

ABSTRACT

An analysis of Consumers' Satisfaction to the Construction Products (A Case Study at Bukit Permata Puri Housing Semarang)

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Housing is the most dynamic segment in the property sector. It grows significantly fast. The biggest contribution of the segment is still managed by local developers. To fulfill the consumers' expectations, developers should pay attention to the quality of the constructions, which is the most important requirement. PT. Pembangunan Perumahan (Persero), Tbk Ngaliyan is a reputable housing corporation in Semarang that has developed its business since 50 years ago. One of its products is the Bukit Permata Puri Housing. This company always maintains its product quality as its responsibility to satisfy the consumers' needs.

The purpose of this study is to investigate the satisfaction levels of the consumers to the company's products, particularly the Bukit Permata Puri Housing, by analyzing factors that have successfully fulfilled their satisfaction and those that should be improved. This study employs Service Quality (Servqual) Model of Q-RATER, which consists of responsiveness, assurance, tangibles, empathy, and reliability by utilizing a Kartesius diagram.

The analysis result shows that most consumers are not satisfied with the Bukit Permata Puri Housing. It can be seen from the average gap score of -1.42. Some factors, conversely, have satisfied the consumers, such as assurance (certainty) with the average gap score of 12.49 and tangible (physical evidence) with the average gap score of 3.74. Factors that should be improved consist of the company's responsiveness to the consumers' complains.

Key words: consumers' satisfactions, service quality (servqual), Q-RATER