

## ABSTRAK

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### **ANALISIS PENGARUH PERFORMANCE, KOMUNIKASI, DAN TOTAL QUALITY MANAGEMENT RUMAH SUSUN ROROTAN TERHADAP MODEL CUSTOMER SATISFACTION**

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(xiv + 62 halaman; 10 gambar; 34 tabel; 5 lampiran)

Pertumbuhan jumlah penduduk yang tidak merata menyebabkan angka kepadatan penduduk yang tinggi khususnya di DKI Jakarta. Hal ini berdampak pada peningkatan kebutuhan tempat tinggal, harga tanah serta harga rumah. Masyarakat berpenghasilan rendah memiliki keterbatasan dalam membeli rumah yang mengakibatkan memilih tempat tinggal yang tidak layak. Pemerintah memiliki tujuan untuk menyejahterakan masyarakat berpenghasilan rendah dengan menyusun proyek bangunan bertingkat tinggi yang memiliki harga sewa terjangkau yaitu rusunawa. Dalam mengukur kesuksesan proyek rusunawa, keberhasilan proyek ini dapat ditinjau dari *customer satisfaction* yang berada pada fase *post construction*. Proyek yang ditinjau dalam penelitian ini adalah rumah susun Rorotan yang berada di Jakarta Utara. Proses pengambilan data menggunakan kuesioner yang pertanyaannya disampaikan secara langsung dan mandiri. Pertanyaan untuk *customer satisfaction* terdiri dari empat indikator, *performance* (P) terdiri dari lima indikator, komunikasi (RC) terdiri dari enam indikator, dan *total quality management* (TQM) terdiri dari lima indikator. Berdasarkan hasil survei, didapatkan nilai rata-rata *customer satisfaction* pada tingkat puas yaitu 5,35 dari 6. Data yang didapatkan diuji dekriptif, reliabilitas, validitas, korelasi, dan regresi menggunakan program *Statistical Product and Service Solutions* (SPSS). Hasil pengujian didapatkan variabel komunikasi dengan indikator *the absence of a shared language between superiors and workers*, *superiors*, dan *misinterpreting of instruction* serta variabel *total quality management* dengan indikator *excellent quality*, *cost*, *function*, *strategic planning*, dan *process management* dapat digunakan dalam penyusunan model regresi linear berganda. Sedangkan, variabel *performance* tidak dapat digunakan dalam penyusunan model karena nilai signifikansinya 61,4% diatas batas 5%. Model *customer satisfaction* yang didapatkan pada penelitian ini adalah  $CS = 0,568 + 0,339 RC + 0,587 TQM$  dengan koefisien determinasi 55% yang tergolong *moderate*. Variabel *total quality management* memiliki pengaruh terbesar yaitu 58,7% terhadap model *customer satisfaction* dan diikuti variabel komunikasi sebesar 33,9%.

Kata Kunci : rumah susun, *project success*, *customer satisfaction*, *post construction*, *performance*, komunikasi, *total quality management*.

Referensi : 43 (1998 – 2019)

## ABSTRACT

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**ANALYSIS OF THE INFLUENCE OF PERFORMANCE,  
COMMUNICATION AND TOTAL QUALITY MANAGEMENT OF  
ROROTAN PUBLIC HOUSING TOWARDS CUSTOMER SATISFACTION  
MODEL**

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Centralized population growth in DKI Jakarta is the reason for high population density in DKI Jakarta. It increases the demand for housing that causes the increase in price for lands and houses. Many low income citizens could not afford decent housing that forces them to choose unproper place to stay. The government aims to accomodate proper housing for low income citizens by constructing high rise buildings with affordable prices which also known as public housing. According to project success theory, the success of a project could be measured from customer satisfaction at post construction phase. The public housing project in this research is Rorotan Public Housing that is located in North Jakarta. The data is collected through questionnaire, that is conducted independently and directly to the respondent at Rorotan Public Housing. Questions for customer satisfaction variable consists of four indicators, performance (P) consists of five indicators, communication (RC) consists of six indicators and total quality management (TQM) consists of five indicators. Based on the survey result, the average customer satisfaction level is at 5,35 from 6, with number one as strongly disagree until number six as strongly agree. The data is then evaluated descriptively, it is also tested for reliability, validity, correlation and multiple linear regression using program called Statistical Package for the Social Sciences (SPSS). Through test result, communication with indicators of the absence of a shared language between superiors and workers, superiors, and misinterpreting of instruction, then total quality management with excellent quality, cost, function, strategic planning, and process management could be used to form multiple linear regression model. However, performance could not be used to form the model because its significance level is 61,4% which is above the limit of 5% significance level. Customer satisfaction model in this thesis is  $CS = 0,568 + 0,339 RC + 0,587 TQM$  with determination coefficient of 55% which can be categorized as moderate. Total quality management has the biggest influence towards customer satisfaction at 58,7%. Communication that rates at 33,9%.

**Keywords :** public housing, project success, customer satisfaction, performance, roles of communication, total quality management.

**References :** 43 (1998 – 2019)