

**THE MODEL OF APARTMENTS CUSTOMER SATISFACTION IN BANDUNG****Ali Maddinsyah, I Nyoman Marayasa, Pranoto & Juhaeri**

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DOI: 10.5281/zenodo.1314107**Keywords:** officer service, physical infrastructure, location, customer satisfaction.**Abstract**

The limited land settlement in the city of Bandung gave rise to the desire of human beings (human wants) to obtain a comfortable residence. But to get a comfortable residence is certainly not easy because of the growing city of solid land now has a Central Office, the economy and trade. In connection with it, the developer company (developer) offers the most ideal alternative solution i.e. apartments. As for the factors that must be considered the company's Developer is the service of the officer, physical infrastructure and location in improving consumer satisfaction. Using quantitative methods, then this research it can be concluded that there is an influence of service of officers, physical infrastructure and location significantly to consumer satisfaction apartments in Bandung..

Introduction

The needs of the customers to apartments recently in Bandung tended to increase. It can be seen from the growth of an apartments in the city of Bandung, as in the Setiabudi, Cipaganti, Sukarno Hatta, Ahmad Yani, and Pastur. The growth was accompanied with the demand from the number of customers of apartments that had been five break out in the area. With the existence of competition that is more strict where in more and more producers (company) involved in the fulfillment of a need and consumer advocacy, causing each company must put orientation on customer satisfaction as the main purpose. With the increasing number of producers who offers products, then consumers have a choice growing up to determine the purchase so are permitted. The main thing to watch out for the manufacturer or developer company is the physical infrastructure, service of officers, and the location of the apartments. For example, in the area of Pastur, Sukarno Hatta, Ahmad Yani, and also the Cipaganti very near with private offices, government offices, campus (University) and the factory that has a lot of request (demand) from consumers.

In general the region of Bandung especially in the regions from the Pastur, Ahmad Yani, Cipaganti, Sukarno Hatta, and Setia Budi puts forward three things namely service officers, physical infrastructure, and the location is very close to the campus location, offices, a warehouse, shopping mall be region of the apartments. But for the area of Sukarno Hatta, there are several apartments of a quiet because of some factors infrastructure and service which are not sufficient.

Literature Review**Service Officer**

According to (Johnson, 2015), service quality is evaluated on three different levels i.e. level dimensions, the level of overall (overall), and subdimensions. Where one of the dimensions in the form of personal interaction, refers to the ability of the employee services in fostering consumer confidence and polite attitude/love to help. In principle, this dimension is related to how employees treat customers. According to (Misailovic, Sidiroglou, Hoffmann, & Rinard, 2010) is essentially the goal of a business is to create satisfied customers. Creation of customer satisfaction provides benefits i.e. the relationship between companies and customers who become harmonious, gives a good basis for the purchase, form of recommendation by word of mouth that benefit the company (Gorla, Somers, & Wong, 2010a).



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Every officer in the institution of any organization in the running of their performance, should always be based on responsibility, in carrying out his duties in order to create optimal performance quality and perceived benefits by society in General. An agency of the Organization of the implementing agencies/officers as organizing institution of the Organization itself. This is in accordance with the opinion of (Kamisah, 2012) says that Officer is the administrative aspects needed in organizing the work of the organization or an agency of the Government, as a means to achieve the objectives of the organization. Administrative aspects of it especially is institutional or organizational and staffing (Gorla, Somers, & Wong, 2010b).

But according to (Misailovic et al., 2010) there are several dimensions that need to be taken care of in the service of officers, namely: Competence, communication, Sincerity (Empathy), hospitality (Courtesy), credibility. Based on the above theory, one of the factors that determine the level of success of the company is the company's ability in providing services to consumers. It can be concluded that the definition of service officers is an act in appreciation by the employees in dealing with the complaint or complaints of consumers after buying the products that we sell in order for always trusting and loyal to the company.

Physical Infrastructure

According to (Ascher & Krupp, 2010) infrastructure is everything that is the main supporting this process (business, development, project, etc.). Whereas the means is something (could be either the terms or the efforts of) the spat used as alt or media in achieving the intent or purpose. According to (Chaudhary, Ahmad Jan, Irfan Chani, & Pervaiz, 2012) says that the infrastructure is everything that is in this primary process and can also be referred to as everything that can be used as a tool to achieve meaning and purpose.

The infrastructure is usually connotation with tools or infrastructure in human life or culture in building its civilization as well as the bridge and its construction and design, roads, means of telecommunication. Generally a civilization of a nation can be seen from the building techniques as well as the facilities and infrastructure that were made or left by humans in the course of its history.

According to (Heard, Hendrickson, & McMichael, 2012), proof of physical (tangible) includes the physical facilities, equipment, employees, and a means of communication. This could mean the appearance of physical facilities, such as the building and the front office, the availability of parking, comfort of the room, the completeness of the equipment of communication, neatness and appearance of employees. Infrastructure related to customer service should also be informed by management of the company. The majestic building with facilities such as: cooling (AC), the telecommunications tools Office furniture quality, and others into consideration customers in choosing a product/service. From the explanation above it can be concluded that the physical infrastructure is a means and tools from some of the infrastructure that was created in a business/work plays an important role in achieve the quality of the business/work itself.

Location

Specify the location for any business is an important task for marketers, because the wrong decision can result in failures before business begins. Select the location of the trade is an important decision for businesses who must persuade consumers to come to the place of business in the fulfillment of his needs. In theory the notion of location is the science which investigates spatial (spatial order) of economic activity, or the science which investigates the geographical allocation of the potential sources, and its relationship with or its influence on the existence of a wide variety of business or economic activities and social events (Seton-Rogers, 2011). Site selection has a strategic function because it can determine the achievement of the goal of a business entity. Location of firmer physical means (Mackie & Sim, 2013). Location is the location of the store or retailer on a strategic area so as to maximize the profit (Shokri, Theodorakopoulos, Le Boudec, & Hubaux, 2011). So, the location is a place or position that are considered strategic for the company in the conduct of business or economic activity and greatly affect customer satisfaction.



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Customer Satisfaction

According to (Mittal, 2016) revealed that consumer satisfaction is a full-time evaluation where the selected alternative to at least give the results (outcomes) are equal to or exceed the expectations of the consumer.

Customer satisfaction can be achieved when consumers feel the value or the overall benefits that he gained by using a convenient facilities and service that is comparable to the cost of maintenance they spend to finance the facility. Consumer satisfaction is a feeling happy or disappointed that belong to someone based on a comparison between the fact that obtained with the desired expectations. Similar in the sense above, (Flint, Blocker, & Boutin, 2011) the toughest consumer satisfaction as a function of performance and expectations.

The company which has support the consumer royal would increase performance the product of the manufacturers actually the ultimate user optimally and increase support services to customer, which in turn company can increase 4R on the consumer it is to build customer relationship, created potential consumers, produce customer referrals and easily be customer recovery, (Limakrisna, 2008).

Customer satisfaction are the hope of formed and based by several factors such as oil experience shopping tense, opinion friends and relatives and information and promise companies and competitors (Haverila & Fehr, 2016). Of the above it can be concluded that felt customer satisfaction is glad or disappointed someone who came after compare between performance (the) felt consumers with (the performance) expected.

Methodology

The kind of research this is descriptive research and explanatory research, to obtain data research used method of associative causal to know the relationship and influence between two variables or more (Limakrisna & Yoserizal, 2016). Because the data used in this research was of qualitative data , then the entire the respondents answers quantified by the use of the scale of the interval with put a value 1-5 prior to data processing .

Analysis and Discussion

In this discussion will be grouped in two large sections of the first part of the analysis where this section will describe the calculation result obtained by using SPSS version 20 and both will discuss the conditions obtained from the analysis that has been done by distributing questionnaire to 400 respondent consumers Apartment in Bandung. From the answers of the respondents who entered, then further processed using SPSS version 20 to get the desired results. The calculation is done starting with finding descriptive or an overview of the answers of the respondents. In this descriptive analysis of each variable (Ministry officers, physical infrastructure and consumer satisfaction) will be viewed independently.

Based on the results of the analysis the coefficients between service officers, physical infrastructure and the location of simultaneous on customer satisfaction, it can be determined that the regression coefficient double between service officers, physical infrastructure and the location of simultaneous on customer satisfaction is of 0.099 with the economic situation of real 95 % (< 0.0). The results of the analysis the regression coefficient service the officer to customer satisfaction known significance F-value variable service officers is 0.0399. Because significance F-value variable service officers is as much as 0.0399 < 0.05 it is a correlation coefficient between service officers and customer satisfaction mean or significant. So H_0 were rejected and H_1 received with conclusion that there are significant influence to the service officers, physical infrastructure and the location of simultaneous on customer satisfaction .

Thus the hypothesis is acceptable. The data obtained from the value r of 0749 stating the magnitude of the relationship between Service Officer (X1), physical infrastructure (X2) and location (X3) on the consumer satisfaction (Y). And the results of the output shows that the variable has a relationship. For R Square of 0562 stating the magnitude of the contribution of variable x_1 , x_2 and X_3 against the ups and downs of consumer satisfaction (Y). This means 0562 or 56.2% consumer satisfaction can be explained by physical infrastructure, service officer, and location. As for the rest (100% 56.2% = 43.8%) is explained by other reasons.



Conclusion

A research has done so obtained conclusion as follows:

1. There is a significant and positive influence on the service of officers (X1) towards consumer satisfaction for consumers inhabit the apartment. The second variable is running in line, meaning that the more good service of the officer then the better consumer satisfaction anyway. The correlation coefficient for this variable are obtained both relations of 0688. the correlation coefficient is suitable can be found determinant coefficient i.e. of 0473. This is shown by the regression equation $\hat{Y} = 1.166 + 0.719 X_1$.
2. There is a significant and positive influence of physical infrastructures (X2) for consumer satisfaction for consumers inhabit apartment post purchase apartment Setiabudi Regency. The second variable is running in line, meaning that the more good physical infrastructure influential with the increasing consumer satisfaction anyway. The correlation coefficient for this variable are obtained both relations of 0653. the correlation coefficient is suitable can be found determinantcoefficient i.e. of 0427. This is shown by the regression equation $\hat{Y} = 0.846 + 0.803 X_2$.
3. There is a positive influence and significant the location (X3) against customer satisfaction apartment Setiabudi Regency and Cipaganti. Both side variables are in , it means the more strategic location the more good too customer satisfaction .A correlation coefficient to the relationship between the two this side variables receive is 0.599 according a correlation coefficient it can be found a coefficient of determinant 0.359 is as much as .This is shown by the regression equation is $\hat{Y} = 1,120 + 0,726X_3$.
4. There is the influence of service officers, physical infrastructure and location in simultaneous on customer satisfaction during inhabiting apartment in Bandung in the aftermath of the purchase. Third of variable free walking in line, it means the better service officers, physical infrastructure, and location of the more good too customer satisfaction. A correlation coefficient to relations third of variable is obtained worth 0.749. According a correlation coefficient it can be found a coefficient of determinant namely 0.562 it means that variations customer satisfaction can be explained by of variable service officers, physical infrastructure, and location of 56.2 %. This is shown by the regression equation $\hat{Y} = 0.099 + 0.417 X_1 + 0.389 X_2 + 0.612 X_3$.

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