

Analysis Customer Satisfaction for Developer Performance on Cluster Edison Summarecon Serpong

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Analysis Customer Satisfaction for Developer Performance on Cluster Edison Summarecon Serpong

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Abstract:- Customer satisfaction is one of the factors determining the success of a developer. If this is not followed a negative impact on product quality and service quality of the developer. In a way, PT. Summarecon Serpong as the developer of the housing Cluster Edison experienced problems with regard to products and services. It is known that there are many complaints received by PT. Summarecon Serpong. Given the number of complaints from consumers makes PT. Summarecon Serpong should be aware of the elements of dissatisfaction received by consumers regarding the quality of product and service quality. So the authors conducted a study on the factors influencing the level of customer satisfaction with the performance of the developer.

This research was conducted by survey method in the form of questionnaires concerning customer satisfaction with quality products and quality service developer. Furthermore, the data questionnaires were analyzed using the SPSS (Statistical Package for Social Sciences), which aims to get the relevant data in accordance with the state of the field and use the results to solve a problem.

From the research found several factors that affect customer satisfaction with quality products and services developers. For the quality of the products affected X1.1 variables namely during the handover of the building with consumers, state building walls; X1.4 variables namely during the handover of the building with consumers, the condition of the building ceiling; X1.5 variables namely during the handover of the building with consumers, state building ceramics. For variable customer satisfaction X2.8 variables influenced the security sistem and variable X2.10 the quality of roads.

Keywords:- Developer, Satisfaction, Consumer, Performance, Complaints, Quality, Products, Services, Variable.

I. INTRODUCTION

A. Background

With the increasing population growth and the need for a good residence in the form of housing and non-residential. This condition is used maximally by business actors engaged in the property to compete seize the market. One of the business is the developer. Tolak gauge success of developers only from success in competing for the market, but

measured by consumer satisfaction. Consumer satisfaction reflects the performance of developers that will ultimately affect the future of the developer itself.

Strictly speaking, service researchers consisting of A. Parasuraman, Valeria A. Zeithaml, and Leonard L. Berry and J. Joseph Cronin, Jr. and Stefen A. Taylor stated customer satisfaction is determined by the quality of service and not vice versa. The quality of service is determined by 5 (five) service quality dimensions, tangible, reliability, responsiveness, assurance, and empathy. Further, they agree that customer satisfaction has a significant effect on sales intentions (Zeithaml & Berry, (1995) and Cronin & Taylor (1994), translated by Parasuraman, p. 128).

In its journey, PT. Summarecon Serpong as developer related to product and service. It is known that there are some complaints received by the developer. With the existence of some complaints from consumers make developers should be wary of an element of dissatisfaction received by consumers to the performance of the developer. If this is not followed up it will adversely affect the performance and future of the developer, because customer satisfaction is one of the decisive factors of success of a developer.

Therefore, to be able to create a solid company required careful thought about service strategy and quality. Where a company has a high quality service and quality that aims to get a high level of customer satisfaction. From the description above, it is needed a research on developer performance on customer satisfaction. Therefore in this study review customer satisfaction on developer performance aims to test the effect of product quality and service to consumer satisfaction. This research was conducted in Cluster Housing Edison Summarecon Serpong.

II. REVIEW OF RESEARCH

A. Developer's Rights, Obligations and Responsibilities

To create comfort in the effort and to create a balanced pattern of relationship between developers and consumers, it is necessary the rights and obligations of each party. It is further stipulated in Law No. 8 of 1999 on Consumer Protection. According to Article 6 of Law No. 8 of 1999 on Consumer Protection.

Whereas Article 7 of Law Number 8 Year 1999 on Consumer Protection regulates the Obligations of developers which include: Good faith in doing business activities. Provide true, clear and honest information about the condition and guarantee of goods / services and provide explanations of use, repair and maintenance.

For the developer (business actor), besides burdened with the obligation as mentioned above it is subject to restrictions stipulated in Articles 8 to 11 of Law No. 8 of 1999 on Consumer Protection. Article 8 of Law Number 8 Year 1999 regarding Consumer Protection regulates the prohibition for business actors that are general in nature.

In addition to the rights and obligations to be noticed by the developer (business actor), there is a responsibility (Product Liability) that should be borne by the developer (business actor) as part of the obligation binding activities in the business. So it is expected that the obligation of developers to always be careful in producing goods / services it produces (Winarto, 2008).

B. Company Performance

There are several criteria in assessing a company's performance delivered in various literatures. These criteria include both financial and nonfinancial. The different criteria in measuring the performance of the company actually depends on the measurement of the performance itself. The benchmark is unique, due to the specificity of each business entity, including business, background, legal status, capital structure, growth rate and technological level used by the company (Soeharto, 1996 in Listyarso, 2005). Company performance can be seen from the profitability, the main achievement of the company, growth, innovation, asset returns (Denison et al, 1995 in Listyarso, 2005). Generation is intended to determine the company's ability to generate profits and to know how far the company is managed effectively. Dawes in Listyarso, 2005), states that managers' perceptions of a company's ability can be a good performance gauge. Harisis and Ogbonna (in Listyarso, 2005), state that performance is a measure of success or achievement that has been achieved by a company measured over a period of time. Company performance is the achievement of business as the goal of the company is established that is gaining maximum profit for can sustain growth and development.

C. Consumer Satisfaction

Satisfaction can be interpreted as a feeling of satisfaction, a sense of pleasure and a person's relief due to

consume a product or service in obtaining services of a service. According Oliver in Supranto 2001.

Consumer satisfaction is not easily assessed by the manufacturer or service provider, because of its abstract and intangible nature. The cause is very diverse so it is not easy to be able to satisfy consumers, but there must still efforts to realize the achievement of customer satisfaction. To facilitate understanding of consumer satisfaction, Schnaars (1994) identifies the following factors: (1) Hope, this expectation is formed first before making a purchase. This component is a benefit consumers are looking for about a product or service in doing its job. Consumers form this expectation based on the experience of using the product or service, word of mouth communication, marketing activities undertaken by the company; (2) The results achieved by the product or service, the results achieved product or service is the product or service in carrying out its duties in reality or can be said is the perception of the consumer in measuring the results (reality) achieved by the product or service. Consumer satisfaction is achieved when the product matches or exceeds the desired expectations of consumers, while dissatisfaction is achieved when the product is below expectations that cool consumers.

E. Supporting Factors of Consumer Satisfaction

Irawan (2003) suggests that there are five components that can encourage consumer satisfaction, namely: (1) Product quality where product quality involves five elements, namely performance, reliability, conformance, durability, and consistency. Consumers will be satisfied if the evaluation results show that the products they use are qualified; (2) Quality of service, where consumers will feel satisfied if the good service as expected. Service quality dimensions according to the servqual concept include reliability, responsiveness, assurance, empathy, and tangible.

F. Concept of Consumer Satisfaction

Today the attention to customer satisfaction and dissatisfaction has grown. More and more parties are paying attention to this. Parties most directly related to consumer satisfaction / dissatisfaction are marketers, consumers, consumerists, and consumer behavior researchers.

Increasing competition, where more and more producers are involved in fulfilling the needs and desires of consumers, causes every company to put its orientation on customer satisfaction as the primary goal. This is reflected in the growing number of companies that include its commitment to customer satisfaction in its mission statement, or public

relations release. Today it is increasingly believed that the key to winning the competition is to provide value and satisfaction to consumers through the delivery of quality products and services at competitive prices.

Consumers against disconfirmation evaluations perceived between previous expectations (or other performance norms) and actual performance of perceived product after usage. Wilkie (1990) defines it as an emotional response to an evaluation of the consumption experience of a product or service. Engel, et al. (1990) states that consumer satisfaction is a purnabeli evaluation where the chosen alternative is at least equal or exceeds consumer expectations, whereas dissatisfaction occurs when outcomes do not meet expectations. Kotler, (1996) emphasizes that consumer satisfaction is the level of one's feelings after comparing the performance (or outcome) that he feels compared to his expectations. From the various definitions above can be deduced that basically understanding consumer satisfaction includes the difference between expectations and performance or perceived results. This notion is based on the disconfirmation paradigm of Oliver (in Engel, et al, 1990; Pawitra, 1993).

III. METHOD

In this research will be used descriptive research. This study analyzes consumer satisfaction on product quality and service from developer by using primary data and secondary data.

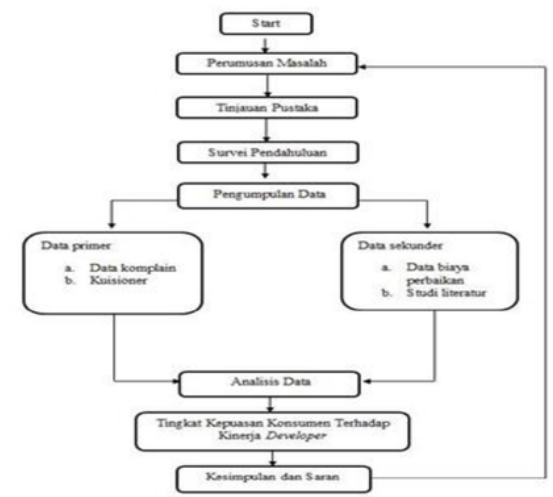


Fig 1:- Flow Research

A. Population and sample

The population in this study is the residential consumer Cluster Edison Summarecon Serpong. The time of the research is the spreading of questionnaires done in December 2016 - januari 2017.

B. Data Collection Methods and Instruments

Furthermore, the tool used to obtain data that is with the questionnaire to get respondents' perceptions about the factors that affect customer satisfaction on product quality and service developer.

IV. RESULT AND DISCUSSION

A. Description of Research Objects

The object of research that is analyzed in this research is the existing consumers in Cluster Edison Summarecon Serpong. Dikarenakan limitations of time, resources, and data dikunya by researchers then the practical data collection is done by distributing more than 50 pieces questionnaires.

B. Analysis of Consumer Satisfaction Based on Damage or Improvement of House Data Report

Analysis of data damage or home improvement report is an analysis of complaint data where the complaint is about the consumer's assessment of the physical results of the building before the building is given to consumers in the form of reports data item damage or consumer complaints against the building.

Based on the data that can be in the process of handover of consumers, from 50 homes that made the object of research there are 39 houses that no complaints and 11 houses that have complaints from consumers, which means 78% of the building units will be handed over no complaints and 22 % of the building units that will be handed over have complaints from consumers.

C. Analysis of Consumer Satisfaction Based on Product Quality Quantity Questionnaire Data

The value of the product has a close relationship with customer satisfaction, where the perceived value when looking at the quality of the product will form customer satisfaction.

NO	ITEM	TANGGAPAN					TOTAL
		1	2	3	4	5	
1	X1.1	0	2	9	37	2	50.00
	Percentage (%)	0.00	0.18	1.20	6.58	0.44	8.40
2	X1.2	0	0	28	18	4	50.00
	Percentage (%)	0	0	3.73	3.19	0.88	7.82
3	X1.3	0	4	12	30	4	50.00
	Percentage (%)	0	0.35	1.59	5.33	0.88	8.18
4	X1.4	0	1	13	32	4	50.00
	Percentage (%)	0	0.08	1.73	5.68	0.88	8.40
5	X1.5	0	1	20	17	12	50.00
	Percentage (%)	0	0.08	2.66	3.02	2.66	8.44
6	X1.6	0	0	9	30	11	50.00
	Percentage (%)	0	0	1.19	5.33	2.44	8.98
7	X1.7	0	2	17	29	2	50.00
	Percentage (%)	0	0.17	2.26	5.15	0.44	8.04
8	X1.8	0	0	27	22	1	50.00
	Percentage (%)	0	0	3.594	3.91	0.22	7.73
9	X1.9	0	1	17	28	4	50.00
	Percentage (%)	0	0.08	2.26	4.97	0.88	8.22
Total Percentage penilaian kinerja developer (variable produce)							74.21

Table 1. Respondents Response Against Product Quality Variables

Source: Data Analysis Results

D. Quality of Service Variables

Quality of service in a company also impact on customer satisfaction on performance of developer. Similarly, service quality variables.

NO	ITEM	TANGGAPAN					TOTAL
		1	2	3	4	5	
1	X2.1	0	0	14	33	3	50
	Percentage (%)	0.00	0.00	1.87	5.87	0.67	8.39
2	X2.2	0	11	20	13	6	50
	Percentage (%)	0	1	2.67	2.31	1.33	7.28
3	X2.3	0	0	18	20	12	50
	Percentage (%)	0	0	2.4	3.56	2.66	8.61
4	X2.4	0	0	14	31	5	50
	Percentage (%)	0	0	1.87	5.51	1.11	8.48
5	X2.5	0	0	10	24	16	50
	Percentage (%)	0	0	1.33	4.27	3.55	9.15
6	X2.6	0	0	20	29	1	50
	Percentage (%)	0	0	2.67	5.16	0.22	8.04
7	X2.7	0	0	28	19	3	50
	Percentage (%)	0	0	3.73	3.38	0.67	7.77
8	X2.8	0	0	16	32	2	50
	Percentage (%)	0	0	2.13	5.69	0.44	8.26
9	X2.9	0	0	7	34	9	50
	Percentage (%)	0	0	0.93	6.04	2	8.97
10	X2.10	0	0	26	20	4	50
	Percentage (%)	0	0	3.47	3.56	0.89	7.91
11	X2.11	0	0	18	28	4	50
	Percentage (%)	0	0	2.4	4.98	0.89	8.26
Total Percentage penilaian kinerja developer (variable produce)							75.50

Table 2. Respondents Response Against Variable Quality of Service

Source: Data Analysis Results

E. Test Validity

The validity test is used to determine the eligibility of the items in a questionnaire in defining a variable. This list of questions generally supports a particular group of variables. Using SPSS with corrected-item-total correlation method and compare r value obtained with table value r. After doing some analysis, we got the following result:

Item	Corrected Item-Total Correlation	r Tabel	Keterangan
X1.1	0.6097	2787	valid
X1.2	-0.0082	2787	tidak valid
X1.3	0.5708	2787	valid
X1.4	0.4741	2787	valid
X1.5	0.5800	2787	valid
X1.6	0.0789	2787	tidak valid
X1.7	0.0971	2787	tidak valid
X1.8	0.3668	2787	valid
X1.9	0.1205	2787	tidak valid
X2.1	0.4687	2787	valid
X2.2	0.0222	2787	tidak valid
X2.3	0.2301	2787	tidak valid
X2.4	0.1320	2787	tidak valid
X2.5	0.4666	2787	valid
X2.6	0.0296	2787	tidak valid
X2.7	0.0625	2787	tidak valid
X2.8	0.3768	2787	valid
X2.9	0.1850	2787	tidak valid
X2.10	0.4333	2787	valid
X2.11	0.2790	2787	valid

Table 3. Variable Validity Test

Source: Data Analysis Results

Based on the results of the analysis in table 3, the validity test should be done on each item of question in the validity test. Results r arithmetic compared with r table where: $df = n - 2$ with sig 5%. If r table $< r$ count then it is valid.

By using the number of respondents as much as 50 then the value of r table can be obtained through table r product moment pearson dengan df (degree of freedom) = $n - 2$, so $df = 50 - 2$, then r table = 0.2637. Butir question is valid if the value of r count $> r$ table that can be seen from Corrected item total correlation on output analysis in table 3.7 above. From result output got 10 variable invalid that is X1.1, X1.3, X1.4, X1.5, X1.8, X2.1, X2.5, X2.8, X2.10, X2.11, with corrected item total correlation value less than 0.2787, so it can be concluded that the variable must be removed from the next analysis.

F. Reliability Test

The reliability test can be seen in Cronbach's Alpha value, if the alpha value > 0.60 maka konstruk question which is the variable dimension is realibel. As seen in the table Results reliabilities analysis by using the following SPSS:

Value 0.60 compared with the value of cronbach's alpha output. If the value of cronbach's alpha is greater than

0.60, then it can be said to be reliable. Obtained cronbach's alpha value greater than 0.60 is based on table 4.8 above can be seen the value of Cronbach's Alpha is 0.703 so above 0.60 then reliable or reliable data.

G. Regression Analysis of Product Quality Variables

In the table 3.7 means the independent variables used are variables X1.1, X1.3, X1.4, X1.5, X1.8 and dependent variable used is the value of customer satisfaction on the quality of product developer (Y.X1). To variables X1.2, X1.6, X1.7, X1.9 are not included in the regression analysis because at the time of validity testing the test results are invalid.

Symptoms of heteroscedasticity can be determined by a scatter plot diagram between predicted Y variables (Fits) and residual variables. The picture below explains the scatter plot diagram on customer satisfaction variable on product quality.

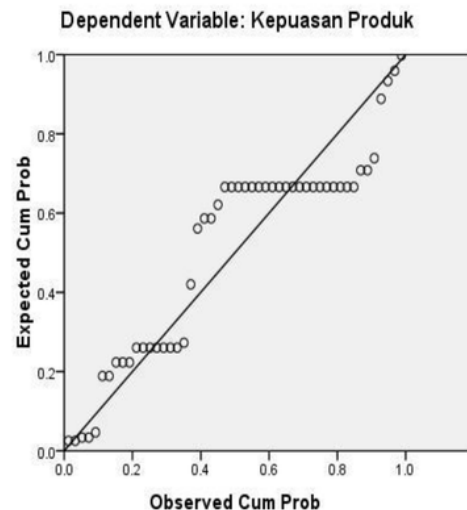


Fig 2:- Scatter Plot

It was concluded there were no symptoms of heteroscedasticity when the plot was evenly distributed and positive. The diagram above can conclude that there are no symptoms of heteroscedasticity.

At the estimation value and the complete hypothesis test for the coefficients β_0 and β_1 , consider the following table of coefficients.

Basic Cronbach's Alpha N of Items
decision making in the first t test is:

- H0 is accepted and H1 is rejected if value t count $< t$ table or if value of Sig > 0.05

- H0 is rejected and H1 accepted if t count value > t table or if value of Sig < 0,05

12 Model	Unstandardized Coefficients		Sig.	t	t Tabel
	B	Std. Error			
Constant	10.791	2.751	.000	3.923	2.014
X1.1	9.412	1.597	.000	5.892	> 2.014
X1.3	-9.085	1.446	.000	6.282	> 2.014
X1.4	7.773	1.254	.000	6.197	> 2.014
X1.5	3.005	1.097	.009	2.740	> 2.014
X1.8	-4.102	1.136	.001	3.611	> 2.014

Table 4. Coefficients

Source: Data Analysis Results

In SPSS data output in the above table then the data output can be summarized as follows.

- X1.1 = H0 is rejected and H1 accepted, which means X1.1 has a significant effect on Y.X1
 - X1.3 = H0 is rejected and H1 is accepted, which means X1.3 has significant effect on Y.X1
 - X1.4 = H0 is rejected and H1 accepted, which means X1.4 has a significant effect on Y.X1
 - X1.5 = H0 is rejected and H1 accepted, which means X1.5 has a significant effect on Y.X1
 - X1.8 = H0 is rejected and H1 accepted, which means X1.8 has a significant effect on Y.X1
 - X1.9 = H0 is rejected and H1 accepted, which means X1.1 has a significant effect on Y.X1
- From the hypothesis test, we can get the regression line relationship between product quality variable (X1) and consumer satisfaction to product (Y.X1), as follows:

$$Y = 10,791 + 9,412 X1.1 + 9,085 X1.3 + 7,773 X1.4 + 3,005 X1.5 + 4,102 X1.8$$

10,791 caused by other factors not included in the research variables.

H. Regression Analysis of Service Quality Variables

In the table below means the independent variables used are variables X2.1, X2.5, X2.8, X2.10, X2.11 and dependent variable used is the value of customer satisfaction to the quality of service developer (Y.X2). this regression analysis variables X2.2, X2.3, X2.4, X2.6, X2.7, X2.9 are not included because at the time of validity test test result is not valid. Here data for independent and dependent variable.

Symptoms of heteroscedasticity can be determined by scatter plot diagram between variable Y prediction (Fits) with residual variables. The figure below explains the scatter plot diagram on the variable of customer satisfaction on product quality.

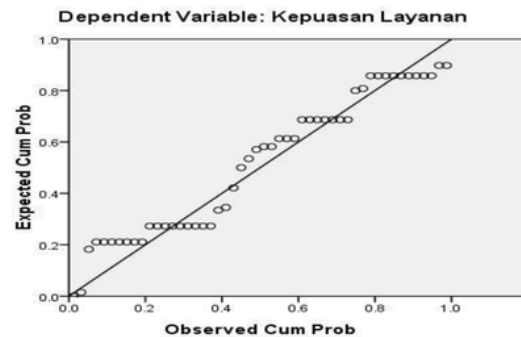


Fig 3:- Scatter Plot

It can be concluded there are no symptoms of heteroscedasticity if the plot is spread evenly and is positive. The diagram above can conclude that there are no symptoms of heteroscedasticity.

At the estimation value and the complete hypothesis test for the coefficients β_0 and β_1 , consider the following table of coefficients. The basis for decision making in the first t test is:

- H0 is accepted and H1 is rejected if value t count < t table or if value of Sig > 0,05
- H0 is rejected and H1 accepted if t count value > t table or if value of Sig < 0,05

From the above equation it can be stated that, partially assuming all the values of all variables are the same, the most dominant factor to customer satisfaction is variable X1.1 and the least dominant factor is variable X1.5. And if the value of all variables assumed 0 value of customer satisfaction is still there is equal

12 Model	Unstandardized Coefficients		Sig.	t	t Tabel
	B	Std.			
		Error			
Constant)	14.938	892	.004	3.054	2.023
X2.1	.893	132	.677	.419	< 2.023
X2.5	5.544	429	.027	2.283	> 2.023
X2.8	-6.629	994	.002	-3.325	> 2.023
X2.10	7.133	274	.003	3.136	> 2.023
X2.11	.780	036	.456	.752	< 2.023

Table 5. Coefficients

Source: Data Analysis Results

In SPSS data output in the above table then the data output can be summarized as follows.

- X2.1 = H0 is accepted and H1 is rejected, which means X2.1 has no significant effect on Y.X2
- X2.5 = H0 is rejected and H1 is accepted, which means X2.5 has a significant effect on Y.X2
- X2.8 = H0 is rejected and H1 accepted, which means X2.8 has no significant effect on Y.X2
- X2.10 = H0 is rejected and H1 accepted, which means X2.10 has a significant effect on Y.X2
- X2.11 = H0 is accepted and H1 is rejected, which means X2.11 has no significant effect on Y.X2

From the hypothesis test, we can get the regression line relationship between service quality variable (X2) and customer satisfaction to service (Y.X2), as follows:

$$Y = 16,932 + 6,432 X2.5 + 5,825 X2.8 + 6,579 X2.10$$

From the above equation it can be stated that, partially with the assumption that all the values of all the same variables, the most dominant factor of consumer satisfaction is the variable X2.11 and the least dominant factor is the variable X2.9. And if the value of all variables is assumed 0 the value

of consumer satisfaction is still there being 14,938 caused by other factors that are not included in the research variables.

V. CONCLUSION

A. Conclusion

Based on the above analysis and findings can be summarized as follows.

- Factors affecting consumer satisfaction with product quality are:
 - Variable X1.1, at the time of the handover of the building with the consumer, the condition of the Cluster Edison Cluster building which Mr / Mr / Mr / Sdri had was not crude, wavy, cracked and in accordance with the expected
 - Variable X1.4, at the time of the handover of the building with the consumer, the condition of the Cluster Edison Cluster building which Mr / Mr / Mr / Sdri had neatly undressed and neatly painted ceiling (not striped)
 - Variable X1.5, at the time of the handover of the building with the consumer, the ceramic state of Edison Cluster building which Mr / Mr / Mr / Sdri has no gumpal, jet, cracked, broken and stripe
- Factors that affect customer satisfaction with service quality are:
 - Variable X2.8, Security system on Cluster Edison goes well
 - Variable X2.10, ie the quality of the road (not flooded, not perforated) and the repair of the road on Cluster Edison fit and works well
- Dominant factors that affect satisfaction consumer to product quality is variable X1.4, that is when the handover of building with consumer, condition of ceiling of Cluster Edison building that Mr / Mrs / Mr / Sdri have neat no wavy and neat paint ceiling (not stripes)
- The non dominant factor affecting consumer satisfaction on product quality is variable X1.2, that is when the handover of the building with the consumer, the circumstances of Cluster Edison building room that Mr / Mrs have as expected.
- The dominant factor affecting customer satisfaction on service quality is variable X2.8 that is Security system on Cluster Edison running well.
- Non dominant factor affecting consumer satisfaction on service quality is variable X2.10 that is road quality (not flood, not perforated) and road repair on Cluster Edison appropriate and function well.
- Benefits received by the developer if customer satisfaction is met are as follows:

- Consumers will be loyal to the company, because consumers feel the company's service is very good
- Consumers can be free advertising media, with customer satisfaction to the service company
- Long-term business continuity is assured, as more and more corporate customers remain,
- Consumers will not question the price, because the consumer's sense of trust in the company,
- Consumers are satisfied because their needs are met, the needs of consumers not only from the quality of the product, but also in terms of service quality company.
- The good name of the company increases,
- Superior in business competition

➤ Losses received by developers if customer satisfaction is not met are as follows:

- There will be additional costs to fix complaints from consumers so that consumers can receive the results of the work
- Regarding the matter of the delay of the handover of the building to the consumer is recorded in the decision of the State Minister of Public Housing No. 09 / KPTS / M / 1995 on Guidance of Sale and Purchase of Home, if the seller fails to deliver the land and house building on time as promised to the buyer, the delay of delivery is two thousandth of the total price of land and house building for each day of delay.
- Consumers will stop buying the company's products / services. Consumers will deliver negative words of mouth to family, co-workers, and other close people.
- Consumers complain through mass media, consumer agencies, or government agencies concerned.
- Demanding manufacturers or providers legally. If that happens then the image or reputation of the company will be damaged and very difficult to fix.

B. Suggestions

- Suggestions for companies that become the object of research is to evaluate the performance of the company and find out more factors about customer satisfaction on the quality provided by the company.

Suggestions for future research is to conduct further research on customer satisfaction on the performance of developers and do research from several projects so that more respondents and research more accurate and also do statistical research using SPSS program with the latest version.

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