

**A SURVEY ON RESIDENTS' SATISFACTION AND DEVELOPER
PERFORMANCE IN KASRAN BUMI PERMAI**



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**A SURVEY ON RESIDENTS' SATISFACTION AND DEVELOPER
PERFORMANCE IN KASRAN BUMI PERMAI**

Internship Final Project

Compiled and submitted to meet the final exam requirements in order to obtain a
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DECLARATION OF AUTHENTICITY

Hereby, I state that in this internship document, there are no works that have been submitted by other people to obtain a bachelor's degree in a university, and to the best of my knowledge, there are also no works or opinions that have been written or published by other people, except those that are written in reference, in this manuscript and mentioned in the Ref. If it is proven that this statement is not true, I am capable of receiving any punishment/sanction according to the applicable provisions.

Yogyakarta, 14 November 2024



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PERFORMANCE IN KASRAN BUMI PERMAI**

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ABSTRACT

This study aims to determine the satisfaction level of Kasran Bumi Permai residents with developer performance in four different aspects: personal and household, housing, neighborhood, and developer services. The study employs a quantitative approach, with data collected through questionnaires from 49 residents of Kasran Bumi Permai who participated in the survey. The data were then analyzed using descriptive analysis and Excel tools to test the validity and reliability of the research instrument; the tests were conducted to ensure that the research instrument - the questionnaire, had consistency and accuracy in measuring the respondents' satisfaction levels. The findings show that residents of Kasran Bumi Permai are generally satisfied with the developer's performance. This includes satisfaction with the dwelling, neighborhood, developer services, greenery, cleanliness, tranquility, and security. This study also found that the level of residential satisfaction is influenced by a combination of personal characteristics, housing characteristics, neighborhood characteristics, and the quality of services provided by the developer. This study's findings can benefit Kasran Bumi Permai as a developer in its effort to improve resident satisfaction through improvements in aspects that still require attention, such as neighborhood, security, and greenery.

Keywords: Residential satisfaction, Developer services, Kasran Bumi Permai

PREFACE

Through gratitude to Allah SWT, the grace, Taufik, and guidance that have been granted so that, as researchers of this internship report with the title of the final project 'A SURVEY ON RESIDENTS' SATISFACTION AND DEVELOPER PERFORMANCE IN KASRAN BUMI PERMAI' as the fulfillment of the requirements to receive a Bachelor's degree in the department of management international program, Faculty of business and economic wants to note that it was impossible to accomplish this final internship report alone, without the help, encouragement, guidance, and advice of many parties in the process of preparation of this final internship assignment. On this occasion, the researcher feels privileged to thanks:

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CHAPTER I

INTRODUCTION

1.1 Company Profile

In response to the housing shortage and as a solution to meet the needs of housing for the massive population growth in Jeneponto, PT Tri Kas Bungeng Turatea, a property contractor and developer company established in 2017 by H. Saipul Muliady Sitaba has announced the commencement of a housing project named Kasran Bumi Permai, as an initial step towards realizing this goal. PT Tri Kas Bungeng Turatea continues to strive to meet the demand for housing through ready-to-occupy residential clusters. The company is committed to building value-added properties that meet market needs and provide decent housing accommodations for the community. This is achieved through PT. Tri Kas Bungeng Turatea's involvement and its quality control system, ensuring that every house under its management is marketed to meet established quality standards.

The business strategy of Tri Kas Bungeng Turatea targets conventional offers appeal to consumers by emphasizing quality and satisfaction with reliable products. In this regard, unlike many markets that focus on ease of offering low prices, the company has opted to provide high-value products at affordable prices through PT Tri Kas Bungeng Turatea. This approach demonstrates that when engaging in a business organization such as PT Tri Kas Bungeng Turatea, the classification prioritizes clients by offering value for their money in the long run. In launching its housing products, PT Tri Kas Bungeng Turatea place great importance on legitimacy and service. The

company's fundamental facilities have been established to focus on providing excellent services, fostering long-term relationship between the company and its customers. The pricing strategy of Tri Kas Bungeng Turatea not only develops its buildings, but also strengthens its credibility and legitimacy in the property market.

As a method of improving its positioning among other property developers in the market, PT Tri Kas Bungeng Turatea has also directed its efforts toward delivering quality products. The company realizes that customer satisfaction is a crucial factor; therefore, it has implemented measures to ensure that every house offered on the market meets the quality standards expected by prospective residents. As a result, PT Tri Kas Bungeng Turatea provides quality houses for buyers and guarantees that they will receive properties from PT the company that aligns with their expectations.

PT Tri Kas Bungeng Turatea's commitment is not only to product quality but also to business principles prioritizing honesty in operations. This highlights the company's focus on legality in every transaction and business operation, demonstrating corporate social responsibility. It also ensures that the company works with the best and most professional property developers, acknowledging that quality remains a top priority for consumers when choosing a property. In addition, the company also realizes that the company needs to provide this high-quality and affordable product to the public. This strategy shows the company's commitment to delivering more value to buyers and attracting attention to the brand as a trustworthy real estate.

PT Tri Kas Bungeng Turatea remains unwavering in its commitment to quality, legality, and customer service in its daily operations. Initiatives such as the Kasran

Bumi Permai project not only construct homes and build but also lay a strong foundation. This foundation is not just about physical structures, but also about the values defining PT Tri Kas Bungeng Turatea as a property developer company. Therefore, in the face of challenges and constant advancements, PT. Tri Kas Bungeng Turatea is determined in its mission to provide affordable and safe homes for the community, ensuring people feel peace of mind and confident in the company's offerings.

1.2 Background

According to *Britannica*, South Sulawesi is a province in Indonesia that is geographically comprised of coastal and mountainous areas. This geographical diversity influences the pattern of housing development (Thamsi et al., 2019). Pratama et al. (2020) stated that coastal areas are highly vulnerable to rising sea levels, flooding, and seawater intrusion, threatening housing stability and security. In contrast, mountainous areas face challenges in land use and infrastructure development. The tropical climate in this province, characterized by high temperatures and heavy rainfall, further complicates housing development, as developers must consider weather-resistant materials and flood management systems (Pratama et al., 2020). These factors require adaptive housing solutions to protect residents from climate-induced hazards (Okunola & Bako, 2023).

In relation to the increasing urbanization that has exacerbated housing shortages and environmental degradation, In South Sulawesi, the urbanization trend mirror national patterns, especially in cities such as Makassar and districts such as Jeneponto

(Rijal & Tahir, 2022). According to Pandey (2022), the expansion of urban areas in the province has resulted in the conversion of agricultural land into residential and commercial areas. As more people move to urban centres, developers face increasing pressure to provide affordable, high-quality housing solutions (Pandey, 2022). However, rapid urbanization often leads to unplanned development, inadequate infrastructure, and environmental degradation (Rijal & Tahir, 2022).. In Jeneponto, for example, urban growth is closely linked to changing climate patterns, further complicating housing challenges. Water scarcity, exacerbated by declining rainfall and heat waves, makes housing conditions less comfortable, prompting developers to adopt more resilient strategies in their construction projects (Khatulistiwa et al., 2013).

Urbanization in South Sulawesi, particularly in Jeneponto, has significantly impacted the housing sector. As rural areas transition into suburban areas, the demand for housing increases, often exceeding the available infrastructure. This rapid growth leads to strained public services, traffic congestion, and increased environmental pollution, negatively impacting housing conditions (Rutan et al., 2023). The shift in land use from agriculture to housing development has contributed to a decline in environmental quality, reduced property values, and deterred further investment in the housing sector (et al., 2012).

Furthermore, climate change poses additional risks, such as water scarcity and rising temperatures, directly affecting housing development (Widiastomo, 2014). According to Widiastomo (2014), in coastal areas, the risk of flooding and seawater intrusion threatens the safety and durability of houses. As urban centres in South

Sulawesi become increasingly crowded, exposure to climate-related hazards also rises, making it imperative for developers to incorporate climate resilience into their housing projects (Zahirah et al., 2019). Sustainable housing that integrate green spaces and considers environmental changes is essential for creating livable and resilient urban areas (Wardhani & Setiawan, 2020).

The impact of urbanization on housing development also affects consumer satisfaction, especially regarding personal and household needs, housing quality, environmental conditions, and developer services (Kropp et al., 2019). In South Sulawesi, particularly Jeneponto, these four factors are essential in shaping residents' satisfaction with their living conditions (Natsir & Mimi, 2018). Meanwhile, Riskillah et al., (2021) stated that housing satisfaction depends on the durability and comfort of the houses, which must withstand the local climate. In urban areas, residential neighbourhoods also face challenges, such as overcrowding, pollution, and limited access to green open spaces, which reduce the quality of life for residents (Zahirah et al., 2019). The performance of developers in addressing these issues, including providing responsive services and maintenance, is critical in ensuring long-term resident satisfaction (Putra et al., 2012).

The availability of essential services such as clean water and electricity is crucial in determining the level of satisfaction for individuals and households (Kropp et al., 2019). According to Krop et al. (2019), these services directly affect the comfort and the smoothness of daily activities. In rapidly urbanizing areas, inadequate

infrastructure often leads to disruptions in water and electricity supply, negatively affecting the quality of life for residents (Kropp et al., 2019).

In addition, the aspect of housing satisfaction is equally important. A comfortable and quality home is a fundamental need of every family. Factors such as construction quality, ergonomic design, and resilience to local climatic conditions are critical considerations in building an ideal home (Wang and Wang, 2020). Homes must be designed to be durable, as extreme weather changes or harsh environmental conditions can accelerate building deterioration. Therefore, efforts to improve the quality of services and infrastructure, as well as to construct housing that meets people's needs, are necessary to support overall life satisfaction in urbanizing areas (Wang and Wang, 2020).

These challenges lead to the main problem addressed by this study - understanding resident satisfaction with developer performance at Kasran Bumi Permai. As urbanization and demand for housing increase, developers face the challenge of meeting residents' expectations while dealing with environmental and infrastructure constraints. This research will survey resident satisfaction across four aspects - personal and household, housing, neighbourhood, and developer services - to evaluate the developer's ability to meet community needs and identify areas for improvement. The research findings will help guide future housing projects in urban areas such as Jeneponto.

1.3 Problem Formulation

1. How is the satisfaction level of housing residents of Kasran Bumi Permai regarding four different aspects -personal and household, housing, neighbourhood, and developer services?

1.4 Purpose of the Internship

The purpose of this study is to measure the level of satisfaction of Kasran Bumi Permai housing residents with developer performance in four different aspects personal and household, housing, neighbourhood, and developer services. In addition, this study aims to identify factors that influence occupancy satisfaction and provide feedbacks to developers and homeowners on areas for improvement to meet the diverse aspirations and needs of residents.

1.5 Benefits of the Internship.

1.5.1 Benefits for Apprentices

This internship program provides an excellent opportunity to apply the knowledge gained during studies and to prepare interns for practical work experience. The program also includes capacity-building components, where interns are exposed to areas of professional development necessary in the workplace, focusing on both technical and interpersonal skills. To put it simply, this internship helps interns face the realities of the working world.

1.5.2 Benefits for the University

The internship program provides significant benefits to universities as a bridge that offers students the opportunity to practice what they have learned. By so doing so,

the students can improve their abilities, resulting in graduates with higher qualifications than before. Furthermore, universities can assess how well students are prepared when placed in environments that closely resemble professional settings. Participating in internship programs also helps build partnerships between universities and the companies where students intern, which can serve as a foundation for further collaboration in the future.

1.5.3 Benefits for Company

This study has the potential to provide valuable insights for Trikas Bumi Permai by examining the dynamics of the correlation between personal and household factors, housing quality, neighbourhood conditions, and developer services, as well as how these aspects impact resident satisfaction. The study aims to assist Trikas Bumi Permai in optimizing its service offerings by focusing on areas that significantly influence resident satisfaction across these four key aspects. By understanding these factors, Trikas Bumi Permai can allocate resources more effectively and enhance the living experience for its residents, ultimately fostering a stronger sense of community and improving customer retention.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Customer Satisfaction

Customer satisfaction is a critical factor in ensuring long-term business success, as it directly influences customer loyalty and overall business performance (Paananen & Seppänen, 2013). To achieve high levels of satisfaction, businesses must continually monitor and adapt to the changing needs of their customers (Kong & Rahman, 2020). Over time, customer satisfaction evolves, shaped by experiences and interactions with various service providers (Lam et al., 2023). This dynamic nature of satisfaction means that companies need to be proactive in their approach.

Research shows that customer satisfaction is closely tied to service quality, convenience, and price fairness, with customer satisfaction often acting as a mediator in these relationships (Wydyanto & Ilhamalimy, 2021). For example, businesses that offer high-quality services not only enhance customer satisfaction but also foster loyalty (Elommal et al., 2018). This connection underscores the importance of consistently delivering high-quality services to retain customers in competitive environments (Askariazad & Babakhani, 2015). Additionally, loyal customers are more likely to make repeat purchases and exhibit price tolerance, which further strengthens business sustainability (Arun & Chandrasekaran, 2018).

In essence, businesses that focus on improving service quality and understanding customer expectations will likely see an increase in satisfaction, loyalty, and ultimately, their bottom line (Tsai et al., 2010). By placing a strong emphasis on diagnosing and fulfilling customer needs, companies can create lasting relationships that contribute to long-term success (Zeithaml et al., 2010).

2.1.2 Personal and Household Characteristics

Residential satisfaction is a multifaceted concept that is influenced by various demographic factors. Income level is consistently associated with housing satisfaction, with higher-income individuals reporting higher satisfaction levels with their living environment (Lu, 1999). In addition, age also shows a positive correlation with housing satisfaction, indicating that older individuals tend to be more satisfied with their living environment (Wang & Wang, 2015). However, the relationship between educational level and housing satisfaction is more nuanced, with conflicting findings in the literature. In some research, education level and housing satisfaction are positively correlated (Li & Wu, 2013), while in other research, it has been reported that educational level is negatively correlated with housing satisfaction (Vos et al., 2015). According to Li and Wu (2013), men achieve a higher level of satisfaction with the proximity of their residence, whereas Yin et al. (2019) indicates a negative correlation between gender and satisfaction with the residential environment. Cao and Wang (2016) suggested that housing satisfaction is inversely related to marital status. Moreover, a research finding also revealed that couples with children are

comparatively less satisfied with the housing facilities than childless couples (Aksel & İmamoğlu, 2020).

Employment type is a significant determinant of housing satisfaction, with unemployed individuals reporting higher levels of satisfaction compared to those who are employed (Besser et al., 2020). Another aspect that leads to lower levels of satisfaction is the presence of children in a household especially among couples with children (Buchecker & Frick, 2020). The length of stay in a particular location has been shown to affect residential satisfaction, although findings on this relationship remain contradictory (Chen et al., 2019). The proximity of one's residence to essential facilities and amenities also plays a vital role in determining residential satisfaction. Living close to workplaces, schools, markets, and other public amenities has been associated with higher levels of satisfaction among residents (Štefkovičová & Koch, 2022). Access to public amenities has increased residents' satisfaction with their living environment (Yin et al., 2016). However, the impact of neighbourhood location, such as the distance to the city centre, on residential satisfaction remains unclear. Some studies have shown that individuals living in suburban areas are more satisfied than those living in urban areas (Vos & Witlox, 2016). However, other studies have found that distance to the city centre does not significantly predict neighbourhood satisfaction (Rich & Owens, 2023).

In addition, employment type may also moderate the relationship between demographic factors and housing satisfaction. For example, among low-income residents, those working in the public sector report higher satisfaction levels with their

living environment (Jiang et al., 2023). Additionally, the quality of the residential environment, including factors such as housing conditions, neighbourhood characteristics, and access to amenities, significantly impact residential satisfaction (Booi et al., 2023). Improvements to parks, open spaces, neighbourhood safety, and aesthetics have been identified as crucial for increasing resident satisfaction (Cao & Wu, 2019). Furthermore, the physical and social attributes of the neighbourhood also play an essential role in determining residents' satisfaction with their living environment (Vos & Witlox, 2016). Place attachment, which refers to individuals' emotional connection to their residential area, has been found to mediate the relationship between neighbourhood satisfaction and overall place attachment (Ikin et al., 2012).

2.1.3 Housing Characteristics

Housing quality is a significant determinant of housing satisfaction, with objective and subjective characteristics impacting residents' overall satisfaction with their living situation. Objective characteristics such as housing type, number of rooms, amenities, and living conditions have been identified as critical factors influencing housing satisfaction (Davis & Ortalo-Magné, 2011). Studies have shown that residents living in larger housing units tend to report higher levels of housing satisfaction (Uzzell et al., 2002). However, subjective assessments of housing, such as perceived adequacy of space, play a more critical role in determining satisfaction, as these subjective perceptions can vary among individuals (Quigley & Raphael, 2004). In addition, housing costs, including property values and management fees, have been associated

with higher levels of housing satisfaction, most likely due to the relationship between higher costs and better housing quality (Logan et al., 2010). Research by James (2007) indicated that higher monthly rents were associated with increased satisfaction among apartment residents, suggesting that tenants may evaluate their satisfaction based on the perceived value-for-money proposition (Li, 2023). However, high rent prices may lead to dissatisfaction if they do not match tenants' expectations regarding housing quality (Head et al., 2014). Therefore, it is crucial to consider both the objective and residents' subjective evaluation when assessing their housing satisfaction.

In addition, several studies have documented the impact of housing quality on life satisfaction and perceived fair rents among tenants (Halket et al., 2020). Housing quality has been shown to influence residents' overall life satisfaction and their perceptions of fair rental prices (Pankratz et al., 2017). Furthermore, interventions aimed at improving housing affordability have been found to improve housing quality for low-income households but potentially reduce housing quality for high-income households (Adair et al., 2016). This suggests that policies targeting housing affordability may have different impacts on housing quality depending on income level. In the context of rental housing, the relationship between house prices, user costs, and location-specific factors has been explored (Cui et al., 2018). Unobserved structural and quality characteristics are important factors influencing housing selection and user costs (Song, 2022). In addition, the impact of rental subsidies on housing quality and quality of life for the homeless has also been investigated, with

findings indicating improvements in perceived housing quality and overall quality of life through rental assistance programs (Ronald & Kadi, 2017).

2.1.4 Neighborhood Characteristics

Residential satisfaction is shaped by a range of factors, with the location of the housing unit often playing a key role. While the quality of the home itself is important, many residents place greater value on the convenience and advantages the surrounding area offers. This suggests that, in some cases, the location may have a stronger influence on overall satisfaction than the physical attributes of the dwelling (Atamewan, 2022). The physical characteristics of the dwelling unit, such as layout, finishing materials, and appliances, significantly affect resident satisfaction (Kwon & Beamish, 2013). Nevertheless, housing satisfaction is more than just the features within the dwelling unit, but also includes services, social environment, public facilities, and neighbourhood amenities (Mohit & Nazyddah, 2011). The relationship between housing and overall life satisfaction has been established, suggesting that individuals' satisfaction with their housing situation significantly contributes to their quality of life (Peck & Stewart, 1985). Housing satisfaction can be evaluated based on various criteria, including the physical attributes of the housing unit, neighbourhood management, and neighbourhood quality (Poli & Adianto, 2022). Therefore, a holistic approach that considers both internal features and the external environment is essential for assessing housing satisfaction (Mohit & Azim, 2018).

This multi-dimensional approach enables a comprehensive assessment of resident satisfaction levels and helps identify areas for improvement in housing design

and planning (Li et al., 2014). It is known that resident satisfaction encompasses location, physical characteristics, services, social environment, public facilities, and neighborhood amenities. Studies emphasize the importance of considering social and physical environmental attributes when providing housing, as these attributes contribute to satisfaction. It is in line with Samuel et al.(2021) stating that improvements to housing environments and dwelling units have positively impacted occupant satisfaction levels.

2.1.5 Developer Services

What distinguishes homebuyers from renters is that homebuyers typically sign purchase agreements with housing developers, expecting to receive properties that meet specific standards. These expectations regarding services provided by developers can significantly impact homeowners' satisfaction levels (Lu, 1999). Factors such as the quality of property management, responsiveness of developer staff, and friendliness contribute to satisfaction (Parkes et al., 2002). High-quality service can also foster customer loyalty (Gidong & Ha, 2016). For instance, research by Mossel and Jansen (2010) argued that a lack of attention to service obligations, such as timely repairs or regular maintenance, can significantly contribute to residential dissatisfaction. They further suggested that disputes between residents and developers over the quality of services are a leading cause of dissatisfaction (Aluko et al.,2021). Empirical studies have shown that developer services, such as regular maintenance, efficient communication, and a focus on the residents' needs, are key contributors to residential satisfaction (Aluko et al.,2021). These services can be crucial in shaping how residents

perceive their living environment, particularly in large-scale housing projects (Wolriak et al.,2021). In the context of South Sulawesi, the challenges posed by the climate and rapid urbanization in the region further emphasize the importance of developers providing effective and timely services (Mustafa, 2020). Ensuring that housing infrastructure is maintained in a hot, tropical environment, for example, requires consistent efforts from developers to meet residents' expectations, which can be more demanding compared to other regions (Anggraeni et al.,2023)

2.2 Conceptual Framework

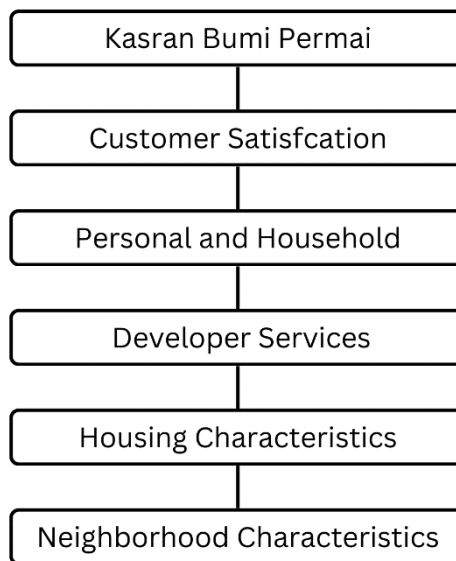
In this report, the author is inspired by the research of Li et al. (2021) entitled *"Residential satisfaction of private tenants in China's superstar cities: The case of Shenzhen, China."* The study examined tenant satisfaction in Shenzhen, China, focusing on three types of rental housing: urban village housing, commercial housing, and Long Term Rental Apartments (LTRAs). The study was conducted using a questionnaire administered to 619 residents, with results indicating that residents in urban village housing, who are relatively younger and less well-off, were the least satisfied. On the other hand, as found in the survey, the residents in commercial housing and LTRAs appeared more satisfied. The main factors affecting satisfaction include the number of bedrooms, indoor amenities, proximity to parks, commuting time, personal characteristics such as income, education, occupation, and the quality of landlord services. The research used statistical methods such as ANOVA and regression analysis to identify these factors. This present report adapts the research model using four aspects: personal and household, housing, neighbourhood, and

developer services. The difference between the previous research and this present research is primarily in the area of study, method of data processing, and the transition from questions about landlords to developers. Specific questions from the previous research, that are not relevant to the study, such as those concerning ethnicity and square footage, are not included in this report.

Based on the researchers' explanation above, a research model framework can be built which is further explained in the figure below.

Figure 2.1

Conceptual Framework



CHAPTER III

METHODOLOGY

3.1 Research Focus

This research is quantitative research using quantitative data. Quantitative data is presented numerically and is often collected using structured questionnaires (Sekaran & Bougie, 2016). This method was chosen to evaluate residents' satisfaction levels based on direct survey data collection through closed-ended questionnaires. According to Sekaran and Bougie (2016), closed ended questionnaires provide respondents with no options other than selecting from a list prepared by the researcher. By evaluating the degree of consumer satisfaction, the views and expectations of consumers who have directly interacted with the developer can be used to design strategies to improve overall service quality and maintain the relationship between the developer and customers.

3.2 Methodology

The survey method was conducted by providing questionnaires to respondents, who are consumers or customers of the product under investigation. This study aims to gather data and information on the informants' perceptions, preferences, and experiences of the performance of the housing developer. By surveying different respondents, this study focuses on customer satisfaction and the factors affecting their perceptions. This data will be analyzed descriptively to draw conclusions that will give an overall view of the conditions being investigated.

3.3 Unit Analysis

This study targets the consumers or residents of Kasran Bumi Permai. To collect data, the researcher will provide questionnaires to 49 respondents. The questionnaires will assess consumers' perceptions, preferences, and satisfaction levels regarding the performance of the housing developer. The information collected will help assess consumers' perceptions of the products and services provided by the developer. The information collected will help assess consumers as a resident's perceptions of the products and services developers provide.

3.4 Data Collection

This study makes use of questionnaires and observations to collect primary data, with 49 participants as respondents. The sample selection was based on Roscoe's (1975) guidelines, which suggest that an appropriate sample size is more than 30 and less than 500 in most studies. In addition, Roscoe stated that the sample size should ideally be about ten times the number of variables being studied. Considering this research focuses on four aspects, 49 people were chosen as the sample. The questionnaires were distributed with the help of the supervisors, who distributed them to residents of the housing complex with whom they are familiar to ensure targeted and relevant participation.

3.5 Primary Data

Primary data refers to original data collected directly from the source or respondents. This type of data collection involves the researcher interacting directly with respondents through observations or by distributing questionnaires. According to

Sugiyono (2013), primary data is information obtained directly by the researcher through direct observation in the field. The following is an explanation of primary data obtained through questionnaires and observations.

3.5.1 Questionnaires

According to Arikunto (2013), a questionnaire is a list of questions given to individuals who are willing to respond to the user's request. The questionnaire for this research incorporates several questions and views from respondents on the factors influencing consumer satisfaction with developer performance. The measurement scale used is the Likert scale. The Likert scale is explicitly developed using a five-point scale to assess the extent of respondents' opinions or evaluations regarding their level of agreement or disagreement with statements. The scale ranges from 'strongly dissatisfied', 'neutral', to 'satisfied' (Sekaran & Bougie, 2016).

Table 3. 1

Code	QUESTION
SATISFACTION	
Q1	How satisfied are you with your neighborhood?
Q2	How satisfied are you with your current dwelling?
Q3	How satisfied are you with your developer service?
Q4	How satisfied are you with the aspects of your Greenery?
Q5	How satisfied are you with the aspect of your cleanliness?
Q6	How satisfied are you with the aspect of your quietness?
Q7	How satisfied are you with the aspect of your security?

Table 3. 2

Code	Personal and household characteristics
Q8	Marital status
Q9	Presence of children
Q10	Household composition
Q11	Education level
Q12	Length of residence “Long stay”
Q13	Travel time to work

Table 3. 3

Code	Housing Characteristics
Q14	Housing layout
Q15	Does your residence have a balcony?
Q16	Does your place have hot water?
Q17	Does your residence have air conditioning (AC)?
Q18	Does your residence have cooking facilities?
Q19	Does where you live have a fast and stable network/connection?
Q20	Does your residence have adequate ventilation?
Q21	Does your residence have privacy from neighbours?
Q22	Does your residence have space for personal activities?
Q23	What is the feasibility of the residence, both in terms of purchase costs?

Table 3. 4

Code	Neighborhood characteristics
Q24	Is where you live close to a market or marketplace?
Q25	Is where you live close to a school?
Q26	Is where you live close to a hospital?
Q27	Is where you live close to a park?
Q28	Is your residence close to a shopping centre such as a shop house or supermarket?

Table 3. 5

Code	Developer services
Q29	Do you and the developer have a signed contract?
Q30	Will the developer be responsible for repairing any damage that occurs?
Q31	Does the developer ensure that the condition of the house is free from damage before handing it over?
Q32	Does the developer protect the house and environment from pests?
Q33	Does the developer provide clear information before purchasing a house?

3.5.2 Data Analysis Techniques

This study analyses the results of observations and questionnaires. The data collected by questionnaires will be analyzed using descriptive statistics. Descriptive statistics are used to reveal the information about the object being studied based on sample or population data (Sugiyono, 2016). Data in descriptive statistics are mainly

in the form of data centering measures. Rahayu (2022) explained that the mean is one of the frequently applied data centering measures, with the mean described as the average of a set of data.

3.5.3 Inferential Statistics

Inferential statistics is a method used to make generalizations or conclusions about a population based on sample data (Nugrogo et al., 2023). In this study, the researcher uses inferential statistical methods to test hypotheses and answer the formulated questions. By using inferential statistics, the researcher can make broader conclusions about the characteristics of the population under study based on data obtained from a limited sample.

Excel is a useful software tool for statistical analysis, including inferential statistics. Excel provides various tools and functions that make it easier for researchers to process and analyze data efficiently. Validity and reliability tests are the main functions used in this study. The analysis process includes data processing, statistical calculations, and hypothesis testing using Excel. The analysis results will answer the research questions and test the hypotheses.

1. Validity Test.

Validity testing is a process to ensure that the measurement instruments or data used in research measure what is intended to measure (Nugrogo et al., 2023). Excel tools can support validity testing in various ways, ranging from descriptive analysis to more complex statistical tests. To ensure data validity, Excel can perform descriptive analysis that provides an overview of the data distribution. Functions such as mean,

median, standard deviation, and variance help examine whether the data has characteristics consistent with expectations. Distribution graphs, such as histograms and boxplots, can also be created in Excel to visualize the spread and outliers, ensuring that the data is neither distorted nor inconsistent (Nugrogo et al., 2023). In addition, Excel tools can provide content validity tests by comparing sample data against predetermined criteria. If the measurement instrument includes multiple items or variables, Excel can be used to calculate reliability coefficients, such as Cronbach's Alpha, which measures the instrument's internal consistency. The statistical functions in Excel, along with manual calculations that can be done in worksheets, enable researchers to verify whether all items in the instrument contribute consistently to the intended measurement.

In construct validity testing, excel tools can be used to conduct correlation analysis between the measured variables. A high correlation between variables that are theoretically related indicates that the instrument is valid in measuring the intended construct. Excel provides a function to calculate the Pearson correlation coefficient, which helps assess the relationship between variables. In addition, regression analysis in Excel can be used to evaluate how independent variables can predict dependent variables, contributing to construct validity (Nugrogo et al., 2023). In this study, the researcher uses the Pearson correlation coefficient as a validity test, a tool used to measure the strength and direction of the linear relationship between two variables. This tool can assess construct validity, which refers to the extent to which a

measurement instrument consistently measures the intended construct. The following is the formula used:

$$r_{xy} = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\} \{N \sum Y^2 - (\sum Y)^2\}}}$$

Notes:

r_{xy} = correlation coefficient

n = number of trial respondents

X = Score of each item

Y = Score of all respondent items

2. Reliability Test

Reliability is the internal consistency of a test or instrument, specifically, the extent to which the items in the instrument are related consistently to one another. Reliability indicates the stability of measurement results and the ability to provide the same results in different repetitions. In this study, the researcher uses Cronbach's Alpha coefficient as the primary method for assessing the internal consistency of a measuring instrument. Also, the researcher uses Excel tools to calculate Cronbach's Alpha and ensure that the items in the measurement instrument function consistently when measuring the same construct. The data should be organized in a table in Excel, where each column represents an item from the instrument, and each row represents a respondent.

The first step in calculating Cronbach's alpha is to calculate the variance of each item and the total variance of the combined scores of all items. Excel provides statistical functions that allow researchers to calculate the variance of each item individually and the total variance of the scores obtained by summing the scores on all items for each respondent. After obtaining the variance of the items and the total variance, the researcher can proceed to calculate Cronbach's Alpha using the tools in Excel.

The Cronbach' Alfa coefficient obtained from this analysis will provide an overview of the instrument's internal consistency (Nugrogo et al., 2023). Cronbach's Alpha values range from 0 to 1, with higher values indicating a better level of consistency in measurement. Typically, a Cronbach's Alpha value above 0.7 is considered to indicate adequate reliability, while lower values suggest potential issues with the consistency of items in the instrument. With Excel, the researcher can quickly evaluate the instrument's reliability and ensure the measurement quality in the study. The following formula is used:

$$r_i = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \sigma b^2}{\sigma t^2} \right)$$

Note:

$\sum \sigma b^2$ = Sum of item variances

σt = Total variance

The instrument is considered reliable if it has a reliability coefficient or reliability of 0.6 or more. Thus, if alpha is smaller than 0.6, it is declared unreliable and vice versa. if it is equal to or greater than 0.6, it is declared reliable (Sugiyono, 2013)

Table 3. 6
Instrument Reliability Categories

Reliability	Categories
0.00-0.199	Very low
0.20-0.399	Low
0.40-0.599	Adequate
0.60-0.799	Strong
0.80-1.00	Very strong

3.5.4 Research Location

The setting for the internship and the research site was done at Kasran Bumi Permai. This internship was completed in approximately four months. Regarding the time required to collect data from respondents, it took roughly a few days. The data collection was done once after the internship from May 13, 2024 to July 10, 2024.

CHAPTER IV

RESEARCH FINDINGS AND DISCUSSION

This chapter presents a synthesis of the data collected during the internship. The data was obtained from two primary sources: observations conducted at Kasran Bumi Permai and the results of 49 questionnaires filled out by respondents from 150 housing units in Kasran Bumi Permai. The observational data provide detailed information about the functions and work environment of Kasran Bumi Permai, offering an actual picture of the organization's operations, functions, and interactions. To support the observations, questionnaires were developed to enable respondents to provide comprehensive responses on various aspects related to the aims and objectives of the study.

4.1 Data collection

The questionnaires were administered to the respondents using Google Forms. The respondent filled out this questionnaire with the assistance of Kasran Bumi Permai staff, and it was shared via WhatsApp chat. The questions on the following questionnaire are based on the research study done by Li et al. (2021). There are 30 questions in the questionnaire with four aspects, including personal and household, housing, neighbourhood, and developer service, as well as four specific aspects of the neighbourhood: greenery, cleanliness, quietness, and full of security. Customer satisfaction with developer performance will be assessed by first asking respondents their opinions on various issues. The measurement scale applied is the rating scale where respondents are likely to respond with very dissatisfied, dissatisfied, neutral,

satisfied, and very satisfied where each category has a value Very dissatisfied 1, dissatisfied 2, natural 3, satisfied 4, and very satisfied 5

4.2 Respondent Profile

A total of 49 respondents participated in the questionnaire, all of whom are residents of the Kasran Bumi Permai housing complex in Jenepono. According to Roscoe (1975), this research relies on the view of sample size, which is usually ten times the number of indicators in the research. Satisfaction is measured level across four distinct categories: personal and household, housing, neighborhood, and developer services. To assess satisfaction, seven benchmarks are applied, which include satisfaction with the dwelling, neighborhood, and developer services, along with four specific neighborhood indicators: greenery, cleanliness, quietness, and security. The respondent profile of Kasran Bumi Permai residents is derived from these findings.

1. Gender of Respondents

Based on the data presented in Table 4.1, 45 male participants were present, while only 4 female participants were present. This means that the number of male respondents is quite large compared to that of the female respondents.

Table 4. 1
Gender of Respondents

Gender	Total
Man	45
Woman	4

2. Age of Respondents

Based on the data presented in Table 4.2, there are 2 of the respondents were aged between 26- 36 years old, 22 were aged between 37-47 years old, 23 were aged between 48-58 years old, and 1 was above the age of 58 years old. The analyses reveal that the age category 48-58 had the highest number of responses, and the age category Above 58 had the fewest.

Table 4. 2

Age of respondents

Age	Total
26-36 years old	2
37-47 years old	23
48-58 years old	23
> 58 years old	1

Based on the data presented in Table 4.3, there are 18 of the respondents earn their living as entrepreneurs, 14 are civil servants, and 14 are employed as teachers/lecturers. On the other hand, one respondent's job. The entrepreneur comprises the greatest number of respondents, and other occupations comprise the majority.

Table 4. 3
Respondent Occupation

Occupation	Total
Entrepreneur	18
Civil Servants	14
Teacher/lecturer	14
Other	1

3. Domicile of Respondents

Based on the data presented in Table 4.4 there are 47 respondents possess an ID card; however, only two do not have any ID card. Thus, the overwhelming majority of the respondents possess an ID card, while the number of respondents without cards is negligible.

Table 4. 4
Domicile of Respondents

Region	Total
Yes	47
No	2

4. Income of Respondent

Based on the data presented in Table 4.5, there are 2 respondents with an average income of up to Rp 3,000,000, 37 respondents with an average income ranging from Rp 5,000,000 to Rp 7,000,000, and 10 respondents with an average income exceeding Rp

9,000,000. This analysis shows that the majority of respondents have an average income between Rp 5,000,000 to Rp 7,000,000, and only a few of the respondents have an average income of more than Rp 3,000,000

Table 4. 5
Income of Respondents

Income	Total
< Rp 3,000,000	2
Rp 5,0000,000 - Rp 7,000,000	37
> Rp 9,000,000	10

4.3 Questionnaire results

1) Personal and household characteristics

Table 4.6 below shows the demographic data of the respondents classified. Most of the respondents are married, with a few being single or divorced. Some have children they live with, some are their children, and a certain percentage do not have any children. Concerning family status, most of them live with their families others live alone or with a partner. The education level that those respondents obtained is relatively diverse, including a bachelor's degree, high school diploma, D3 diploma, and master's degree.

Regarding the duration of stay, the majority have lived at the current address for between 3 months and 5 years. Few have been living more than 5 years or less than 3 months. Another aspect of respondent characteristics is commuting time; this depends

on the time taken to get from home to the workplace, and it also has a fair distribution of the responses for those who take 15 minutes or less, 15-30 minutes, and more than 30 minutes. A restricted number of respondents are working from home.

Table 4. 6

Respondents' categorical demographic characteristics

Marital status		
Single	2	4.1%
Married	46	93.9%
Divorced	1	2.0%
Presence of children		
Have children and live	36	73.5%
Do not live with children	1	2.0%
Do not have children	12	24.5%
Household composition		
Live alone	1	2.0%
Live with partner	2	4.1%
Live with family	45	91.8%
Educational level		
High school	4	8.2%
Diplomas	3	6.1%
Bachelor's	40	81.6%
Master	2	4.1%
PhD	0	0%
Length of residence		
< 3 months	7	14.3%
3 months–5 years	34	69.4%
>5 years	8	16.3%
Commuting time		
<15 min	17	34.7%
15–30 min	18	36.7%
>30 min	11	22.4%
Work from home	3	6.1%

2) Housing Characteristics

Table 4.7 below presents the categorical description of the dwellings. Regarding its objective characteristics, most houses have two bedrooms, some with three bedrooms, and very few with one bedroom. Subjective characteristics include: most have air conditioning, cooking facilities, natural daylight, stability of the internet, and ventilation. This includes aspects such as privacy from neighbours and adequate personal space, which are often attainable. About rent, many respondents think it is reasonable while a number of them consider it high and others have no opinion on this. Nonetheless, none regard the rent as low.

Table 4.8 below shows the numerical characteristics of the dwelling. The table uses marriage status and total rent as the respondents' two variables. Similarly, most respondents live with families on the marital status distribution, with groups living with three and four being common. Slightly fewer respondents are single or reside with over four people. Most respondents pay moderate rents for total rent, as obtained from the histograms above. The rest of the respondents are scattered in the other categories of rent: the ones who have paid their rent and those who are paying higher rent. It suggests that a relatively large segment of the respondents would be likely to be renting in a moderately priced area.

Table 4. 7

Categorical characteristics of the dwelling

Objective	Housing layout		
	One-bedroom	2	4.1%
	Two bedrooms	40	81.6%
	Three bedrooms	7	14.3%
	Presence of an air conditioner	32	63.3%
Subjective	Presence of cooking facilities	49	100%
	Sufficient natural daylight	46	93.9%
	Fast and stable network	47	95.9%
	Adequate ventilation	49	100%
	Adequate privacy from the neighborhood	47	95.9%
	Adequate space for personal activity	44	89.8%
	Rent appropriateness		
	To high	12	24.5%
	Too low	0	0%
	Reasonable	35	71.4%
	No idea	2	4.1%

Table 4. 8

Numerical characteristics of the dwelling

Marital status			
Single	1	2.0%	
2 People	10	20.4%	
3 People	21	42.9%	
4 People	16	32.7%	
> 4 People	1	2.0%	
None (paid up)	1	2.0%	
Rp 2,000,000-Rp 4,000,00	37	75.5%	
Rp 5,000,000 - Rp 6,000,000	4	8.2%	
Rp 7,000,000 - Rp 8,000,000	6	12.2%	
> 10,000,000	1	2.0%	

3) Neighborhood Characteristics

Table 4.9 below shows the neighbourhood characteristics of the respondents based on proximity to critical public facilities. The results of this questionnaire are a subjective assessment of the respondents. The data exposed that the Kasran Bumi Permai housing estate is close to public facilities provided by the government. Some facilities are most accessible, namely parks with the most respondents, to shop for daily needs. Supermarkets or grocery stores are also generally easy to access, which provides comfort for housing residents. Schools and hospitals themselves show that respondents can easily access them. Markets are slightly more but still significant, so this combines traditional shopping and modern shopping.

Table 4. 9

Neighborhood characteristics of the respondents

Location			
Market	31	63.3%	
Primary school	36	73.5%	
Hospital	35	71.4%	
Supermarket/grocer	40	81.6%	
Park	44	89.8%	

Source: Primary Data Processed (2024)

4) Developer Service

Table 4.10 below shows the proportion of respondents by sub-sector who indicated receiving various developer services. The services identified in the study include signing a written contract, a standard practice provided by developers, which

was acknowledged by 49 respondents. Another standard service, identified by 49 respondents as well. Additionally, 38 respondents confirmed that the developer provided a guarantee ensuring living conditions free from hazards. However, only 42 respondents indicated that their developer effectively maintained a pest-free environment. Lastly, the provision of clear information before moving into a house was mentioned by 49 respondents, highlighting its importance.

Table 4. 10

Developer services in each sub-sector

You and developer sign a written contract with you	49	100%
You and developer make any requested repairs promptly	49	100%
You and developer ensure that living conditions are hazard-free	38	77.6%
You and developer maintain a “pest-free “environment	42	85.7%
You and developer give notice before entering a house	49	100%

4.4 Test results

1) Validity Test

In this study, researchers used Microsoft Excel to conduct validity tests. By using the formula (=corral) in Microsoft Excel to determine the r count in each question data,

the validity test results below show that from 7 question data, $r_{\text{count}} > r_{\text{table}}$, so the validity test conducted can conclude that all question data are valid.

Table 4. 11

Respondents	Score Item							Total
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	
1	3	3	4	4	4	5	4	27
2	3	4	5	4	4	5	5	30
3	3	4	5	2	4	4	3	25
4	3	3	5	2	4	4	4	25
5	3	4	3	4	5	3	3	25
6	3	5	5	5	4	3	5	30
7	3	5	4	3	2	5	5	27
8	3	5	4	3	4	4	4	27
9	4	5	5	3	1	4	5	27
10	3	3	4	3	1	3	5	22
11	4	5	4	3	4	3	4	27
12	5	5	4	3	4	5	5	31
13	4	4	5	3	5	4	4	29
14	2	2	1	1	1	2	1	10
15	2	1	1	3	4	2	2	15
16	2	4	5	3	5	5	4	28
17	4	5	4	3	4	4	5	29
18	4	1	2	3	1	3	2	16
19	2	4	3	3	4	3	5	24
20	2	5	5	3	4	4	4	27
21	2	4	4	3	5	3	5	26
22	4	4	5	5	5	4	4	31
23	4	5	4	5	4	5	3	30
24	4	5	3	4	4	5	4	29
25	4	4	5	5	4	3	3	28
26	5	5	4	5	4	3	3	29
27	4	5	3	3	4	3	2	24

28	5	3	4	3	4	5	3	27
29	5	4	4	5	4	4	4	30
30	3	4	4	4	4	3	3	25
31	5	4	3	3	5	3	3	26
32	5	3	4	5	4	2	3	26
33	5	3	4	4	3	4	3	26
34	1	5	3	5	4	5	3	26
35	3	5	4	3	4	4	3	26
36	5	4	4	2	4	3	1	23
37	3	5	3	2	3	5	3	24
38	2	5	3	2	3	1	4	20
39	3	5	4	2	3	4	2	23
40	1	1	2	2	3	2	3	14
41	3	3	5	4	3	5	2	25
42	5	3	3	4	2	5	1	23
43	3	5	3	4	5	5	3	28
44	3	3	3	4	5	5	4	27
45	3	3	3	4	3	4	4	24
46	3	3	5	3	3	3	3	23
47	3	4	4	5	3	4	3	26
48	4	3	4	5	3	3	3	25
49	4	3	4	4	5	3	3	26
R Count	0,415	0,668	0,712	0,563	0,543	0,5743	0,539	Data Valid
R Table	0,281	0,281	0,281	0,281	0,281	0,281	0,281	
Validity Test	Valid	Valid	Valid	Valid	Valid	Valid	Valid	

2) Reliability Test

A reliability test measures the same object and produces the same data. Reliability indicates the level of state or trust in a measurement result. A measurement result is reliable if it consistently gives the same answer. From the results of the variable reliability test above, by the formulas used in the steps of conducting the reliability test,

the results obtained from the r-value are 0.415, and the r-table value is 0.281. So, it can be concluded that the value of r count > the value of r table is reliable data. The results showed that the reliability test of the satisfaction was 0.65, which falls under the strong category.

Table 4. 12

rx /r11	0.65
Conclusion	Reliability

4.5 Results of the Questionnaire on Customer Satisfaction with All Aspect

A Likert scale is used as a measuring tool to measure satisfaction, which includes five levels: very dissatisfied, dissatisfied, neutral, satisfied, and very satisfied. Based on Table 4.13 below, the Satisfaction with cleanliness indicator provides the highest value among the other six aspects. The total average value of the aspect is 3, 69 with the Satisfaction with the dwelling aspect providing an average value of 3.88, which is higher than the other six aspects. This result shows that customers are pretty satisfied with the developer's performance in building a comfortable and safe residential environment for its residents, even though several aspects need improvement. The aspect with the lowest average value among other aspects is the Satisfaction with the neighborhood aspect, with an average value of 3.39. This is because many customers choose hesitantly and disagree with the questions on this aspect. So, it is concluded that the developer must pay more attention to customer satisfaction, especially in the comfort section of the neighborhood.

Table 4. 13
Questionnaire Results for All Aspects

Satisfaction	
Indicators	Average Indicator
Satisfaction with the dwelling	3.88
Satisfaction with the neighborhood	3.39
Satisfaction with developer service	3.80
Satisfaction with greenery	3.47
Satisfaction with cleanliness	3.65
Satisfaction with quietness	3.73
Satisfaction with security	3.41
Overall average	3.62

4.6 Discussions

Satisfaction with neighborhood aspects averaged 3.39, which is related to Table 4.9 which contains respondents' neighborhood characteristics, such as public facilities and location. Research has indicated that residential satisfaction is not only dependent on the dwelling itself but also significantly influenced by the environment in which the dwelling is located (Wang & Wang, 2015). Some factors that can affect residential

satisfaction are housing conditions, neighborhood characteristics, and access to facilities Kshetrimayum et al. (2020). Kasran Bumi Permai is a residential area with easy access to various public facilities, so respondents who chose neutral felt that there was easy access to public facilities outside housing. Accessibility to public service facilities has been highlighted as an important aspect that can affect neighborhood satisfaction (Wang et al., 2021). Research consistently emphasizes the importance of neighborhood safety in determining resident satisfaction (Huang & Du, 2015).

One of the most important factors in assessing residents' satisfaction with the residential environment is a sense of security. Although this housing complex has good access to public facilities, internal security remains a significant concern for residents. The lack of security guards in the neighborhood can reduce resident satisfaction. Security guards in a residential environment can significantly affect residents' perception of security and satisfaction Tan (2011). Therefore, Kasran Bumi Permai can provide security guards to patrol the residential environment. The presence of security guards can provide an additional sense of security for residents, realizing that there are parties who are ready to take care of their security, which will maximize residents' sense of satisfaction.

Satisfaction with green indicators, on average, is 3.47 which can be seen from Table 4.9 which includes neighborhood characteristics that can influence residents' perceptions of the greenness of their neighborhood. The presence of green spaces, such as parks or other green areas, can increase residents' satisfaction with the green aspect of their neighborhood; the result of Table 4.9 about the park is access to a public park

while in Kasran Bumi Permai, housing itself does not have a park. The presence of green spaces, such as parks or other green areas, can increase residents' satisfaction with the green aspect of their neighborhood. Research conducted by Li et al. (2015) said that in increasing residents' satisfaction with the environment, the visibility of green parks is important, which will also contribute to the residents' comfort. The presence of greenery is a determining factor in the ideal decision to place to live (Stangierska et al., 2022). It can be seen that the location of Kasran Bumi Permai housing itself is located in an area that has a climate that is hot and humid throughout the year, launched by Köppen's climate; this region is indeed a wet and dry tropical climate category characterized by two seasons, namely the rainy and dry seasons. Customer satisfaction with the greenery in residential areas provided by developers in hot climates is an important aspect that can affect customer trust and loyalty (Kassim & Abdullah, 2010). If applied strategically, this can significantly positively impact the environment in residential areas, both hot and humid (Lin & Li, 2024).

Exposure to green spaces has been shown to reduce stress, increase relaxation, and improve cognitive function, leading to higher resident satisfaction levels (Gherri, 2023). By incorporating greenery into the built environment, developers and urban planners can create healthier, more comfortable, and sustainable living spaces for residents in hot climates Peng et al. (2011). Design for greeneries in its housing project also helps Kasran Bumi Permai overcome some of the climate change factors and create a fresh and healthy environment for the residents, as finding a healthier environment would make the residents happier, boosting satisfaction levels.

Satisfaction with security indicators on average is 3.41, which can be seen from Table 4.9, which lies in how environmental characteristics, such as public facilities and residential location, can affect residents' perceptions of safety. Adequate public facilities, such as street lighting, security posts, and easy access to emergency services, can increase the sense of security Li et al. (2021). Research undertaken regarding life and property safety is vital in determining overall resident satisfaction in residential environments (Basit, 2023). Numerous studies have consistently highlighted the significant contribution to safety and resident satisfaction in residential neighborhoods (Basit, 2023). In addition, perceived safety in the neighborhood, including security measures and crime rates, has been emphasized as a critical determinant of resident satisfaction (Lee et al., 2016). Lighting systems and surveillance cameras are two essential components in maintaining security in the neighborhood. Security measures such as CCTV and good lighting can increase residents' sense of security, especially for women and the elderly (Badiora & Odufuwa, 2019).

Trikas Bumi Permai, a housing complex established five years ago, can benefit from the implementation of lighting systems and surveillance cameras to improve the environmental security of the housing complex. Research conducted by Gao et al. (2022) shows that improving the quality of infrastructure, such as providing security facilities in the form of CCTV and street lights, can positively impact increasing occupant satisfaction. When used together, lighting systems and surveillance cameras create a safer environment. Good lighting can ensure that surveillance cameras capture maximum and clear images, while cameras can provide data that can be used to assess

and improve the effectiveness of existing lighting. Trikas Bumi Permai, as a housing estate, can improve security and customer satisfaction by combining lighting and surveillance camera systems. Implementing this ensures that the area remains well-lit and monitored, which can create a higher sense of security in the residential neighborhood.

Satisfaction with cleanliness indicators on average is 3.80. Adelina (2023) identified cleanliness as one of the factors affecting tenant satisfaction, alongside other elements such as ownership status, the physical condition of the building, and level of accessibility. Liu (2023) highlighted that cleanliness is the most crucial individual variable affecting residents' overall satisfaction with the neighborhood. For example, Mohit et al. (2010) emphasized the importance of cleanliness in an existing housing estate in Kuala Lumpur, Malaysia. They showed that improving house cleanliness and garbage collection can increase occupancy satisfaction. Trikas Bumi Permai, as a housing developer, has the responsibility to ensure a comfortable and clean residential environment for its residents. The number of garbage bins is inadequate, or their capacity is too small to accommodate the daily waste volume of residents. This often causes the bins to be completed before the following scheduled collection, creating inconvenience. A critical factor in creating a comfortable environment is maintaining cleanliness.

Komal et al. (2023) note that maintenance and cleaning services in residential neighborhoods contribute to overall satisfaction. Trikas Bumi Permai can take some concrete steps, namely by increasing the capacity and number of landfills and

increasing the frequency of garbage collection to prevent accumulation. Keeping the environment clean is about creating a beautiful view and providing a sense of comfort and security for every resident. With a commitment to continuous improvement, Trikas Bumi Permai can ensure that the housing they manage remains comfortable and clean for all its residents.

Satisfaction with quietness indicators on average is 3, 73. Research conducted by Gidlöf-Gunnarsson & Öhrström, (2010) show that access to high-quality quiet spaces, such as quiet courtyards, can reduce noise disturbance and distraction from outdoor activities among residents. In particular, quietness has been identified as an essential element influencing occupancy satisfaction, with access to high-quality quiet spaces associated with reduced noise disturbance and increased outdoor activities for residents (Gidlöf-Gunnarsson & Öhrström, 2010). Trikas Bumi Permai, as a housing developer, is responsible for providing a comfortable and quiet environment for its residents. A critical aspect of this comfort is environmental tranquility, which includes low noise and maintained privacy. Tranquility, in particular, has been highlighted as an essential element influencing residential satisfaction, with access to high-quality quiet spaces being associated with reduced noise disturbance and increased outdoor activities for residents (Chen, 2023).

Noise disturbance has been found to have a relationship with residential satisfaction, preference for residential areas, and tranquility around the home (Moriyama et al., 2021). Trikas Bumi Permai needs to respond to these complaints appropriately to ensure better tranquility and privacy for residents. This could include adding sound

barriers, rearranging the layout or design of the housing to improve privacy, and educating residents on the importance of maintaining a quiet environment. Thus, the housing estate managed by Trikas Bumi Permai can become a more comfortable and peaceful place for all residents to live, reducing potential dissatisfaction and improving quality of life.

Satisfaction with developer service aspects is 3,80 on average. The results can be seen in Table 4.10, which is directly related to this analysis. Focuses on the services developers provide in each sub-sector. Resident satisfaction with housing development is a multifaceted concept influenced by dwelling unit features, social environment, support services, public facilities, and neighborhood facilities (Sepawie et al., 2022). Maintenance and infrastructure in housing developments are critical in determining occupant satisfaction, with effective maintenance systems in public housing associated with improved occupancy satisfaction and overall occupant quality of life (Hu, 2024). Regular performance evaluation, implementation of reporting systems, and prompt resolution of customer complaints are critical components in ensuring that all issues can be addressed efficiently, impacting customer satisfaction (Sia et al., 2018). Trikas Bumi Permai, as the developer, can conduct regular performance evaluations and provide additional training to the management team and field staff; implementing a better reporting and follow-up system will ensure that any problems faced by residents are resolved quickly and efficiently. Che-Ghani (2023) has shown that maintenance of residential buildings significantly affects residents' satisfaction and well-being, highlighting the importance of proper care and maintenance of facilities to improve

developer performance. By periodically evaluating performance, providing additional training, and implementing an effective reporting system, Trikas Bumi Permai can increase customer satisfaction and improve perceptions of the services provided. It is hoped that these steps will ensure that any problems complained about by residents are resolved quickly and efficiently, thus creating a more comfortable and satisfying environment for all residents.

Satisfaction with dwelling aspects on average is 3.88. This can be seen from tables 4.7 and 4.8 which include categorical and numerical housing characteristics, such as housing layout and living area. Research by Herzog and Leverich (2003) found that residents living in well-designed housing units reported higher satisfaction levels than those whose dwellings were poorly designed. In addition, Satisfaction with housing depends not only on the physical attributes of housing but also on the perceived difference between residents' needs or desires for housing and their current housing conditions (Beak & Kim,2022).

Trikas Bumi Permai, as a housing developer, can ensure that before consumers survey the first visit, the quality of the house is already in good condition. Regular inspections can be implemented, and necessary repairs must be made beforehand. A developer also needs to respond quickly to any existing customer complaints so inspections can ensure quality is maintained. The house's quality and the services the developer offers also significantly impact occupancy satisfaction and occupant well-being (Meilani et al., 2018). By ensuring the quality of the house is in good condition before the survey and responding quickly to any complaints, Trikas Bumi Permai can

increase customer satisfaction levels and the reputation of housing as a comfortable and reliable place to live.

The overall average satisfaction score is 3.62, which falls under the "satisfied" category. This aligns with the findings across four categories, indicating that residents generally feel satisfied. The majority of respondents are married, have children, and live with their families. Most respondents have a bachelor's degree, have been residing in their homes for 3 months to 5 years, and work in office-based jobs.

The majority live in houses with two bedrooms, cooking facilities, sufficient natural daylight, adequate ventilation, and fast and stable internet networks. These features significantly contribute to their satisfaction. Additionally, most respondents, earning between Rp 2,000,000 and Rp 4,000,000, can allocate money for house installment payments. The houses' strategic location, close to markets, primary schools, hospitals, supermarkets, and parks, is also a key factor in customer satisfaction.

Residents are satisfied because most of them signed a written contract before moving into their homes. In cases of damage, the developer promptly addresses the issues. The developer ensures that the houses are safe and pest-free while providing clear information to residents before they move in. These efforts by the developer play a crucial role in enhancing overall satisfaction.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Based on the results of the internship report at Kasran Bumi Permai, the following conclusions can be drawn:

1. Based on the research findings, residents of Kasran Bumi Permai are generally satisfied with the developer's performance, particularly regarding their homes, the neighborhood, and the services provided by the developer. Key factors contributing to this satisfaction include the quality of the dwellings, the neighborhood environment, developer services, greenery, cleanliness, tranquility, and security. These aspects are crucial in evaluating overall resident satisfaction. The study also highlights that residential satisfaction is influenced by a combination of personal characteristics, housing features, neighborhood conditions, and the quality of developer services. The factors shaping occupancy satisfaction vary significantly, indicating that different resident groups have diverse needs and expectations regarding their living conditions. The results of this study provide valuable insights for Kasran Bumi Permai to enhance occupant satisfaction through targeted improvements in specific areas.

5.2 Recommendations

Based on the results of the internship report, there are a few recommendations for Kasran Bumi Permai.

1. It is recommended that developers develop a program to improve environmental quality and resident satisfaction. This program may include the maintenance of green spaces, sustainable cleanliness, and efforts to improve the safety and tranquility of the environment. For example, the “Green Living” Program aims to increase greenery by adding parks, green areas, and community gardens that residents can use. In addition, there will be regular activities such as tree-planting events and greening competitions between blocks, designed to strengthen social bonds among residents while creating a cooler and more beautiful environment. Another example is the “Safe & Sound” service, which enhances security by installing CCTV cameras at strategic points and conducting 24-hour security patrols. Residents will also have access to a mobile-based application for reporting security issues or monitoring their neighborhood in real time. This program is expected to increase residents' sense of security and tranquility. With well-planned and sustainable programs, resident satisfaction in these aspects can be continuously improved, thus creating a more comfortable living environment that meets residents' aspirations.
2. Given the various determinants of residential satisfaction, it is recommended that developers segment residents based on their characteristics and preferences. This approach allows developers to offer more customized services, such as special facilities for families, young couples, or individuals

who work from home. Tailoring services to suit residents' diverse needs will increase their satisfaction and loyalty towards Kasran Bumi Permai.

5.3 Research Limitations

1. This study only focuses on Kasran Bumi Permai housing estate in Jeneponto, South Sulawesi. Therefore, the results may not be generalizable to other housing estates in different regions or provinces, which may have different geographic and demographic characteristics. Future research could use a wider coverage area to strengthen the results and relevance of the findings of this study.
2. This study also focuses on testing residents' satisfaction with four main aspects: personal and household, housing, neighborhood, and developer services. Therefore, future research could explore more related factors, such as local economic conditions or government policies, to expand the existing theoretical framework on tenant satisfaction.

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APPENDICES

Appendix 1

Kuesioner Kepuasan Pelanggan Terhadap Kinerja Developer

A. Data Identitas Responden

1. Nama :

2. Jenis Kelamin :

- Perempuan
- Laki laki

3. Umur :

- 26-36 tahun
- 37-47 tahun
- 48-58 tahun
- Lebih dari 58 tahun

4. Pekerjaan :

- Wiraswasta
- PNS
- Guru / Dosen
- Lainnya

B. Petunjuk Pengisian

Silakan dibaca dan memahami setiap pernyataan di bawah ini, kemudian pilih jawaban yang paling sesuai dengan kondisi dan pemikiran Anda. Semua jawaban dianggap BENAR dan tidak ada yang dianggap SALAH. Oleh karena itu, jawablah sesuai dengan kejujuran dan kondisi Anda, karena tidak ada jawaban yang dianggap salah.

Tabel 3	
Status	Single

	Menikah
	Cerai
Kehadiran anak	Memiliki anak dan tinggal bersama anak
	Tidak tinggal bersama anak
	Belum/Tidak memiliki anak
Komposisi tempat tinggal	Hidup Sendiri
	Sewa
	Tinggal bersama pasangan (suami/istri)
	Hidup dengan keluarga
Pendapatan rata-rata perbulan	< Rp 3.000.000
	Rp 5.0000.000 sampai Rp 7.000.000
	> Rp 9.000.000
Pendidikan Terakhir	SMA/SMK
	D3
	S1
	S2
	S3
Apakah Anda merupakan warga lokal yang memiliki KTP setempat?	Ya
	Tidak
Lama Tinggal	< 3 bulan

Waktu perjalanan ke tempat kerja	3 bulan sampai 5 tahun
	>5 tahun
	< 15 menit
	15-30 menit
	> 30 menit
	Bekerja dari rumah

Tabel 1	
Seberapa puaskah Anda dengan lingkungan tempat tinggal Anda?	Ya
	Tidak
Seberapa puaskah Anda dengan tempat tinggal Anda saat ini?	Ya
	Tidak
Seberapa puas Anda dengan layanan yang diberikan oleh developer Anda?	Ya
	Tidak
Seberapa puaskah Anda dengan aspek kehijauan di lingkungan Anda?	Ya
	Tidak
Seberapa puaskah Anda dengan aspek ketenangan di lingkungan Anda?	Ya
	Tidak
Seberapa puaskah Anda dengan aspek keamanan di lingkungan Anda?	Ya
	Tidak

Table 4	
Objektif	
Layout rumah	Tipe studio
	Tipe satu kamar
	Tipe dua kamar
	Tipe tiga kamar
	Atau lebih
Apakah tempat tinggal Anda memiliki balkon?	Ya
	Tidak
Apakah tempat tinggal Anda terdapat air panas?	Ya

	Tidak
Apakah di tempat tinggal Anda memiliki air conditioner (AC)?	Ya
	Tidak
Apakah tempat tinggal Anda memiliki fasilitas untuk memasak?	Ya
	Tidak
Subjektif	
Apakah tempat tinggal Anda memiliki jaringan/koneksi yang cepat dan stabil?	Ya
	Tidak
Apakah tempat tinggal Anda memiliki ventilasi yang memadai?	Ya
	Tidak
Apakah tempat tinggal Anda memiliki privasi dari tetangga?	Ya
	Tidak
Apakah tempat tinggal Anda memiliki ruang untuk melakukan aktivitas pribadi?	Ya
	Tidak
Apakah kelayakan tempat tinggal, baik dari segi biaya pembelian maupun biaya sewa?	Tinggi
	Rendah
	Wajar/reasonable
	Tidak tahu
Table 5	
Biaya cicilan per bulan	Tidak ada (lunas)
	Rp 2.000.000 - Rp 4.000.000
	Rp 5.000.100 - Rp 6.000.000
	7.000.100 - Rp 8.000.000
	> 10.000.000
Jumlah penghuni rumah	Sendiri
	2 orang
	3 orang
	4 orang
	>4 orang

Tabel 6	
Apakah tempat tinggal Anda dekat dengan pasar atau market?	Ya
	Tidak
Apakah tempat tinggal Anda dekat dengan sekolah?	Ya
	Tidak
Apakah tempat tinggal Anda dekat dengan rumah sakit?	Ya
	Tidak
Apakah tempat tinggal Anda dekat dengan taman?	Ya
	Tidak
Apakah tempat tinggal Anda berdekatan dengan pusat perbelanjaan seperti ruko atau supermarket?	Ya
	Tidak

Tabel 7	
Apakah Anda dan developer memiliki kontrak yang ditandatangani?	Ya
	Tidak
Apakah developer akan bertanggung jawab untuk memperbaiki kerusakan yang terjadi?	Ya
	Tidak
Apakah developer memastikan bahwa kondisi rumah terbebas dari kerusakan sebelum penyerahan?	Ya
	Tidak
Apakah developer menjaga rumah dan lingkungan dari hama?	Ya
	Tidak
Apakah developer memberikan informasi yang jelas sebelum pembelian rumah dilakukan?	Ya
	Tidak

Appendix 2

Data reliability

Respondents	Score Item							Total
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	
1	3	3	4	4	4	5	4	27
2	3	4	5	4	4	5	5	30
3	3	4	5	2	4	4	3	25
4	3	3	5	2	4	4	4	25
5	3	4	3	4	5	3	3	25
6	3	5	5	5	4	3	5	30
7	3	5	4	3	2	5	5	27
8	3	5	4	3	4	4	4	27
9	4	5	5	3	1	4	5	27
10	3	3	4	3	1	3	5	22
11	4	5	4	3	4	3	4	27
12	5	5	4	3	4	5	5	31
13	4	4	5	3	5	4	4	29
14	2	2	1	1	1	2	1	10
15	2	1	1	3	4	2	2	15
16	2	4	5	3	5	5	4	28
17	4	5	4	3	4	4	5	29
18	4	1	2	3	1	3	2	16
19	2	4	3	3	4	3	5	24
20	2	5	5	3	4	4	4	27
21	2	4	4	3	5	3	5	26
22	4	4	5	5	5	4	4	31
23	4	5	4	5	4	5	3	30
24	4	5	3	4	4	5	4	29
25	4	4	5	5	4	3	3	28
26	5	5	4	5	4	3	3	29
27	4	5	3	3	4	3	2	24
28	5	3	4	3	4	5	3	27
29	5	4	4	5	4	4	4	30

30	3	4	4	4	4	3	3	25
31	5	4	3	3	5	3	3	26
32	5	3	4	5	4	2	3	26
33	5	3	4	4	3	4	3	26
34	1	5	3	5	4	5	3	26
35	3	5	4	3	4	4	3	26
36	5	4	4	2	4	3	1	23
37	3	5	3	2	3	5	3	24
38	2	5	3	2	3	1	4	20
39	3	5	4	2	3	4	2	23
40	1	1	2	2	3	2	3	14
41	3	3	5	4	3	5	2	25
42	5	3	3	4	2	5	1	23
43	3	5	3	4	5	5	3	28
44	3	3	3	4	5	5	4	27
45	3	3	3	4	3	4	4	24
46	3	3	5	3	3	3	3	23
47	3	4	4	5	3	4	3	26
48	4	3	4	5	3	3	3	25
49	4	3	4	4	5	3	3	26
Varian	1,159	1,276	0,999	1,088	1,190	1,074	1,205	Data Reliability
Number of Item	7,991							
Varian Total	18,308							
rx/r11	0,65746246							
R table	0,281							
Conclusion	Reliability							

Appendix 3

Surat Permohonan Magang



FAKULTAS
BISNIS DAN EKONOMIKA

Gedung Prof. Dr. A. P. P. P. P.
Jl. Sekeloa Utara, Gedung C, Lt. 1, Dep. 1
Jl. Sekeloa Utara, Gedung C, Lt. 1, Dep. 1
Telp. (021) 8551918, 8551919, 8551920
Faks. (021) 8551918
Email: info@uii.ac.id
Website: www.uii.ac.id

No. : 85/ProdiMnj/20/TUP/VII/2023
Hal : Undangan Responsi Magang
Lampiran : Data Mahasiswa Peserta Magang

Yogyakarta, 20 Juli 2023

Kepada Yth.
Bapak/Ibu A. Asdin, Spd, Mpd
Supervisor Magang Mahasiswa
a.n.: Andita Putri Devani
Di PT. Tri Kas Bungeng Turatea

Assalamu'alaikum Warahmatullahi Wabarakatuh

Segala puji dan syukur bagi Allah SWT atas rahmat, hidayah, dan karunia-Nya yang dilimpahkan kepada kita. Shalawat dan salam semoga senantiasa tercurah untuk junjungan Nabi Besar Muhammad SAW beserta keluarga, sahabat, dan pengikutnya.

Kami dari Program Studi S1 Manajemen Program Internasional Fakultas Bisnis dan Ekonomika Universitas Islam Indonesia menyampaikan terima kasih atas kesempatan belajar dan bimbingan yang Bapak/Ibu berikan kepada mahasiswa kami selama melaksanakan magang di tempat Bapak/Ibu. Sehubungan dengan telah selesainya aktivitas magang tersebut, kami mengharapkan kesediaan Bapak/Ibu untuk berkenan hadir pada pelaksanaan responsi magang yang akan dilaksanakan secara daring pada tanggal 24-28 Juli 2023, pukul 08.00-17.00 WIB melalui tautan berikut:

Link Zoom : <https://bit.ly/InternshipResponsiZoom>
Meeting ID : 998 4182 5992
Passcode : 685579

Selanjutnya kami mengharapkan kesediaan Bapak/Ibu agar kiranya berkenan memberikan konfirmasi kehadiran kepada Ibu Annisa melalui nomor 0857 2107 4100. Untuk jadwal responsi akan kami sesuaikan berdasarkan waktu yang ditentukan oleh Bapak/Ibu Supervisor Magang dengan estimasi durasi responsi sekitar 20-30 menit per mahasiswa. Demikian surat permohonan ini kami sampaikan, atas perhatian dan perkenannya Bapak/Ibu kami ucapkan terima kasih.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Hormat Kami,
Ketua Program Studi Manajemen Program Sarjana



Rafik, S.E., M.Sc.

Appendix 4

Letter of Acceptance



PT. TRI KAS BUNGENG TURATEA
KONTRAKTOR, LEVERANSIR, DEVELOPER DAN PERTAMBANGAN
Jln. Pahlawan No. 36 Kel. Empang Selatan Kec. Huma Kab. Jeneponto, NO Telp 08528386883
Email : trikashungengturatea1515@gmail.com

Jeneponto 13 Februari 2023

Nomor : 025/PT/TRIKAS/BT/13/2/2023
Sifat : Biasa
Lampiran : -
Hal : Pemberian Izin Magang Kerja Mahasiswa UII

Yth.
Ketua Prodi Manajemen Program Sarjana
Universitas Islam Indonesia

Memenuhi surat saudara Nomor : 11/prodimnj/10/IUP/II/2023 Tanggal 13 Februari 2023 perihal penyampaian izin magang kerja mahasiswa UNIVERSITAS ISLAM INDONESIA, Program Internasional, Fakultas Bisnis dan Ekonomika, dengan ini kami sampaikan bahwa PT. TRIKAS BUNGENG TURATEA berkenan memberi izin pada mahasiswa UNIVERSITAS ISLAM INDONESIA untuk melaksanakan magang kerja selama 4 (empat) bulan dari tanggal 14 Februari s/d 19 Juni 2023 dengan pembimbing yang kami tunjuk dari perusahaan kami sebagai berikut :

NO	NOMOR MAHASISWA	NAMA MAHASISWA	FAKULTAS	PEMBIMBING
1	20311457	Andita Putri Devani	Bisnis dan Ekonomika	A. ASDIN, ST

Demikian disampaikan untuk menjadi maklum.

PT. TRI KAS BUNGENG TURATEA



H. SAIPUL MULLIADY SITABA
Direktur Utama