

ABSTRAK

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PEMODELAN KEPUASAN PENGHUNI DARI PENGARUH *PERFORMANCE*, *THE ROLES OF COMMUNICATION*, DAN *TOTAL QUALITY MANAGEMENT* PADA U-RESIDENCE 3 KARAWACI

Skripsi, Fakultas Sains dan Teknologi (2021)

(xv + 80 halaman; 14 gambar; 46 tabel; 1 lampiran)

Tangerang menjadi kota yang pertumbuhan penduduknya mengalami peningkatan yang cukup pesat dari tahun ke tahun. Maka dari itu, tentu hunia masyarakat tangerang menjadi lebih terbatas sehingga pilihan yang dulunya cenderung pada *landed house* berubah ke *vertical house*. Perubahan budaya ini menyebabkan masyarakat tentu mengubah penilaian akan hunian yang ditempati sebelumnya yaitu *landed house*. Maka dari itu penelitian ini dilakukan untuk mengetahui pemodelan kepuasan penghuni (*customer satisfaction*) terhadap objek apartemen yaitu U-Residence 3. Peneliti memilih beberapa variabel yang mempengaruhi pemodelan ini yaitu *performance*, *the roles of communication* dan *total quality management*. Penelitian ini menggunakan metode statistik dengan pengumpulan data berupa survei. Data yang telah didapat akan dilakukan uji deskriptif, uji validitas dan reliabilitas, uji korelasi, uji normalitas dan diakhiri dengan uji regresi linear berganda untuk mengetahui pemodelan kepuasan penghuni (*customer satisfaction*) terkait dengan *performance*, *the roles of communication* dan *total quality management*. Pemodelan kepuasan yang didapat $Y = 0.33 (\text{Performace}) + 0.34 (\text{the Roles of Communication}) + 0.33 (\text{Total Quality Management})$. Dari pemodelan kepuasan menunjukkan bahwa Y merupakan *customer satisfaction* dan P (*performance*), RC (*the Roles of Communication*), dan TQM (*Total Quality Management*) bernilai positif yang menunjukkan bahwa adanya pengaruh terhadap Y (*Customer Satisfaction*). Jika P, RC dan TQM mengalami peningkatan maka Y juga akan mengalami peningkatan. Begitu pula dengan sebaliknya.

Kata kunci : Apartemen, Kepuasan Penghuni, *Performance*, *The Roles of Communication*, dan *Total Quality Management*

Refrensi : 38 (1986-2018)

ABSTRACT

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MODELING OF CUSTOMER SATISFACTION FROM THE EFFECT OF PERFORMANCE, THE ROLES OF COMMUNICATION, AND TOTAL QUALITY MANAGEMENT IN U-RESIDENCE 3 KARAWACI

Thesis, Faculty of Science and Technology (2020)

(xv + 80 pages; 14 figures; 46 table; 11 appendix)

Tangerang is a city whose population growth has increased quite rapidly from year to year. Therefore, of course the land of the Tangerang population has become more limited so that the choices that used to tend to be landed houses have changed to vertical houses. This cultural change causes the community to certainly change their assessment of previously occupancy, namely landed houses. Therefore this research was conducted to determine the modeling of customer satisfaction with the object is the apartment, U-Residence 3. The researcher chose several variables that influence this modeling, namely performance, the roles of communication and total quality management. This study uses statistical methods with data collection that collected from survey. The data that has been obtained will be carried out by descriptive tests, validity and reliability tests, correlation tests, normality tests and ending with multiple linear regression tests to determine customer satisfaction modeling related to performance, the roles of communication and total quality management. Satisfaction modeling obtained $Y = 0.33 (\text{Performace}) + 0.34 (\text{the Roles of Communication}) + 0.33 (\text{Total Quality Management})$. From the modeling of satisfaction, it shows that Y is customer satisfaction and P (performance), RC (the Roles of Communication), and TQM (Total Quality Management) are positive, which indicates that there is an influence on Y (Customer Satisfaction). If P, RC, and TQM experiences an increase, then Y will also increase. Likewise, vice versa.

Keywords : Apartement, Customer Satisfaction, Performance, The Roles of Communication, and Total Quality Management

References : 38 (1986-2018)