirect influence is not as big as the direct influence (Gunawan, T., Fathorrahman, F., & Handoko, Y. 2019).

Tjiptono et al (2020), stated satisfaction consumer or dissatisfaction consumer is the comparing of expectations consumer to perceptions regarding actual service interactions. And than Kotler says (2021), Satisfaction consumer is the person feeling of good feeling or disappointed feeling that arises after comparing the results from the expected product. Consumers will be feeling satisfied if the company have been fulfilled by them expected. If we add the value from the product, customers will be more satisfied and possibly will be loyal consumer. Satisfaction consumer influenced by factors, including the quality of goods, service, sales activities and company values. (Tjiptono, 2019), satisfaction consumer have a indicators:

- 1) The Quality of goods;
- 2) Service quality;
- 3) Price;
- 4) Delivery time, and
- 5) Security.

Customer Satisfaction Customer satisfaction resulting from product/service assessment provides the pleasure of fulfillment which they feel can fulfill their desires. Customer Satisfaction The buyer's feeling of meeting expectations. Customer Satisfaction, behavior after purchase, attitude towards satisfaction or dissatisfaction with consumers, satisfaction consumer is the function of the expectations of service buyers. Any indicators of satisfaction consumer (Tjiptono, 2011: 229):

- a. Conformity to expectations service
- b. Perception of performance service
- c. Assessment from consumer

Monitoring and measuring consumer satisfaction has become essential for every company. This is because this step can provide feedback and input for the purposes of developing and implementing strategies to increase customer satisfaction.

Indicators from the satisfaction consumer, Tjiptono (2014: 150) there is several indicators can measure satisfaction consumer. Indicators are:

- a. Conformity to expectations is the level of conformity between the product performance expected by consumers and that perceived by consumers. Such as the service received by employees is in line with or exceeds expectations.
- b. Intention to revisit is a customer's willingness to visit again or repurchase related products. Such as being interested in visiting again because the service provided by employees is satisfactory and interested in visiting again because the supporting facilities provided are adequate.

Consumer satisfaction from the results of this assessment can be said to be the fulfillment of consumer desires, based on the assessment of the quality of goods, quality of service, selling price, as well as comfort and cleanliness provided by the Company. This is in accordance with previous theories which say that consumer satisfaction has indicators that can measure the level of satisfaction.

This indicator is the conformity of consumer expectations to the Company's performance results that are given and felt and provide benefits as expected by consumers. Consumers who are satisfied with the results of the Company's performance received will provide a good review or good image of the Company to the outside community, thereby indirectly providing a recommendation to buy.

Performance

Performance appraisal aims to determine the contribution of a department within the company to department managers within the company, and provide motivation for department managers to sell their shares in line with the main objectives of the company organization as a whole. Performance measurement focuses on financial aspects and pays less attention to non-financial aspects of performance. Meanwhile, performance measurements measured from the financial aspect are not yet able to reflect the company's overall performance.

One way to survive and keep up with developments in the business industry is to implement a performance measurement system that is able to enable the company to face existing competition and to provide the necessary information to managers. Currently, performance measurement systems are the center of attention for practitioners and academics, especially in the field of management accounting (Sholihin and Pike, 2010)

The performance is the word of job performance that means achievement by someone. The performance that is achieved by someone from the measure of quality and quantity in the carrying out of tasks in accordance with the responsibilities.

Definition of the performance as a result of work or work achievements are those who provide performance. Performance actually a meaning, its not just the works result, but how the process make it happen. (Wibowo, 2016: 7).

Meanwhile, Robbins & Judge (2015: 260) According to Robbins & Judge, performance can be said to be the results achieved by an employee in a job and based on the criteria that apply to a job that has been determined.

In the opinion of Bangun (2014: 231) The performance a work result achieved by someone based on job requirements.

Meanwhile, Edison (2016: 176) Edison said that what can be said to be performance are the results obtained from an organization, and the organization can be oriented towards the profits obtained or the organization is not oriented towards profits, which are produced during a predetermined period of time.

Dessler, (2017) The performance appraisal means evaluating employee performance relative to current and past performance standards. With good performance, it is hoped that a company's goals can be achieved. On the other hand, company or organizational goals cannot be achieved if employees do not implement performance that meets company standards.

There is one thing that a company needs to pay attention to, if the company can run according to the goals that have been planned and expected by management, is the satisfaction felt by the employees in the company. So that these employees can have a good impact on performance,

job satisfaction must always receive more attention from company leaders.

Based on several expert opinions, will be concluded the performance is a work result by a person with their respective responsibilities based on the requirements of the job they are carrying out.

Bernardin and Russell (2010:222) states that a performance produced by an employee is a record or process of a work result or activity carried out which was achieved during a predetermined period of time.

Furthermore, he said that: "employee performance depends on ability, work effort and job opportunities which can be assessed from output."

Company Size and Company Performance According to Sari and Usman (2014) firm size (company size) indicates that a large number of assets indicates ability of the company to generate large profits from maximally managing available assets and careful planning, so that it can provide significant profits. big for the company. Azlina (2010) Company size can be used to classify the size of a company in several ways, namely; the total assets held by the company, the market value of the company's shares, and other ways that can measure the size of a company.

Large companies are more attractive to investors, where the financial reports published are more transparent, thereby reducing the emergence of information asymmetry (Azlina, 2010).

Chadha and Sharma (2015) explain that large companies with low asset volatility have better performance. Company size is proven to have a very influential effect on the performance of a company which results in the profits generated by the company or the losses experienced by the company.

(Kipesha, 2013). Based on the research he made, an explanation emerged from the results of the hypothesis made, namely that company size influences company performance

Anthony, Banker, Kaplan, and Young (1997:54 in Yuwono, et al, 2006:22) Performance measurement is the action of measuring various activities in the value chain in a company. In line with Ciptani, Kussetya Monika (2000) that assessment Performance is essential for companies to win global competition. The balanced scorecard approach helps companies to measure performance more comprehensively and accurately. The measurement results are used as feedback which will provide information about the performance of a plan and the point at which the company requires adjustments to planning and control activities.

The performance of a company can be seen from the satisfaction response given by consumers who experience it. Performance is a process of realizing the desires expected by consumers and can be said to be successful if consumer expectations are realized. The success of a company is seen from the profits generated by the company based on sales results, so that the company's performance has a big influence on the company's success.

Company performance is a benchmark that shows how big or small the profits generated by the company are. If the performance is carried out optimally then the profits that will be obtained will be maximum, conversely if the performance is minimal then the profits obtained will also be minimal. This will influence the success of a company and the level of consumer satisfaction with the products obtained.

CONCLUSION AND RECOMMENDATION

Based on the data from the consumer satisfaction score table above, it is known that the maximum value is 173.86 and the minimum value is 38.26. Meanwhile, the attitude value of this research was 229.49 with a percentage of 71.78 said to be very satisfied. These attributes include having a house that is safe and comfortable to live in, having adequate electricity facilities, having clean water facilities, and if there is damage it is easy to repair and has an affordable purchase price. Attributes that are considered low priority attributes are considered to have less important influence on residents and their implementation at Mulyahurip Anugrah Persada Housing is considered mediocre. These attributes include having a modern roof frame and a high selling price. Recommendations given to Mulyahurip Anugrah Persada Housing in fulfilling consumer satisfaction by paying attention to more modern house models in accordance with market desires that are currently in demand, of course with selling prices set in such a way as to be more affordable.

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