

Analysis on the Influence of Property Management on Residents' Satisfaction at the Komplek Perumahan Bumi Asri, Medan Helvetia Subdistrict

Muhammad Ryan Syahputra, Hilma Tamiami Fachrudin, Elisabet Siahaan

Universitas Sumatera Utara, Indonesia

Corresponding Author: Muhammad Ryan Syahputra

ABSTRACT

Today, property management is very important due to many competitors in property sector and the stagnation of property business in Indonesia. Its main task is to dig up its potency by doing innovation in order that the management of property can survive. The research used field research with quantitative correlation approach. Its objective was to analyze the influence of property management on residents' satisfaction at The Komplek Perumahan Bumi Asri, Medan Helvetia Subdistrict. It was estimated that there were four variables which had dominant influence – management, infrastructure, facility, and accessibility. The samples were 89 residents, taken by using simple random sampling technique and distributing questionnaires and analyzed by using multiple linear regression analysis. The conclusion was that, simultaneously, $\alpha=0.5$. The result of the research showed that management had positive but insignificant influence on residents' satisfaction, infrastructure had positive but insignificant influence on residents' satisfaction, facility had negative but significant influence on residents' satisfaction, and accessibility had positive and significant influence on residents' satisfaction at The Komplek Perumahan Bumi Asri, Medan Helvetia Subdistrict.

Keywords: Property Management, Residents' Satisfaction, Management, Infrastructure, Facility, Accessibility

INTRODUCTION

Property management has a duty to explore the potential of the property so that through each innovation created, the property management is still able to survive amid competition in the property business. Optimization of land and/or buildings managed in property management is an activity that will be able to increase the benefits and proper use of land and/or buildings and their supporting facilities (Barus, 2015).

Settlement is part of the environment, both in the form of urban and rural areas that function as a residential/residential environment and a

place of activity to support the livelihoods and livelihoods. Housing and settlements are two things that we cannot separate and are closely related to economic activities, industrialization and regional development (Law No. 1 of 2011 concerning Housing and Settlement Areas).

According to Pidora and Pigawati (2014) land use for housing and settlements in urban areas has a greater proportion when compared to other types of utilization. The increasing demand for land for shelter accelerates the growth of housing. The existence of housing that is equipped with various facilities and other advantages offered by housing developers makes

housing as someone's choice to determine housing.

Along with the mushrooming of housing in the city of Medan makes increasingly fierce competition between housing developers so that inevitably demands developers to focus more on providing competitive advantages in providing satisfaction to prospective residential customers. Many things can be done to determine what consumers need in a residential one of which is market research or market surveys. This is important because to measure the extent to which housing consumers will be satisfied so that the conclusions obtained can be an effective strategy for developers for future housing.

The Komplek Perumahan Bumi Asri is experiencing problems with drainage channels and the lack of additional facilities which causes the main entrance area which should be a commercial area to only have an occupancy rate of around 30% of the total 70 units. However, inversely proportional to the conditions of the settlement, it is very difficult to find a house for sale, even if there can only be rented with varying prices.

The Komplek Perumahan Bumi Asri was poorly managed by its management from the initial interviews of some of their residents complaining about the inability of management to deal with flooding. Bumi Asri experienced quite a complicated problem related to drainage. If it rains heavily, it is very risky to enter the komplek, considering the high level of stagnant water and on several roads in the komplek if heavy rain can be ascertained the water enters the house.

The problem that the Bumi Asri community faces next is access to the main entrance of The Komplek Perumahan Bumi Asri, which is very jammed at certain hours, such as in the morning and evening, of course, this is very disturbing, especially becoming the daily food of the people who live there. As a result of the close position of the komplek with the railroad tracks can also disturb the comfort of the residents themselves because of the sound and

vibration of the ground produced when the train crosses the railroad tracks.

In 2015 Bumi Asri has a new facility namely Bumi Asri Fun Splash Waterpark and commercial area which is located at the entrance of the komplek starts to get excited again considering that the komplek will return to "life", but only some time after the facility is opened, the facility has problems starting from not the existence of a building permit (IMB) as well as rejection from the surrounding community itself.

It is interesting that some of the studies conducted earlier showed that facilities and services were important factors related to occupancy satisfaction (Rashid, 2013) one of the important factors influencing the choice of residence for residents or a family so that the community should welcome the facility and remember that there are many komplek that offer various features and facilities, but people in the Bumi Asri environment still want to live in the komplek.

LITERATURE REVIEW

Residential Property Management

In Law No. 4 of 1992 concerning housing and settlements, housing is defined as a group of houses that functions as a residential or residential environment that is equipped with facilities and infrastructure. Physical housing can be said to be an environment that consists of a collection of residential units where social interaction is possible between residents.

Settlements derived from the word "to settle" or means to occupy or explore this developed into an ongoing process, namely settlements not settled, semi-set with temporary or seasonal settlements. Housing is also defined as one side of a house put together in an intersection area. Within the housing element there are several sub elements of houses with all the physical conveniences such as shops, schools and others.

In residential areas, people live in groups and socialize with each other (Sastra, 2007).

Housing Environment Management

Sudharto (2005) outlines the stage of settlement development divided into the initial planning stage and the operational stage. In terms of the environment, problems that arise when the location of settlement construction has been decided. First, is the area feasible and does not disturb the ecology. Many settlements are built in areas that are conservation areas such as in hilly areas or water catchment areas. It is not surprising if there is a flood and a decrease in groundwater reserves. Second, almost all settlements made by business entities (real estate) occupy suburban areas.

Local Spatial Planning or other planning documents determined by local Regional Regulations, with the following criteria:

1. Security criteria, achieved by considering that the location is not a protected area, agricultural processed, production forest, factory waste disposal area, free building area in the Airport area, the area under the high voltage electricity network;
2. Health criteria, achieved by considering that the location is not an area that has air pollution above the threshold, surface water pollution and deep ground water;
3. Comfort criteria, achieved with ease of achievement (accessibility), ease of communication (internal/external, direct or indirect), ease of activities (environmental infrastructure and facilities are available);
4. Beauty/harmony/regularity criteria (compatibility), achieved by greening, maintaining existing topographic and environmental characteristics, for example not leveling hills, enclosing entire swamps or lakes/setu/river/times and so on
5. Flexibility criteria, achieved by considering the possibility of physical growth/environmental expansion due to the physical condition of the environment and the integration of infrastructure;
6. Distance affordability criteria, achieved by considering the distance of the ideal achievement of the ability of people walking

as environmental users to the placement of environmental facilities and infrastructure;

7. Environmental criteria for identity, achieved by considering the relationship with the socio-cultural character of the local community, especially contextual aspects of the local traditional/local environment.

Residents' Satisfaction

Residents' satisfaction is the occupant's response to the evaluation of the discrepancy between the level of importance or expectation felt before and the actual performance felt after use (Prasojo, 2014). Residents' satisfaction can be achieved if the expectations of the building are the same as those obtained and felt by residents (Hadi, 2015). According to Lara and Bakker (2012) measuring residents' satisfaction is not easy and very dynamic. Residents' satisfaction is very dependent on the background, experience and personal needs of the residents make the residents' satisfaction model almost impossible, given the many limitations in measuring residents' satisfaction.

RESEARCH METHODS

Types and Nature of Research

This type of research is quantitative field research with a correlational approach. Correlational approach according to Sudjana (2006) to determine the relationship and the level of relationship between two or more variables without any attempt to investigate influencing these variables so that there is no manipulation of variables.

The nature of this research is explanatory, namely research aimed at describing and explaining the nature of a situation that took place at the time of the study and analyzing the position of the variables studied and the relationship between other variables (Sugiyono, 2006).

Place and Time of Research

The study was conducted in "Perumahan Bumi Asri Medan, Perumahan Bumi Asri located on Jalan Asrama, Cinta Damai Village, Medan Helvetia District,

Medan City, Sumatera Utara Province". This housing has an area of approximately ±39 hectares, with a row of shops/commercial at the main entrance. This research was conducted for 6 months starting from April 2019 to September 2019.

Population and Research Samples

Population (Silaen and Widiyono, 2013) are all objects or individuals who have certain characteristics to be examined. The population in this study were all residents of residential houses in Bumi Asri Housing. Sample is taking part of the population that is considered to represent a certain way to be measured or observed and drawn conclusions. Based on preliminary data obtained from the developer, there were 785 housing units occupied by each head of household.

Data Analysis Method

This study uses descriptive qualitative analysis methods to determine the existence of relationships between dependent variables and independent using inductive statistics correlation with multiple regression analysis. The qualitative

descriptive objective in this study is to provide a systematic, factual and accurate description of certain facts.

Multiple Linear Regression Analysis

The data analysis method used in this study is multiple regression analysis (Sugiyono, 2006). Therefore the research formulation in the path analysis framework only revolves around the independent variable (X_1, X_2, \dots, X_k) influencing the dependent variable Y, or how much direct, indirect, and total influence or simultaneous set of independent variables (X_1, X_2, \dots, X_k) to the dependent variable Y. Hypothesis testing using t test.

RESULT AND DISCUSSION

Significance Test of Individual Parameters (t Test)

Based on Table 1, it can be seen that the significance value of the variables for all variables is only the accessibility variable which is smaller than the required significance (0.05), so the t test results have a partially significant effect on the accessibility variable on the residents' satisfaction variable.

Table 1 t Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.234	.686		4.716	.000
Pengelolaan lingkungan perumahan	.067	.059	.105	1.129	.262
Prasarana	.033	.067	.046	.493	.624
Fasilitas	-.511	.232	-.201	-2.205	.030
Aksesibilitas	.232	.042	.498	5.473	.000

The results of the regression estimation are described as follows:

a. Residential environment management based on Table 1 the regression coefficient value of 0.105 and t arithmetic of 1.129 where p-value > 0.05. Statistically, the positive regression coefficient values indicate a direct effect so that the housing environment management variable has a positive but not significant effect on the residents' satisfaction variable. Housing environmental management does not

significantly affect because according to the occupants themselves, the management of the housing environment has become the manager's obligation to take care of the Komplek due to the fees stipulated by the manager itself so that it becomes the manager's obligation in the conditions within the Komplek.

b. Infrastructure based on Table 1 the regression coefficient value of 0.046 and t arithmetic for 0.493 where p-value > 0.05. Statistically positive regression coefficient

values indicate a direct effect so that the infrastructure variable has a positive but not significant effect on the residents' satisfaction variable. Infrastructure in general is the basic/primary completeness in housing and settlements that must function as it should so that it is quite clear that good infrastructure is infrastructure that does not disturb the activities of its inhabitants and becomes an obligation especially for residential housing komplek with quite a clear retribution fee. Residents may not feel the impact of the benefits of the infrastructure, but when the infrastructure is in trouble, residents can quickly feel the negative effects.

c. Facility based on Table 1 the regression coefficient value of -0.201 and t count of -2.205 where p-value > 0.05. Statistically the value of the negative regression coefficient indicates a direct effect so that the Facility variable has a positive and significant effect on the residents' satisfaction variable. Residents do not really want the housing to be too filled with various facilities because it will invite the outside community to enter the komplek. They buy housing as a place to rest and if there are facilities that they feel are not beneficial to residents but invite people outside the komplek to come they reject it as a refusal to build a water boom in the komplek.

d. Accessibility based on Table 1 the regression coefficient value of 0.498 and t arithmetic of 5.473 where p-value < 0.05. statistically positive regression coefficient values indicate a direct effect so that the accessibility variable has a positive and significant effect on the residents' satisfaction variable. The community is satisfied with the ease of accessibility inside and outside the komplek, especially the existence of a new shopping center "Manhattan" so that they do not need to go too far to simply refresh / shop and inside the komplek is filled with houses of worship so that Muslims do not need to leave the komplek to worship and also not escape the Dormitory street which is the entrance to Bumi Asri itself is an office area for

example there is a BPS office, Tax office and currently only operates Hermina hospital on Jalan Dormitory.

CONCLUSION AND SUGGESTION

CONCLUSION

Based on the results of this study, the following conclusions can be made:

1. Management of housing environment has a positive but not significant effect on residents' satisfaction.
2. Infrastructure has a positive but not significant effect on residents' satisfaction.
3. Facility has a negative and significant effect on residents' satisfaction.
4. Accessibility has a positive and significant effect on residents' satisfaction.

SUGGESTION

Based on the results of the study, suggestions that the author can give are as follows:

1. For Developers, in managing housing, developers must understand what residents want and what they do not want, such as in terms of security can be increased patrol hours and the presence of a security hotline on duty then not always the various existing facilities can increase occupant satisfaction. From this research, it was found that the residents of the middle and upper scale komplek are more concerned with the comfort and privacy of their dwellings. Based on this research the researcher suggests developers to be more careful in providing facilities because the developer must understand who the facility users are so that they are not mistakenly targeted and innovations that are updated to facilitate occupants such as digital wallet.
2. For evaluators, from this study it can be concluded that facilities and accessibility are one of the forming variables in which the results of the study show that the determinants of occupant satisfaction are both factors so the researcher suggests determining the value of a facility property and accessibility to be a vital adjustment factor to be added in determining the market

value of a property with a market and cost approach.

3. For further researchers who will conduct research in this research area, it is recommended to conduct more detailed research into aspects of the variable facilities and accessibility by observing specifically what facilities are desired and rejected by the residents of housing and considering this study has a relatively R Square small, the researcher suggests to enrich the variables for future researchers who will examine case studies that have characteristics that are identical to the case studies of this research.

REFERENCES

- Barus, Jessica. 2015. *Analisis Pengaruh Manajemen Properti terhadap Kepuasan dan Revisit Intention Pengunjung Mikie Holiday Theme Park*. Tesis. Pasca Sarjana, Universitas Sumatera Utara. Medan.
- Hadi. 2015. *Pengaruh Manajemen Properti Rumah Susun terhadap Kepuasan Penyewa Rumah Susun Sukaramai Medan*. Tesis. Pasca Sarjana, Universitas Sumatera Utara. Medan
- Lara and Bakker. 2012. *Pemasaran*. PT. Salemba Emban Raya. Jakarta.
- Pidora, D and Pigawati, B. 2014. *Keterkaitan Perkembangan Permukiman dan Perubahan Harga Lahan di Kawasan Tembalang*. Jurnal Wilayah dan Lingkungan, Volume 2 No 1, Semarang.
- Prasajo. 2014. *Korelasi Kinerja Spasial Perumahan dengan Kepuasan Penghuni Mega Residence Semarang*. Jurnal Tesa Arsitektur Vol. 12 No.1. Universitas Diponegoro. Semarang.
- Rashid, Samira. 2013. *Neighbourhood Choice Factors and Residents Satisfaction In Old and New Neighbourhoods of Slemani City, Kurdistan-Iraq*. Journal of Environment and Earth Science.
- Sastra, M. S andn Marlina, E. 2007. *Perencanaan dan Pembangunan Perumahan Sebuah Konsep, Pedoman dan Strategi Perencanaan dan Pengembangan Perumahan*. Andi Offset. Yogyakarta.
- Silaen, Sofar, dan Widiyono. 2013. *Metodologi Penelitian Sosial Untuk Penulisan Skripsi dan Tesis*. In Media. Jakarta.
- Sudjana. 2006. *Metode Statistik*. Jakarta: Rineka Cipta.
- Sudharto, P.H. 2005. *Strategi Pemasaran Edisi 2*. Liberty. Yogyakarta.
- Sugiyono. 2006. *Metode Penelitian Bisnis*. Bandung: Alfabeta.

How to cite this article: Syahputra MR, Fachrudin HT, Siahaan E. Analysis on the influence of property management on residents' satisfaction at the Komplek Perumahan Bumi Asri, Medan helvetia subdistrict. International Journal of Research and Review. 2019; 6(11):313-318.
