Quality Of Services in Flamboyan Flats on Resident Satisfaction

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ABSTRACT

This research aims to analyze the quality of services provided by Rusunawa Flamboyan. Responding to residents' complaints, conducting evaluations, and developing service quality standards are the issues discussed in this research. This research is quantitative and uses the Servqual method with 50 respondents and 50 questionnaires which have gone through validity testing, reliability testing, and hypothesis testing. In testing using the Servqual method on residents of Rusunawa Flamboyan, it was found that they had an average perception of 3.72 regarding the five dimensions of Servqual, while the expected value was 3.36. Thus, there is a difference of 0.36 which is positive, indicating that the service in the five Servqual dimensions has met the residents' expectations

Key words: Service Quality; Flamboyan Flats

INTRODUCTION

Flamboyan Flats is one of the residences provided by the government for people with low incomes in the Jakarta area. Rusunawa Flamboyan has a fairly large number of residential units and consists of several blocks. Flats are multi-story building structures built in one complex with units that can be owned and used separately. This building is equipped with shared facilities, such as land and shared objects, and was built vertically by Law Number 20 of 2011. The presence of flats in the city is considered a solution to provide vertical housing that is effective and efficient in land use (Hasna, 2021)

The residents of Rusunawa Flamboyan are small families with low incomes who need a decent and affordable place to live. Some of the complaints frequently raised by residents are cleanliness issues, incomplete facilities, delays in repairing damage, and interactions with staff.

This research is to analyze the quality of service provided by Rusunawa Flamboyan using the servqual method and measure resident satisfaction with the quality of the service. From this method, researchers will use five existing Servqual dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy.
The purpose of this research is to determine the quality of service, determine the level of resident satisfaction with the quality of service provided, and identify factors that contribute to resident satisfaction based on the dimensions in the servqual method.
Servqual is an approach used to assess the quality of services provided to customers, analyze quality issues, and identify ways to improve the quality of services provided to customers. (Septiani Yuni, Aribbe Edo, 2020).
Researchers use the servqual method, namely tangibles, reliability, responsiveness, assurance, and empathy.
Through validity testing, reliability testing, and hypothesis testing using the Servqual method on 50 respondents, it was found that they had an average perception of 3.72 regarding the five Servqual dimensions, while the expected value was 3.36. Thus, there is a difference of 0.36 which is positive, indicating that the service in the five Servqual dimensions has met the residents' expectations.

LITERATURE REVIEW

Understanding Satisfaction

Customer satisfaction is "an emotional state, their post-purchase reaction can be anger, dissatisfaction, annoyance, neutrality, joy or pleasure", according to (Khairil, 2021). Service quality is an effort to meet the needs and desires to achieve resident satisfaction

Servqual Method (Service Quality)

Servqual is an approach used to assess the quality of services provided to customers, analyze quality issues, and identify ways to improve the quality of services provided to customers.(Septiani Yuni, Aribbe Edo, 2020).
The following are the steps for calculating the gap for each variable in the Servqual method:
1. Calculate the average perception value ($\bar{P}$) for each variable.

Information: $$\bar{P} = \frac{\sum P_{ij}}{n}$$
Pij = respondent's perception for - J the variable -i
n = number of respondents
2. Calculate the average expected value ($\bar{E}$) for each variable

Information: $$\bar{E} = \frac{\sum E_{ij}}{n}$$
Eij = respondent's expectations for –J the variable -i
n = number of respondents

3. Calculate the gap or Servqual value for each variable.
Serqual Value = Perceived Value – Expected Value

Previous Related Studies

Research with the title "Improving the Service Quality of Boarding House Facilities in Housing X, Batam City Using the Service Quality (Servqual) Method". In this research, the quality of resident facility services is the main problem. The quality dimensions discussed in the service quality method are dimensions: Tangible, Reliable, Responsiveness, Assurance, and empathy. (Sumarya, 2019)

Research with the title "Analysis of Service Quality at Kost Thamrin 71 Medan". The research results show that regarding the reliability factor, there are still shortcomings on the part of the boarding house in providing its services to residents. Responsiveness factor, there is still a lack of time in providing results from requests from Residents and there is a delay in information to each Resident. The confidence factor (assurance), boarding house staff sometimes still don't understand what the residents want, so sometimes the staff only gives unsatisfactory answers. Regarding the empathy factor, the boarding house still has shortcomings in that it often delays helping and is less than optimal in providing a quick response to receiving residents' requests. As well as the lack of tangible factors in terms of facilities so that residents feel less comfortable(Stanley, Utama Tasik, Anggraini Dewi, Ciamas Elserra Siemin, 2023).

METHOD

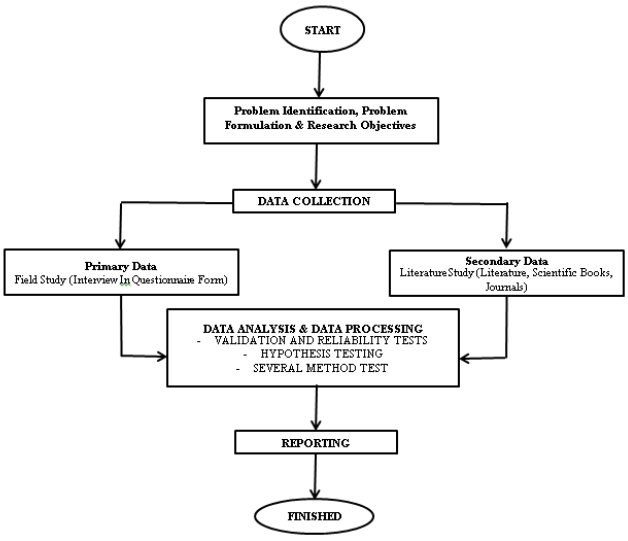

Figure 1 Research Stages

The primary data in question is data obtained by the author through interviews or questionnaires submitted to the management office staff and residents as

respondents totaling 50 people. The results of the answers from the respondents will be used as primary data which will be processed by the author through data analysis. The secondary data in question is data that the author collects and reviews from journals related to the object of research as supporting data.

A validity test is conducted to verify whether the questions or statements in the Servqual questionnaire validly measure the service dimensions under study. The reliability test aims to verify the reliability or consistency of the questions or statements used in the questionnaire. Hypothesis testing using SPSS is carried out to test the correctness or validity of a research hypothesis based on statistical analysis carried out on the data that has been collected. The Servqual method is carried out to measure and analyze the quality of service provided by an organization or service provider, as well as to understand the level of satisfaction of service users based on their perceptions and expectations.

Data processing is a series of steps or processes carried out to transform raw data into a more meaningful, useful, and understandable form. This process involves collecting, organizing, analyzing, interpreting, and presenting data so that it can be used for decision-making, problem-solving, or the discovery of new knowledge. SPSS is used to process and analyze quantitative data, which are interrelated and fall within the scope of statistics. SPSS can read various types of data by entering data directly into the SPSS Data Editor. Whatever the structure of the original data file, the data in the SPSS Data Editor must be arranged in the form of rows (cases) and columns (variables).(Swarjana, 2022).

RESULT AND DISUSSION

Primary Data Processing

The sample in this study is a representation of the entire population of 50 people.

Information :
n = Sample size
N = Sample population
e = error value (error) 1%

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{100}{1 + 100(0,1)^2} \quad \mathbf{n = 50}$$

Table 2 Respondent Identity (sample)

Respondent Name	Gender	Age
Amrin Fauzan	Man	28
Mustanir	Man	54
Transima	Man	55
Nyami	Woman	48
Arwati	Woman	50

Suratno	Man	51
Tri Indriyani	Woman	22
Noviyanti	Woman	22
Dian Elisabet	Woman	19
Emmauli Sitohang	Woman	52

Data Testing

1. Variable Analysis

Table 3 Servqual Dimensions

Code	Dimensions
X1	*tangibles*
X2	*reliability*
X3	*responsiveness*
X4	*assurance*
X5	*empathy*
Y	*Resident Satisfaction*

Table.43 Categories of Answer Values

Categories of Answers	**Nilai**
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Table 4 Questionnaire

Dimensi	**Values**	**Code**	**Question**
Tangibles	Expectations	X1.1	The facilities at Rusunawa Flamboyan must be neatly arranged
		X1.2	Rusunawa Flamboyan management staff must appear neat and attractive
	Perception	X1.3	The facilities at Rusunawa Flamboyan are neatly arranged
		X1.4	The Rusunawa Flamboyan management staff looks neat and attractive
Reliability	Expectations	X2.1	The services provided by staff must be timely
		X2.2	Rusunawa Flamboyan staff must be reliable in handling any problems experienced by residents
	Perception	X2.3	The service provided by the staff is timely
		X2.4	Rusunawa Flamboyan staff can be relied on to handle any problems experienced by residents

Responsiveness	Expectations	X3.1	Rusunawa Flamboyan staff must always respond to residents' complaints
		X3.2	Rusunawa Flamboyan staff must always be able to resolve residents' complaints
	Perception	X3.3	Rusunawa Flamboyan staff always respond to residents' complaints
		X3.4	Rusunawa Flamboyan staff can always resolve residents' complaints
Assurance	Expectations	X4.1	Rusunawa Flamboyan staff must be competent and professional in serving residents
		X4.2	Residents of Rusunawa Flamboyan must feel safe and comfortable
	Perception	X4.3	Rusunawa Flamboyan staff are competent and professional in serving residents
		X4.4	Residents of Rusunawa Flamboyan feel safe and comfortable
Empathy	Expectations	X5.1	Rusunawa Flamboyan staff must understand the specific needs of residents
		X5.2	Rusunawa Flamboyan staff must listen carefully to the residents' problems and needs
	Perception	X5.3	Rusunawa Flamboyan staff understand the specific needs of residents
		X5.4	Rusunawa Flamboyan staff listens carefully to residents' problems and needs
Satisfaction Occupant		Y1	Residents feel that the service provided by the staff is timely
		Y2	Residents feel that Rusunawa Flamboyan staff always respond to residents' complaints
		Y3	Residents feel that the staff at Rusunawa Flamboyan provides attention and friendly service
		Y4	Residents feel that the staff at Rusunawa Flamboyan can be trusted by the residents

Questionnaire Test Results

a. Validity test

This validity test calculation uses SPSS software where the data is processed and then proven whether the data is valid or not.

Table 5 Tangible Validity Test

Correlations

		X1.1	X1.2	X1.3	X1.4	Total
X1.1	Pearson Correlation	1	.469**	.466**	.458**	.818**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	50	50	50	50	50
X1.2	Pearson Correlation	.469**	1	.293*	.274	.694**
	Sig. (2-tailed)	<.001		.039	.054	<.001
	N	50	50	50	50	50
X1.3	Pearson Correlation	.466**	.293*	1	.196	.686**
	Sig. (2-tailed)	<.001	.039		.173	<.001
	N	50	50	50	50	50
X1.4	Pearson Correlation	.458**	.274	.196	1	.683**
	Sig. (2-tailed)	<.001	.054	.173		<.001
	N	50	50	50	50	50
Total	Pearson Correlation	.818**	.694**	.686**	.683**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	50	50	50	50	50

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Based on the results of testing the validity of the tangible dimensions of question items on the satisfaction of residents of Rusunawa Flamboyan, if the value of r calculated > r table (0.278) then the question items are declared valid as can be seen in the following table.

Table 6 Tangible Validity Test

Code	rtable	rcount	Description
X1.1	0,278	0,818	Valid
X1.2		0,694	Valid
X1.3		0,686	Valid
X1.4		0,683	Valid

Table 7 Reliability Validity Test (Reliability)

Correlations

		X2.1	X2.2	X2.3	X2.4	Total
X2.1	Pearson Correlation	1	.031	.137	.301*	.481**
	Sig. (2-tailed)		.830	.344	.034	<.001
	N	50	50	50	50	50
X2.2	Pearson Correlation	.031	1	.416**	.345*	.734**
	Sig. (2-tailed)	.830		.003	.014	<.001
	N	50	50	50	50	50
X2.3	Pearson Correlation	.137	.416**	1	.408**	.728**
	Sig. (2-tailed)	.344	.003		.003	<.001
	N	50	50	50	50	50
X2.4	Pearson Correlation	.301*	.345*	.408**	1	.740**
	Sig. (2-tailed)	.034	.014	.003		<.001
	N	50	50	50	50	50
Total	Pearson Correlation	.481**	.734**	.728**	.740**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	50	50	50	50	50

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Based on the results of testing the validity of the Reliability dimension question items on the satisfaction of residents of Rusunawa Flamboyan, if the r value > r table (0.278) then the question items are declared valid as can be seen in the following table.

Table 8 Reliability Validity Test (Reliability)

Code	rtable	rcount	Description
X2.1		0,481	Valid

X2.2	0,278	0,734	Valid
X2.3		0,728	Valid
X2.4		0,740	Valid

Table 9 Responsiveness test

Correlations

		X3.1	X3.2	X3.3	X3.4	Total
X3.1	Pearson Correlation	1	.678**	.434**	.453**	.822**
	Sig. (2-tailed)		<.001	.002	<.001	<.001
	N	50	50	50	50	50
X3.2	Pearson Correlation	.678**	1	.524**	.427**	.858**
	Sig. (2-tailed)	<.001		<.001	.002	<.001
	N	50	50	50	50	50
X3.3	Pearson Correlation	.434**	.524**	1	.442**	.750**
	Sig. (2-tailed)	.002	<.001		.001	<.001
	N	50	50	50	50	50
X3.4	Pearson Correlation	.453**	.427**	.442**	1	.716**
	Sig. (2-tailed)	<.001	.002	.001		<.001
	N	50	50	50	50	50
Total	Pearson Correlation	.822**	.858**	.750**	.716**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	50	50	50	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the results of testing the validity of the Responsiveness dimension question items on the satisfaction of the residents of Rusunawa Flamboyan, if the rcount value is > rtable (0.278) then the question items are declared valid as can be seen in the following table.

Table 10 Responsiveness Test

Code	rtable	rcount	Description
X3.1	0,278	0,822	Valid
X3.2		0,858	Valid
X3.3		0,750	Valid
X3.4		0,716	Valid

Table 11 Guarantee Test (Assurance)

Correlations

		X4.1	X4.2	X4.3	X4.4	Total
X4.1	Pearson Correlation	1	.446**	.495**	.436**	.757**
	Sig. (2-tailed)		.001	<.001	.002	<.001
	N	50	50	50	50	50
X4.2	Pearson Correlation	.446**	1	.566**	.471**	.786**
	Sig. (2-tailed)	.001		<.001	<.001	<.001
	N	50	50	50	50	50
X4.3	Pearson Correlation	.495**	.566**	1	.512**	.811**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	50	50	50	50	50
X4.4	Pearson Correlation	.436**	.471**	.512**	1	.784**
	Sig. (2-tailed)	.002	<.001	<.001		<.001
	N	50	50	50	50	50
Total	Pearson Correlation	.757**	.786**	.811**	.784**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	50	50	50	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the results of testing the validity of the Assurance Test dimension question items on the satisfaction of the residents of Rusunawa Flamboyan, if the r value > r table (0.278) then the question items are declared valid as can be seen in the following table.

Table 12 Guarantee Test (Assurance)

Code	rtable	rcount	Description
X4.1	0,278	0,757	Valid
X4.2		0,786	Valid
X4.3		0,811	Valid
X4.4		0,784	Valid

Table 13 Empathy Test (Empathy)

Correlations

		X5.1	X5.2	X5.3	X5.4	Total
X5.1	Pearson Correlation	1	.428**	.143	.248	.687**
	Sig. (2-tailed)		.002	.320	.082	< .001
	N	50	50	50	50	50
X5.2	Pearson Correlation	.428**	1	.129	.281*	.643**
	Sig. (2-tailed)	.002		.373	.048	< .001
	N	50	50	50	50	50
X5.3	Pearson Correlation	.143	.129	1	.156	.651**
	Sig. (2-tailed)	.320	.373		.279	< .001
	N	50	50	50	50	50
X5.4	Pearson Correlation	.248	.281*	.156	1	.595**
	Sig. (2-tailed)	.082	.048	.279		< .001
	N	50	50	50	50	50
Total	Pearson Correlation	.687**	.643**	.651**	.595**	1
	Sig. (2-tailed)	< .001	< .001	< .001	< .001	
	N	50	50	50	50	50

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Based on the results of testing the validity of the Empathy Test dimension question items on the satisfaction of residents of Flamboyan Rusunawa, if the rcount value is > rtable (0.278) then the question items are declared valid as can be seen in the following table.

Table 14 Empathy Test (Empathy)

Code	rtable	rcount	Description
X5.1	0,278	0,678	Valid
X5.2		0,643	Valid
X5.3		0,651	Valid
X5.4		0,595	Valid

b. Reliability Test

Table 15 Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.905	24

Based on the table above, it can be seen that the results of reliability testing show that the occupant satisfaction variable (Y) is obtained from the Cronbach's alpha value of all tangibles, reliability, responsiveness, assurance, and empathy variables of 0.701, which means > 0.6, so it can be concluded that Respondents' answers to all variables can be declared reliable

T-Test

Decision-making by comparing the calculated t value with the t table. If the t value > t table then variable X affects variable Y. Meanwhile, if the t value < t table then variable X does not affect variable Y

The author uses a run us to find the t table with a sample size of 50, thus the calculation to find the t table is as follows
= (a/2 ; n-k-1)
= (0,05/2 ; 50-5-1)
= (0,025 ; 44)
= 2,017

It can be explained that (0.05/2; 50-5-1) n the sample size is 50-5-1 then the result is (0.025; 44) which can be seen in the t table distribution. The significant row is 0.025 with a sample size of 44 so the result is 2.017

Table 16 T Test Physical Evidence (Tangibles)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.214	1.417		5.798	<.001
	Bukti fisik	.498	.098	.590	5.069	<.001

a. Dependent Variable: Kepuasan penghuni

X1 from the t-test results shows that the significant value of the physical evidence variable (tangibles) on occupant satisfaction is 0.01 < 0.05 and the calculated t value is 5.069 > 2.015. This means that physical evidence variables (tangibles) influence occupant satisfaction.

Table 17 Reliability T Test (reliability)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.525	1.481		5.757	<.001
	Keandalan	.465	.100	.556	4.637	<.001

a. Dependent Variable: Kepuasan penghuni

X2 from the t-test results shows that the significant value of the reliability variable on occupant satisfaction is 0.01 < 0.05 and the calculated t-value is 4.637 > 2.015. This means that the reliability variable influences occupant satisfaction.

Table 18 T Test Responsiveness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.798	.799		9.762	<.001
	Daya tanggap	.512	.053	.810	9.585	<.001

a. Dependent Variable: Kepuasan penghuni

X3 from the t test results shows that the significant value of the responsiveness variable on occupant satisfaction is 0.01 < 0.05 and the calculated t value is 9.585 > 2.015. This means that the responsiveness variable has an influence on occupant satisfaction.

Table 19 T Test Guarantee (assurance)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	14.887	1.575		9.455	<.001
	Jaminan	.029	.103	.040	.279	.782

a. Dependent Variable: Kepuasan penghuni

X4 from the t-test results shows that the significant value of the assurance variable on occupant satisfaction is 0.782 > 0.05 and the calculated t-value is 0.279 < 2.015. This means that the assurance variable does not affect occupant satisfaction

Table 20 Empathy T Test (empathy)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6.823	1.504		4.537	<.001
	Empati	.559	.098	.635	5.698	<.001

a. Dependent Variable: Kepuasan penghuni

X5 from the t-test results shows that the significant value of the empathy variable on occupant satisfaction is 0.01 < 0.05 and the calculated t-value is 5.698 > 2.015. This means that the empathy variable influences occupant satisfaction

c. Testing **F**

If the sig value is <0.05 or the calculated f value is > table f then there is an influence on the occupant satisfaction variable (Y). Meanwhile, if the sig value is > 0.05 or the calculated f value is < table f then there is no influence on the occupant satisfaction variable (Y).

Table 21 F test results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.687	5	23.737	28.858	<.001[b]
	Residual	36.193	44	.823		
	Total	154.880	49			

a. Dependent Variable: Kepuasan Penghuni

b. Predictors: (Constant), Empati, Bukti fisik, Keandalan, Daya tanggap, Jaminan

Based on the table above, the f-test results for variables X1 means that variables X1, X2, X3, X4, and X5 influence variable Y.

Test the Servqual Method

Perceived Value

Perceived value reflects judgments regarding the quality of services received by residents.

Table 22 Perception value results

Question Code	Score Value	Occupant Perception Value ($\bar{P}$)

X1.3	183	3,66
X1.4	176	3,52
X2.3	180	3,6
X2.4	190	3,8
X3.3	182	3,64
X3.4	193	3,86
X4.3	191	3,82
X4.4	188	3,76
X5.3	173	3,46
X5.4	204	4,08

Hope Value

Expectancy value reflects the extent to which residents expect the quality they will receive.

Table 22 Expectation value results

Question Code	Score Value	Occupant Perception Value ($\bar{E}$)
X1.1	179	3,58
X1.2	176	3,54
X2.1	186	3,72
X2.2	175	3,5
X3.1	185	3,7
X3.2	175	3,5
X4.1	185	3,7
X4.2	189	3,78
X5.1	181	3,62
X5.2	202	4,04

Servqual Value

The gap value for each question is obtained by calculating the difference between the expected values. The results of calculating the gap value for each question can be found in the table

Table 22 Servqual score results

Dimensions	Perception Score	Expectation Score	Mark Gap
Tangibles	3,76	3,58	0,08
	3,62	3,54	-0,02
Reliability	3,8	3,72	-0,12
	3,8	3,5	0,3
Responsiveness	3,74	3,7	-0,06
	3,76	3,5	0,36
Assurance	3,92	3,7	0,12
	3,86	3,78	-0,02
Empathy	3,86	3,62	-0,16

	4,08	4,04	0,04
Average	3,72	3,36	0,36

The table above shows that the perception of residents at Rusunawa Flamboyan seen from the five dimensions of Servqual has an average value of 3.72 and an expected value of 3.36 so there is a gap of 0.36 which is positive, meaning that the five dimensions of Servqual have met expectations. residents.

CONCLUSION

1. The results of the validity test stated that of the 24 questions given, all of the results were declared valid with an r table value > 0.278. 2.
2. The results of the reliability test stated that all of the 24 questions were reliable with a Cronbach's alpha value of 0.701, the results of all of them were declared valid with a reliability value of > 0.6.
3. The hypothesis f test result is 28.858 for all variables, so the value obtained is 28.858 > f table value 2.43. It can be concluded that there is a significant influence of variables X1, X2, X3, X4, and X5 on variable Y, namely occupant satisfaction.
4. The test results using the servqual method state that the perception of residents at Rusunawa Flamboyan seen from the five servqual dimensions has an average value of 3.72 and an expected value of 3.36 so there is a gap of 0.36 which is positive, meaning that the five dimensions have meet expectations

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