CUSTOMER SATISFACTION ANALYSIS
WITH QUALITY FUNCTION DEPLOYMENT METHOD
IN PURI SAFIRA REGENCY SURABAYA

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Abstract

Puri Safira Regency has a good market prospect in west Surabaya. Puri Safira Regency is located in a 60 ha area, which 25% of its area have not developed yet. Therefore, it still has opportunity to improve the housing qualification. According to that fact, customer satisfaction analysis plays important roles for the next development.

The aim of this paper is to find out the ranks of satisfaction variable based on quality of buildings, facilities and infrastructure, location factors and to determine Gap and the strategy of quality improvement for the next development by Quality Function Deployment (QFD) method. Data is collected by customer satisfaction survey with resident and interview with property developer.

From data analysis uses House of Quality (HoQ) method, we found that customer have not satisfied with current condition. Primary variable due to Raw Weight rank are a facility of water supply / PDAM, durability termites roof, leaking roof level, quality of materials used in the construction, safety against floods. And Gap level rank are a facility of water supply (PDAM), a termite proof roof leaking of roof level, quality of materials used in construction, and electrical facilities. While the strategy of quality improvement in the next development are a better quality housing, improving the estate management, good coordination with PDAM, provision of clean and dirty water channel that meets the standard, and the provision of housing and public facility maintenance.

Keyword  : Customer Satisfaction, House of Quality, Puri Safira Regency, Quality Function Deployment