Consumer Satisfaction Analysis of Apartment Product and Service
(Case Study of Puncak Permai Apartment Surabaya)

Abstract

The major factors of residence problem are product and service of developer apartments concern towards consumers. Product and service of Puncak Permai Apartment Surabaya is the object of this research. This research aims to investigate the number of consumer’s satisfaction towards the product and service given by Puncak Permai Apartment developer.

This research conducts in several steps; those are analyzing the importance of product and service and consumer satisfaction. This research uses survey methodology through questioner. The samples were done through interview.

The samples were taken by census for consumer of Puncak Permai Apartment Surabaya. The analysis method which used is Importance Performance Analysis. It is a descriptive statistic method which the result of this research is delivered in two dimensions quadrant and in graphic quality and easy to interpret. The variable of research which used is characteristics of wish or desire and consumer’s expectation towards the quality of product and service in Puncak Permai Apartment.

The result of this research evidently shows there are 19 consumers’ perceptual factors in evaluating the quality product of Puncak Permai Apartment. The Puncak Permai Apartment consumers satisfy with the product performance given by the developer, thus, it is expected to maintain and improve the product performance of Puncak Permai Apartment developer.

Furthermore, there are 9 consumers’ perceptual factors in evaluating the Puncak Permai Apartment services, for example cleanliness and professional security, parking area, etc which are
considered as the most important factors to be improved by the Puncak Permai Apartment developer in regards to the fact that the consumers are not satisfied enough. Therefore, it is expected to improve some factors dealing with the main priority of product and services of the Puncak Permai Apartment, for instance service performance of swimming pool cleanliness, apartment view, transportation convenience, security parking area (CCTV and 24 hour security which is in B quadrant- it indicates that it needs to be maintained. Meanwhile, garbage disposal area is in C quadrant which is considered as a minor priority for the consumers. The consumers thinks that the garbage disposal area is not important for the consumers though the management fully attention of this sector.

Therefore, evaluating some factors of product and service as conducted through this research can describe the consumers’ satisfaction towards Puncak Permai Apartment performance. Besides, it can describe the consumers most priority factors of product and service of Puncak Permai Apartment and the developer and management can improve the quality of product and service of Puncak Permai Apartment Surabaya.

**Keywords** : *Product and service, Puncak Permai Apartment’s consumers, Importance Performance Analysis.*