



A survey on residents' satisfaction and developer performance: case of kasran bumi permai

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ABSTRACT

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This study aims to determine the satisfaction level of Kasran Bumi Permai residents with developer performance in four different aspects: personal and household, housing, neighborhood, and developer services. The study employs a quantitative approach, with data collected through questionnaires from 49 residents of Kasran Bumi Permai who participated in the survey. The data were then analyzed using descriptive analysis and Excel tools to test the validity and reliability of the research instrument; the tests were conducted to ensure that the research instrument - the questionnaire, had consistency and accuracy in measuring the respondents' satisfaction levels. The findings show that residents of Kasran Bumi Permai are generally satisfied with the developer's performance. This includes satisfaction with the dwelling, neighborhood, developer services, greenery, cleanliness, tranquility, and security. This study also found that the level of residential satisfaction is influenced by a combination of personal characteristics, housing characteristics, neighborhood characteristics, and the quality of services provided by the developer. This study's findings can benefit Kasran Bumi Permai as a developer in its effort to improve resident satisfaction through improvements in aspects that still require attention, such as neighborhood, security, and greenery.

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1. INTRODUCTION

Housing development in South Sulawesi presents unique challenges due to its geographical and climatic conditions. According to Britannica, South Sulawesi is a province in Indonesia that is geographically comprised of coastal and mountainous areas. The tropical climate in this province, characterized by high temperatures and heavy rainfall, further complicates housing development, as developers must consider weather-resistant materials and flood management systems (Pratama et al., 2020). These factors require adaptive housing solutions to protect residents from climate-induced hazards (Okunola & Bako, 2023).

For example, income plays a significant role in determining satisfaction, as individuals or families with higher incomes often have access to better housing options

and amenities, resulting in greater overall satisfaction with their living environment (Widiastomo, 2014). Urbanization in South Sulawesi, particularly in Jeneponto, has significantly impacted the housing sector. As rural areas transition into suburban areas, the demand for housing increases, often exceeding the available infrastructure (Rutan et al., 2023).

The impact of urbanization on housing development also affects consumer satisfaction, especially regarding personal and household needs, housing quality, environmental conditions, and developer services (Kropp et al., 2020). Customer satisfaction is a critical factor in ensuring long-term business success, as it directly influences customer loyalty and overall business performance (Choirul Ichsan et al., 2023). To achieve high levels of satisfaction, businesses must continually monitor and adapt to the changing needs of their customers (Kong & Rahman, 2020). Research shows that customer satisfaction is closely tied to service quality, convenience, and price fairness, with customer satisfaction often acting as a mediator in these relationships (Moriyama et al., 2021).

Riskillah et al. (2021) stated that housing satisfaction is influenced by the durability and comfort of houses, which should be designed to withstand the local climate. The availability of essential services such as clean water and electricity is crucial in determining the level of satisfaction for individuals and households (Kropp et al., 2020)

In addition, the aspect of housing satisfaction is equally important. A comfortable and quality home is a fundamental need of every family. Factors such as construction quality, ergonomic design, and resilience to local climatic conditions are critical considerations in building an ideal home (F. Wang & Wang, 2020). Residential satisfaction is also a multifaceted concept that is influenced by various demographic factors (Davoodi & Dağlı, 2019).

Meanwhile, housing quality is also a significant determinant of housing satisfaction, with objective and subjective characteristics impacting residents' overall satisfaction with their living situation. Objective characteristics such as housing type, number of rooms, amenities, and living conditions have been identified as critical factors influencing housing satisfaction (Davis & Ortalo-Magné, 2011). However, subjective assessments of housing, such as perceived adequacy of space, play a more critical role in determining satisfaction, as these subjective perceptions can vary among individuals (Quigley & Raphael, 2004).

Not only that, but housing satisfaction can also be evaluated based on various criteria, including the physical attributes of the housing unit, neighborhood management, and neighborhood quality (Poli & Adianto, 2022). Therefore, a holistic approach that considers both internal features and the external environment is essential for assessing housing satisfaction (Mohit & Azim, 2018). Then, empirical studies have shown that developer services, such as regular maintenance, efficient communication, and a focus on the residents' needs, are key contributors to residential satisfaction (Aluko et al., 2021). These services can be crucial in shaping how residents perceive their living environment, particularly in large-scale housing projects (Wolniak et al., 2021).

Personal and household characteristics, such as income, family composition, and age, are crucial to shaping housing satisfaction. These characteristics influence residents' expectations, preferences, and the types of housing they prioritize. For example, income plays a significant role in determining satisfaction, as individuals or families with higher incomes often have access to better housing options and amenities, resulting in greater overall satisfaction with their living environment (Davoodi & Dağlı, 2019). In contrast, lower-income households may experience dissatisfaction due to limited housing choices or financial constraints that prevent them from achieving their ideal living conditions. The family composition also plays a critical role, as households with children tend to prioritize larger homes, proximity to schools, and safe outdoor spaces, while single-

person households may have different preferences, such as smaller units and closer access to urban amenities (Aksel & İmamoğlu, 2020).

These challenges lead to the main problem addressed by this study - understanding resident satisfaction with developer performance at Kasran Bumi Permai. As urbanization and demand for housing increase, developers face the challenge of meeting residents' expectations while dealing with environmental and infrastructure constraints. This study was inspired by Li et al. (2021), which examined tenant satisfaction in Shenzhen, China, focusing on urban village housing, commercial housing, and Long Term Rental Apartments (LTRAs). However, unlike Li et al. (2021) study, which covers a broader range of rental and urban housing types, this research is specifically centered on a single housing development project, Kasran Bumi Permai, which is a formal residential area.

The location of Kasran Bumi Permai was chosen due to its strategic position in an urbanizing area of South Sulawesi, particularly in Jenepono, which is experiencing significant growth in housing demand. This area represents a unique case for studying residential satisfaction, as it embodies the environmental challenges and infrastructure constraints typical of rapidly urbanizing regions in tropical climates. The site's proximity to essential facilities, such as schools, markets, and public services, further highlights its potential as a model for sustainable housing development in similar regions.

This research contributes to understanding resident satisfaction and developer performance by addressing specific environmental challenges faced in areas like Jenepono. The findings provide valuable insights into how developers can adapt housing designs, improve services, and create resilient neighborhoods that align with residents' diverse needs. Additionally, the study bridges the gap between theoretical frameworks and practical applications, offering actionable recommendations for enhancing housing quality and satisfaction in regions affected by tropical climate conditions and rapid urbanization.

Based on the description above, This study explores the key factors influencing residential satisfaction in Kasran Bumi Permai, including satisfaction with the dwelling, the neighborhood, and developer-provided services. Neighborhood factors examined in this research cover cleanliness, security, greenery, and quietness. By analyzing residents' perceptions, this research seeks to identify areas for improvement and provide actionable insights for housing developers to enhance satisfaction.

2. RESEARCH METHOD

This research is quantitative research using quantitative data. Quantitative data is presented numerically and is often collected using structured questionnaires (Sekaran & Bougie, 2016). The survey method was conducted by providing questionnaires to respondents who are consumers or customers of the product under investigation. This study targets the consumers or residents of Kasran Bumi Permai. To collect data, the researcher will provide questionnaires to 49 respondents. Representing a response rate of 32.67% from a population of 150. The questionnaires were distributed to residents of the housing complex with the assistance of supervisors, who ensured targeted and relevant participation.

Primary data, defined as original data collected directly from the source, were gathered through the distribution of questionnaires. Arikunto (2013) defines a questionnaire as a set of questions provided to individuals who are willing to participate and respond. The data collection process also involved interactions with respondents, ensuring the accuracy of the responses.

The data collected through the questionnaires were analyzed using descriptive statistics to summarize the respondents' demographic information and satisfaction levels. Inferential statistics were used to explore relationships between variables and to answer

the research questions. A Likert scale is used as a measuring tool to measure satisfaction, which includes five levels: very dissatisfied, dissatisfied, neutral, satisfied, and very satisfied (Sekaran & Bougie, 2016). Validity and reliability tests were conducted using Excel to ensure the accuracy and reliability of the data. The study was carried out at Kasran Bumi Permai over a four-month period.

3. RESULTS AND DISCUSSIONS

3.1. Test Results

Validity Test In this study, researchers used Microsoft Excel to conduct validity tests. By using the formula =CORREL in Microsoft Excel to determine the r count in each question data, the validity test results below show that from 7 question data, r count > r table, so the validity test conducted can conclude that all question data are valid.

Table 1. Validity Test

Respondents	Score Item							Total
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	
1	3	3	4	4	4	5	4	27
2	3	4	5	4	4	5	5	30
3	3	4	5	2	4	4	3	25
4	3	3	5	2	4	4	4	25
5	3	4	3	4	5	3	3	25
6	3	5	5	5	4	3	5	30
7	3	5	4	3	2	5	5	27
8	3	5	4	3	4	4	4	27
9	4	5	5	3	1	4	5	27
10	3	3	4	3	1	3	5	22
11	4	5	4	3	4	3	4	27
12	5	5	4	3	4	5	5	31
13	4	4	5	3	5	4	4	29
14	2	2	1	1	1	2	1	10
15	2	1	1	3	4	2	2	15
16	2	4	5	3	5	5	4	28
17	4	5	4	3	4	4	5	29
18	4	1	2	3	1	3	2	16
19	2	4	3	3	4	3	5	24
20	2	5	5	3	4	4	4	27
21	2	4	4	3	5	3	5	26
22	4	4	5	5	5	4	4	31
23	4	5	4	5	4	5	3	30
24	4	5	3	4	4	5	4	29
25	4	4	5	5	4	3	3	28
26	5	5	4	5	4	3	3	29
27	4	5	3	3	4	3	2	24
28	5	3	4	3	4	5	3	27
29	5	4	4	5	4	4	4	30
30	3	4	4	4	4	3	3	25
31	5	4	3	3	5	3	3	26
32	5	3	4	5	4	2	3	26
33	5	3	4	4	3	4	3	26
34	1	5	3	5	4	5	3	26
35	3	5	4	3	4	4	3	26
36	5	4	4	2	4	3	1	23
37	3	5	3	2	3	5	3	24
38	2	5	3	2	3	1	4	20
39	3	5	4	2	3	4	2	23
40	1	1	2	2	3	2	3	14
41	3	3	5	4	3	5	2	25
42	5	3	3	4	2	5	1	23
43	3	5	3	4	5	5	3	28
44	3	3	3	4	5	5	4	27
45	3	3	3	4	3	4	4	24
46	3	3	5	3	3	3	3	23

	47	3	4	4	5	3	4	3	26
	48	4	3	4	5	3	3	3	25
	49	4	3	4	4	5	3	3	26
								0,53	
R Count	0,415	0,668	0,712	0,563	0,543	0,574		9	Data Valid
								0,28	
R Table	0,281	0,281	0,281	0,281	0,281	0,281	0,281	1	
Validity Test	Valid	Valid	Valid	Valid	Valid	Valid	Valid		

a. Reliability Test

A reliability test measures the same object and produces the same data. Reliability indicates the level of state or trust in a measurement result. A measurement result is reliable if it consistently gives the same answer. From the results of the variable reliability test above, by the formulas used in the steps of conducting the reliability test, the results obtained from the r-value are 0.415, and the r-table value is 0.281. So, it can be concluded that the value of r count > the value of r table is reliable data. The results showed that the reliability test of the satisfaction was 0.65, which falls under the strong category.

Table 2. Reliability Test

rx/r11	0.65
Conclusion	Reliability

3.2 Results of the Questionnaire on Customer Satisfaction with All Aspects

The research findings indicate that the highest satisfaction levels were observed in the dwelling category with an average score of 3.88, followed closely by developer service at 3.80. Quietness and cleanliness also scored relatively high, with averages of 3.73 and 3.65, respectively. Conversely, neighborhood and security showed lower satisfaction levels at 3.39 and 3.41. The greenery aspect received the lowest average score of 3.47. Overall, the general satisfaction score across all aspects was calculated to be 3.62, suggesting room for improvement in specific areas, particularly in neighborhood and greenery aspects.

Table 3. Questionnaire Results for All Aspects

Satisfaction	
Indicators	Average Indicator
Satisfaction with the dwelling	3.88
Satisfaction with the neighborhood	3.39
Satisfaction with developer service	3.80
Satisfaction with greenery	3.47
Satisfaction with cleanliness	3.65
Satisfaction with quietness	3.73
Satisfaction with security	3.41
Overall average	3.62

3.3. Discussion

Satisfaction with neighborhood aspects averaged 3.39. Research has indicated that residential satisfaction is not only dependent on the dwelling itself but also significantly influenced by the environment in which the dwelling is located (Wang & Wang, 2016). Some factors that can affect residential satisfaction are housing conditions, neighborhood characteristics, and access to facilities (Kshetrimayum et al., 2020). Kasran Bumi Permai is a residential area with easy access to various public facilities, so respondents who chose neutral felt that there was easy access to public facilities outside housing. One of the most important factors in assessing residents' satisfaction with the residential environment is a sense of security. Although this housing complex has good access to public facilities, internal security remains a significant concern for residents

(Teck-Hong, 2011). Therefore, Kasran Bumi Permai can provide security guards to patrol the residential environment.

Satisfaction with green indicators, on average, is 3.47. The presence of green spaces, such as parks or other green areas, can increase residents' satisfaction with the green aspect of their neighborhood. Access to a public park while in Kasran Bumi Permai, housing does not have a park. The presence of green spaces, such as parks or other green areas, can increase residents' satisfaction with the green aspect of their neighborhood. Research conducted by Li et al. (2014) said that in increasing residents' satisfaction with the environment, the visibility of green parks is important, which will also contribute to the residents' comfort. It can be seen that the Kasran Bumi Permai housing itself is located in an area with a climate that is hot and humid throughout the year. Customer satisfaction with the greenery in residential areas provided by developers in hot climates is an important aspect that can affect customer trust and loyalty (Kassim & Abdullah, 2010). Exposure to green spaces has been shown to reduce stress, increase relaxation, and improve cognitive function, leading to higher resident satisfaction levels (Gherri, 2023). Design for greeneries in its housing project also helps Kasran Bumi Permai overcome some of the climate change factors and create a fresh and healthy environment for the residents, as finding a healthier environment would make the residents happier, boosting satisfaction levels.

Satisfaction with security indicators on average is 3.41. Lies in how environmental characteristics, such as public facilities and residential locations, can affect residents' perceptions of safety. Adequate public facilities, such as street lighting, security posts, and easy access to emergency services, can increase the sense of security (B Li et al., 2021). Research undertaken regarding life and property safety is vital in determining overall resident satisfaction in residential environments (Basit et al., 2023). In addition, perceived safety in the neighborhood, including security measures and crime rates, has been emphasized as a critical determinant of resident satisfaction (Lee et al., 2017). Lighting systems and surveillance cameras are two essential components in maintaining security in the neighborhood. Security measures such as CCTV and good lighting can increase residents' sense of security, especially for women and the elderly (Badiora & Odufuwa, 2019). Trikas Bumi Permai, a housing complex established five years ago, can benefit from the implementation of lighting systems and surveillance cameras to improve the environmental security of the housing complex. Trikas Bumi Permai, as a housing estate, can improve security and customer satisfaction by combining lighting and surveillance camera systems. Implementing this ensures that the area remains well-lit and monitored, which can create a higher sense of security in the residential neighborhood.

Satisfaction with cleanliness indicators on average is 3.80. Adelianna et al. (2023) identified cleanliness as one of the factors affecting tenant satisfaction, alongside other elements such as ownership status, the physical condition of the building, and level of accessibility. Liu et al. (2023) highlighted that cleanliness is the most crucial individual variable affecting residents' overall satisfaction with the neighborhood. Trikas Bumi Permai, as a housing developer, has the responsibility to ensure a comfortable and clean residential environment for its residents. The number of garbage bins needs to be improved, or their capacity needs to be bigger to accommodate the daily waste volume of residents. This often causes the bins to be completed before the following scheduled collection, creating inconvenience. A critical factor in creating a comfortable environment is maintaining cleanliness. Trikas Bumi Permai can take some concrete steps by increasing the capacity and number of landfills and increasing the frequency of garbage collection to prevent accumulation. With a commitment to continuous improvement, Trikas Bumi Permai can ensure that the housing they manage remains comfortable and clean for all its residents.

Satisfaction with quietness indicators on average is 3.73. Research conducted by Gidlöf-Gunnarsson and Öhrström (2010) showed that access to high-quality quiet spaces, such as quiet courtyards, can reduce noise disturbance and distractions from outdoor activities among residents. Trikas Bumi Permai, as a housing developer, is responsible for providing a comfortable and quiet environment for its residents. A critical aspect of this comfort is environmental tranquillity, which includes low noise and maintained privacy. Noise disturbance has been found to have a relationship with residential satisfaction, preference for residential areas, and tranquillity around the home (Moriyama et al., 2021). Trikas Bumi Permai needs to respond to these complaints appropriately to ensure better tranquillity and privacy for residents. This could include adding sound barriers, rearranging the layout or design of the housing to improve privacy, and educating residents on the importance of maintaining a quiet environment.

Satisfaction with developer service aspects is 3.80 on average. Resident satisfaction with housing development is a multifaceted concept influenced by dwelling unit features, social environment, support services, public facilities, and neighborhood facilities (Sepawie et al., 2022). Trikas Bumi Permai, as the developer, can conduct regular performance evaluations and provide additional training to the management team and field staff; implementing a better reporting and follow-up system will ensure that any problems residents face are resolved quickly and efficiently. By periodically evaluating performance, providing additional training, and implementing an effective reporting system, Trikas Bumi Permai can increase customer satisfaction and improve perceptions of the services provided. These steps will ensure that any problems complained about by residents are resolved quickly and efficiently, thus creating a more comfortable and satisfying environment for all residents.

Satisfaction with dwelling aspects on average is 3.88, which includes categorical and numerical housing characteristics, such as housing layout and living area. Research by La Grange & Yau (2021) found that residents living in well-designed housing units reported higher satisfaction levels than those whose dwellings were poorly designed. Trikas Bumi Permai, as a housing developer, can ensure that before consumers survey the first visit, the quality of the house is already in good condition. By ensuring the quality of the house is in good condition before the survey and responding quickly to any complaints, Trikas Bumi Permai can increase customer satisfaction levels and the reputation of housing as a comfortable and reliable place to live.

4. CONCLUSION

The overall satisfaction of residents in Trikas Bumi Permai is influenced by several key factors, with an average satisfaction score of 3.62. Among these, cleanliness and developer services stand out as the most significant contributors. Cleanliness directly impacts residents' comfort and convenience, with many expressing the need for better waste management systems, including larger garbage bin capacities and more frequent waste collection. Developer services also play a vital role in ensuring a seamless living experience through efficient management, regular performance evaluations, and prompt resolution of resident concerns.

Other factors, such as housing design, security, green spaces, neighborhood quietness, and accessibility, also influence satisfaction levels. Well-designed housing units enhance comfort, while security measures, such as adequate lighting and surveillance systems, address residents' concerns about safety. Green spaces, although limited, contribute positively to mental well-being and environmental comfort. Tranquility, supported by noise reduction initiatives, fosters a peaceful living experience. Accessibility to public facilities is generally adequate, but further improvements in security and greenery within the housing complex could enhance overall satisfaction.

This study was conducted exclusively within the Kasran Bumi Permai housing complex, focusing on its specific conditions, resident demographics, and developer performance. Consequently, the findings may not be directly applicable to other residential areas with differing characteristics, such as variations in housing design, socioeconomic status, or geographic location. Future research should broaden its scope to include multiple housing developments with diverse features to enhance the generalizability of the findings. Additionally, employing larger sample sizes and more advanced analytical tools in future studies could yield deeper insights into the factors influencing resident satisfaction and developer performance across various contexts.

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