Strategies to Improve Customer Satisfaction in Kusuma Persada Utama in Lamongan District (a Strategy to Increase Customer Satisfaction at PT. Kusuma Persada Utama in Lamongan Regency)

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A B S T R A C T

In Indonesia, it is certainly very modern, so that in recent years there have been many residential and property businesses. In this property and housing business in Indonesia, there are many types of houses to be traded. And the contractor's business is a company that is contracted or hired to carry out work projects based on the contents of the contract that he won from the project owner who is an agency or individual. The population in this study was taken from all customers of PT. Kusuma Persada Utama as many as 100 people. The sample used in this study were 50 respondents with the calculation of the Slovin formula.

1. Introduction

In Indonesia, of course, it is very modern, so that lately there are a lot of housing and property businesses. Basically, it is giving choices to buyers or customers who will fulfill their desires such as a house with a beautiful and minimalist shape, which is strategic and comfortable. In the property and housing business in Indonesia, there are many types of houses that will be bought and sold. There is also an investment field for these businessmen. The large number of housing projects implies an increasingly diverse selection. The impact is that customers have the opportunity to choose the house they want based on repeated and careful considerations so that they can find decent housing.

The property business is a business whose competition is getting tougher in the future. Customers in buying a house are not only for shelter from the sun or from the heavy rain but also for other activities. The housing business continues to grow rapidly in line with population growth in Indonesia. The housing business or it can also be called property, is currently a business area that is very much in demand by residential business developers (Marisa in Elina Monica, 2018: 142). Therefore, in this study the authors made a thesis by taking the following title, namely "The Effect of Facilities and Building Quality on Customer Satisfaction at PT. Kusuma Persada Utama in Lamongan Regency".

By doing all the research, finally the writer can find some formulation of the problem in this research, namely as follows: first, whether the facility variable has a partial effect on the customer satisfaction variable at PT. Kusuma Persada Utama? Second, whether the building quality variable has a partial effect on the customer satisfaction variable at PT. Kusuma Persada Utama? Third, whether the facilities variable and building quality variables simultaneously influence the customer satisfaction variable at PT. Kusuma Persada Utama? And fourth, which variable has the most dominant influence on the customer satisfaction variable at PT. Kusuma Persada Utama?

After finding the formulation of the problem in this study, the authors can find several objectives to be achieved by the authors in this study, including the first, which aims to determine whether the facility variable partially influences the customer satisfaction variable at PT. Kusuma Persada Utama. Second, to determine whether the building quality variable has a partial effect on the customer satisfaction variable at PT. Kusuma Persada Utama. Third, to determine whether the facilities variable and building quality variables simultaneously influence the customer satisfaction variable at PT. Kusuma Persada Utama. And fourth, to find out which variable has the most dominant influence on customer satisfaction at PT. Kusuma Persada Utama.

2. Study of Learning Outcomes Theory

According to Sugiyono (2017: 283), the frame of mind is a model which is a conceptual model of how theory relates to various factors that have been identified as problems in the study. A good framework of thinking is that it will explain the variables to be studied, so theoretically the relationship between the independent and dependent variables must be explained. If in a study there are moderating and intervening variables, then it needs to be explained again, why these variables were involved in a study. The linkages between these variables will be formulated in the form of paradigms in a study. So every research paradigm preparation must be based on a frame of mind.

With the existence of several stages from the formulation of the problem, research objectives, theoretical basis and others, the writer finally gets a frame of mind which can be seen in the following figure.
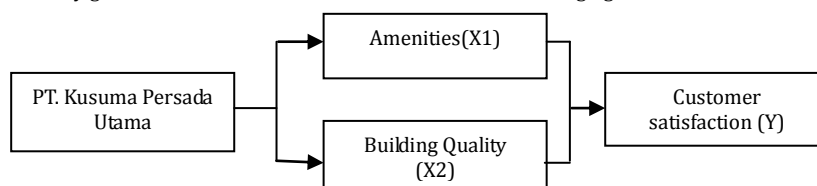
Fig 1. Framework of thinking

From the picture above is a description of the framework that the authors conclude that, the variable facilities and building quality have a partial and simultaneous effect and which variables have the most dominant influence on customer satisfaction at PT. Kusuma Persada Utama, which data can be analyzed using several analytical tools including, validity test, reliability test, classical assumption test, multiple linear regression analysis, correlation coefficient test, t test and F test and determination coefficient test.

Sugiyono (2017: 284), because the hypothesis is a temporary answer to all the problem formulations that have been proposed, the starting point for formulating the problem is the formulation of the problem in this framework.

Hypothesis is a procedure for testing the parameter assessment of the population so that it can be obtained from the statistics in the sample population that the researcher is taking. There are two kinds of hypotheses, namely the null hypothesis, which can be denoted by H0 which is a hypothesis which states that the parameters in the population do not change. The alternative hypothesis, denoted by H1 states that the hypothesis that there is a parameter change in the population, Pramesti (2016: 2).

Based on the background and problem formulation above, a provisional hypothesis or assumption can be drawn, namely as follows:

a)   It is assumed that the facility variable has a partial effect on customer satisfaction.
b)   It is suspected that building quality variables have a partial effect on customer satisfaction variables.
c)   It is suspected that the variable facilities and building quality variables simultaneously influence the customer satisfaction variable.
d)   It is assumed that the variable that has the most dominant influence on the customer satisfaction variable is the building quality variable.

3. Research Methods

This type of research is descriptive quantitative. The sampling technique used purposive sampling. The population is 100 people and the sample is 50 respondents calculated using the Slovin formula. Using primary and secondary data. Data collection techniques are interviews, observations, and questionnaires. Operational variable variables (X1) with five indicators according to Tjiptono (2014: 318) in Dewandi et al (2017: 3), namely Special Considerations / Planning, Room Planning, Equipment / Furniture, Lighting and Color and Supporting Elements. For variable (X2) according to Sutiyaningsih in Monica (2018: 142), building quality indicators are the level of reliability, durability, ease of maintenance, comfort and the ability to meet expectations. For the variable (Y) according to Putri and Dewi (2018), indicators of customer satisfaction have been obtained, namely Expectations, Performance, Comparisons, Confirmation / disconfirmation, and Discrepancies. The data analysis method used is validity test, reliability test, classical assumption test, multiple linear regression analysis, correlation coefficient test, t test, f test, and also the coefficient of determination.

4. Results and Discussion

4.1 Data analysis

a) Validity Test

According to Suharsimi Arikunto in Dahlius and Mariaty (2016: 7), validity is a measure that shows the levels of validity of an instrument. If the instrument is valid, then the criteria used or the minimum limit of an instrument or test material is declared valid, if the coefficient r count> r table. In this research data, the calculated r value is greater than the r table, so the data used is valid.

And the results that have been obtained by researchers are in accordance with the theory adopted, namely in the calculation of the validity test the results obtained with r count> r table, so in this study the data or questionnaire can be said to be valid.

Table 1.
Instrument Validity Test Results

No.	Variabel	Item	r Count	r Tabel	Information
1.	Amenities (X1)	X1.1	0,713	0,2787	Valid
		X1.2	0,850	0,2787	Valid
		X1.3	0,713	0,2787	Valid
		X1.4	0,585	0,2787	Valid
		X1.5	0,850	0,2787	Valid
2.	Amenities (X1)	X2.1	0,590	0,2787	Valid
		X2.2	0,565	0,2787	Valid
		X2.3	0,568	0,2787	Valid
		X2.4	0,565	0,2787	Valid
		X2.5	0,565	0,2787	Valid
3.	Customer satisfaction (Y)	Y.1	0,704	0,2787	Valid
		Y.2	0,593	0,2787	Valid
		Y.3	0,709	0,2787	Valid
		Y.4	0,684	0,2787	Valid
		Y.5	0,649	0,2787	Valid

Data Source: Primary Data for Spss Version 20 (2020).

b) Reliability Test

According to Suharsimi Arikunto in Dahlius and Mariaty (2016: 7), reliability shows in one sense that an instrument can be trusted enough to be used as a data collection tool because the instrument is good and reliable. The results obtained from this study are that the Cronbach Alpha value is greater than the limit, so the data used is reliable.

Table 2.
Reliability Instrument Test Results

No.	Variabel	Nilai *Cronbach Alpha*	Batas Nilai *Cronbach Alpha*	Ket.
1.	Amenities (X1)	0,792	0,60	Reliabel
2.	Amenities (X1)	0,713	0,60	Reliabel
3.	Customer satisfaction (Y)	0,764	0,60	Reliabel

c) Classic Assumption Test

Normality test according to Lubis and Nur (2017: 236), a simple statistical test that is often used to test the assumption of normality is to use the normality test of the Kolmogorov Smirnov statistic. The normal test method for data distribution is done by looking at the significance of the variables, if the significance level is greater than alpha 10% (0.1), it indicates normal data distribution. In this study, the Kolmogorof Smirnov value was 0.526 with a significance of 0.945 and an alpha limit of 0.1 (10%), it means that the data is normal.

Multicollinearity test according to Lubis and Nur (2017: 236), testing the presence or absence of multicollinearity symptoms is carried out by paying attention to the correlation matrix value generated in data processing as well as the value of VIF (Variance Inflation Factor) and its tolerance. Each variable has a tolerance value> 0.1 and a VIF value <10, so it can be concluded that the data does not occur multicollinearity between the independent variables in the regression model. In this study, the data for the two variables were 1.508 with sig.0.663, so it was smaller than the VIF limit <10, so the data was declared not to contain multicollinearity.

The Heteroscedasticity test according to Lubis and Nur (2017: 236), one way to see the presence or absence of heteroscedasticity is to use the test on a scatterplot chart, this shows that there is no certain pattern, and the points spread above and below the 0 on the axis. Y, it can be interpreted that the regression model has no symptoms of heteroscedasticity, or there is a similarity in variance from the residuals of one observation to another. In this study, images that spread above and below are produced, so the data is said to not contain heteroscedasticity.

The autocorrelation test shows the Durbin-Watson value of 1.892 with a significance of 5% found in the Durbin-Watson table, which is dL = 1.4625 and dU = 1.6283. To detect the absence of autocorrelation is dL <d> dU and dL <(4-d)> d. The results obtained were 1.4625 <1,892> 1.6283 and 1.4625 <2.108> 1.6283. So it can be concluded that the data does not contain autocorrelation.

d) Multiple Linear Regression Analysis

According to Lubis and Nur (2017: 237), multiple linear regression analysis is used to determine the strength of a relationship from the independent variable to the dependent variable, namely this analysis to determine the effect of independent variables collectively on the dependent variable addressed by regression coefficient. In this regression, the equation is Y = 2.129 + 0.323 (X1) +0.587 (X2). Then the data that has the most dominant influence is the variable of building quality (X2).

e) Correlation Coefficient Test

According to Sugiyono in Tanjung, et al (2018: 73), argues that this correlation technique is to look for a relationship to prove the hypothesis of the relationship between two variables if the data for the two variables are in the form of intervals or ratios, and the data source of the two or more variables is interpreted the same. From this calculation, it is obtained that the correlation value is 0.861 in the interval 0.80-1.00, so it is said that the correlation is very strong.

f) Hypothesis t (Partial Test)

According to Lubis and Nur (2017: 238), the t statistical test was carried out to determine the effect of each variable on the dependent variable, namely partially. The t test is carried out using the α (alpha) value of 10%. Thus the t test calculation can be seen through the t table which has an alpha value of 10% or 0.1 and the value of the degrees of freedom (df) that will be used in this study. In the t test, the value of t count (X1) is 5.020 and t count (X2) is 5.585 greater than t table 2.01174, it can be concluded that the result is that there is a partial influence between the facility variable (X1) on the customer satisfaction variable (X2) and building quality variable (X2) on customer satisfaction (Y)

g) Hypothesis F (Simultaneous Test)

According to Windarti and Mariaty (2017: 8), the F test was carried out to see whether the multiple regression equation obtained in the model can be used to predict the value of the dependent variable, namely (Y). This is done whether the independent variables together have a significant effect on the variable (Y). Obtained the calculated F value of 67.091 with an F table of 3.20. Then all variables are said to have a simultaneous effect on customer satisfaction (Y).

h) Determination Coefficient Test

According to Windarti and Mariaty (2017: 8), the coefficient of determination ($R2$) is a coefficient that shows the percentage (%), namely the effect of all independent variables on the dependent variable under study. The greater the coefficient of determination, the better the dependent variable in explaining the independent variable. Obtained a value of 0.741 with a percentage of 74.1% and the remaining 25.9%, then the data on these variables can be said to be good.

5. Conclusions and Suggestions

Based on the analysis and discussion that has been described in the previous chapters, a conclusion can be drawn, namely as follows.

a) From the three variables, it can be seen that the facility variable (X1) has a partial influence on the customer satisfaction variable (Y) with a significance value of α = 0.05 with t count of 5.020> t table 2.01174.

b) The building quality variable (X2) also has a partial effect on the customer satisfaction variable (Y) with a significance value of α = 0.05 with t count of 5.585> t table 2.01174

c) For simultaneous effect, it is carried out through the F test with a significance of $\alpha = 0.05$, namely the results of F count of 67.091> F table 3.20. Then the facility variable (X1) and the building quality variable (X2) have a simultaneous influence on the customer satisfaction variable (Y).

d) Based on the results of regression analysis Y = 2.129 + 0.323 (X1) +0.587 (X2), the variable that has a dominant influence is the building quality variable (X2) with a value of 0.587 with Std. Error 0.105.

Based on the results of the discussion and conclusions that have been explained previously, the suggestions that can be given are as follows.

a) From the results above, it is known that the quality of the building is the most dominant factor influencing customer satisfaction at PT. Kusuma Persada Utama, so based on these results the management of PT. Kusuma Persada Utama really adds facilities and building quality continuously so that every customer can feel satisfaction when making a house order or contractor rental.

b) In this study, it was found that each variable has a partial influence on the variable of customer satisfaction, so in this company it is necessary to balance the facilities and the quality of the building and is expected to continue to carry out the best activities in order to improve the quality of the building.

c) In this study there is a simultaneous influence of each variable, so the suggestion for this company is to maintain the existing facilities and building quality in order to get customer loyalty.

d) For further research, it is expected to develop the variables under study, as well as conduct new research so that it can be broader in conducting the research.

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