

The Analysis of Resident Satisfaction in Bukit Hibul Permai Housing, Nanga Bulik, Lamandau Regency, Central Kalimantan

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Abstract

Bukit Hibul Permai Housing Complex is the largest residential area currently located in Nanga Bulik City, Lamandau Regency. The developer of Bukit Hibul Permai Housing, PT. Berkat Surya Mahakarya, must meet the needs of residents to ensure their satisfaction with living in the complex. This is crucial for maintaining the sustainability of the property industry, particularly in residential development. In line with this, research needs to be conducted to evaluate the satisfaction levels of residents with the housing products they occupy and to identify which variables need improvement and enhancement by the developer to increase resident satisfaction. The aim of this study is to analyze the satisfaction level of Bukit Hibul Permai Housing residents and to identify priority variables for improvement to enhance their satisfaction. The measurement of consumer satisfaction is based on two psychological perspectives: cognitive and affective. The study utilizes the Importance-Performance Analysis (IPA) and Customer Satisfaction Index (CSI) methods, processed using SPSS software. The analysis will reveal the satisfaction levels of Bukit Hibul Permai residents with the quality of the housing, expressed as a percentage index value. Furthermore, the study will identify which attributes are considered important by the residents but fall short of their expectations, highlighting areas that need to be prioritized for quality improvement.



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INTRODUCTION

Lamandau Regency is one of the 14 administrative regions in Central Kalimantan Province, which was officially established in 2003. With an area of 6,414 km², it constitutes approximately 4.18 percent of the province's total area. According to the 2023 data from the Central Statistics Agency (BPS), Lamandau's population reached 102,103 people. The capital, Nanga Bulik, has undergone rapid development, particularly in the housing sector, since 2015. This growth aligns with the steady increase in population, which naturally raises the demand for new housing. The continuous acceleration of the regional economy has positioned Nanga Bulik as an increasingly attractive area for investment, especially in the property business, which has been growing significantly in recent years. With this economic momentum, the real estate sector in Nanga Bulik has seen considerable interest from investors and developers alike.

However, despite this progress, the process of residential development often generates recurring problems, particularly in meeting the actual needs of homebuyers. Consumers, or residents, are frequently placed in a vulnerable position, reflecting a classic problem in economic systems where consumer interests are not prioritized. In the context of housing, complaints

generally fall into two major categories. The first type includes individual complaints concerning the violation of personal rights—for instance, issues related to substandard building quality, incorrect room sizes, and misleading dimensions. The second group involves collective complaints, such as the absence of promised public infrastructure, recurring flooding, and discrepancies between promotional materials and actual delivery. These problems illustrate how housing developments may overlook consumer rights in favor of commercial gain, creating dissatisfaction and mistrust within communities.

Bukit Hibul Permai Housing, which began construction in 2017 and was completed in 2021, is one of the largest residential complexes in Nanga Bulik. It comprises 200 units of subsidized housing, aimed at meeting the rising need for affordable homes among the growing population. The public facilities available within this housing area include a network of internal roads, a mosque, a rainwater drainage system, clean water access, electricity distribution, and a designated waste disposal site. While these amenities exist in physical form, concerns remain about their quality, maintenance, and accessibility. For residents, it is not just the existence of such infrastructure that matters but also their functionality and reliability. Any shortcomings can lead to dissatisfaction and further raise questions about the accountability of housing developers and local authorities.

According to Law No. 1 of 2011 concerning Housing and Settlement Areas, Article 28 stipulates that every housing development must include a minimum set of infrastructures, which include roads, sanitation systems, drainage, and clean water supply. It also mandates the inclusion of public facilities such as places of worship, green open spaces (RTH), and children's playgrounds. For public utilities, developers must provide electricity networks with KWH meters and telephone connections. These facilities, known collectively as "public facilities," form the core infrastructure of a livable and sustainable housing environment. The law reflects the government's effort to ensure that every resident enjoys a reasonable quality of life. Therefore, the availability—or lack—of such facilities plays a pivotal role in influencing resident satisfaction, affecting both social cohesion and economic value within the neighborhood.

With that in mind, the main objective of this study is to analyze the impact of public facilities on resident satisfaction in Bukit Hibul Permai Housing. The research focuses on identifying which elements among infrastructure, public amenities, and utilities most strongly influence satisfaction. Resident satisfaction cannot merely be assessed by the physical presence of facilities; the operational quality, ease of access, and consistency in service delivery are also key determinants. For instance, a drainage system may exist, but if it is poorly maintained and causes flooding during the rainy season, it can severely affect resident well-being and erode trust in both developers and government oversight. Similarly, unreliable clean water access or frequent power outages can lead to frustration and a perception of inadequate living conditions.

Furthermore, social facilities like places of worship and recreational areas hold value beyond their physical presence. A mosque, for example, is not only a space for religious practice but also a center for community interaction and social support. Likewise, green spaces and playgrounds serve as communal areas that foster a sense of belonging and well-being among residents. Their presence supports emotional and psychological comfort, which is essential in urban housing environments. Conversely, the absence or neglect of such amenities can result in social isolation and dissatisfaction. Therefore, analyzing the presence and quality of these facilities provides a more comprehensive understanding of what residents value in their living environment and how it shapes their overall satisfaction.

As awareness among consumers continues to grow, so do expectations regarding housing quality. Today's homeowners and tenants are not merely looking for shelter—they seek holistic living environments that offer both functional and social infrastructure. Developers, therefore, must respond not only to legal obligations but also to community expectations, engaging in active dialogue with residents and ensuring that issues are addressed in a timely manner. Developers who fail to meet these standards risk damaging their reputation, encountering legal challenges, or losing market competitiveness. Thus, understanding the key elements that influence satisfaction is critical for devising sustainable housing strategies that align both with business interests and community needs.

In the broader context of urban development in Central Kalimantan, particularly in growing towns like Nanga Bulik, this research contributes valuable insights to housing policy formulation. It highlights the practical importance of public facility provision in residential areas and its effect on community well-being. As urbanization continues, affordable housing must go beyond cost considerations and incorporate standards of quality and inclusivity. The study of Bukit Hibul Permai Housing presents a case that can guide policymakers, developers, and local governments in planning future residential projects. A collaborative approach between public and private stakeholders is essential to create housing areas that are not only physically sound but also responsive to the social and environmental needs of their residents..

METHOD

This study employs a combined approach, utilizing descriptive research for the sampling and data collection phases, and a quantitative approach for the data analysis process. The quantitative descriptive method is applied to solve the research problems through data collection, analysis, and interpretation. Through this method, the researcher measures the level of resident satisfaction at Bukit Hibul Permai Housing based on measurable data derived from residents' evaluations. The results of the quantitative analysis are then interpreted using descriptive techniques.

Location and Time of Research

The research was conducted at Bukit Hibul Permai Housing, located in Nanga Bulik Subdistrict, Bulik District, Lamandau Regency, Central Kalimantan Province.

Data Collection and Analysis

The data collection method is divided into two types: primary and secondary data. Primary data were collected using a combination of techniques, including questionnaires, structured interviews, and field observations. The data sources were residents of Bukit Hibul Permai Housing. Meanwhile, secondary data were obtained through literature reviews and academic journals accessed online and from previous studies.

Questionnaire Format

The questionnaire used to assess satisfaction levels was constructed using a 4-point Likert scale, designed to compare residents' expectations with the actual conditions experienced. The scale for both expectations and actual performance is as follows:

Table 1. Likert Scale for Resident Satisfaction and Expectations

| No. | Actual Satisfaction Level | Expectation Level | Score |
|-----|---------------------------|----------------------|-------|
| 1. | Very Satisfied | Very Important | 5 |
| 2. | Satisfied | Important | 4 |
| 3. | Fairly Satisfied | Moderately Important | 3 |
| 4. | Dissatisfied | Less Important | 2 |
| 5. | Very Dissatisfied | Not Important at All | 1 |

Research Attributes

Satisfaction and expectation measurements in this study are based on four main factors, covering 21 assessment attributes. These include the building design factor (4 attributes: items 1–4), building quality factor (4 attributes: items 5–8), infrastructure factor (6 attributes: items 9–14), and location factor (7 attributes: items 15–21).

Table 2. Variables and Assessment Attributes

| No. | Variable | Attribute Description |
|-------|-------------------------|--|
| 1-4 | Building Design Factor | House model, interior lighting, ceiling height, room size |
| 5-8 | Building Quality Factor | Roof & ceiling quality, wall quality, floor quality, door & window quality |
| 9-14 | Infrastructure Factor | Road conditions, drainage system, clean water supply, green space, electricity network, social & public facilities (worship place, playground) |
| 15-21 | Location Factor | Distance to school, security service, cleanliness, distance to city center, workplace, hospital, and markets/minimarkets |

Data Processing

This study applies the *Importance Performance Analysis* (IPA) method, first introduced by Martilla and James (1977), to assess the relationship between consumer perceptions and the priority for improving product/service quality. IPA aims to map the relationship between the importance and performance of each attribute, highlighting the gap between actual performance and expectations. This method provides valuable insights into which service factors most affect customer satisfaction and loyalty, as well as which factors require quality improvements based on consumer perspectives.

In addition to IPA, this study also employs the *Customer Satisfaction Index* (CSI), a quantitative method used to measure overall satisfaction levels through a percentage-based analysis. CSI helps determine the general level of customer satisfaction by considering the importance of each attribute. The CSI calculation consists of six analytical steps:

1. **Validity and Reliability Testing:** Validity assesses the accuracy of the instrument; reliability evaluates its consistency.
2. **Determining the Mean Importance Score (MIS)**
3. **Determining the Mean Satisfaction Score (MSS)**
4. **Calculating the Weight Factor (WF):** The percentage contribution of each MIS value to the total MIS.
5. **Calculating the Weighted Satisfaction Score (WS):** Obtained by multiplying WF with MSS.
6. **Calculating the CSI Value**

A CSI score above 50% indicates that the residents are satisfied, while a score below suggests dissatisfaction.

CSI values are classified into five categories:

Table 3. CSI Value and Satisfaction Criteria

| No. | CSI Value Range | Satisfaction Category |
|-----|-----------------|-----------------------|
| 1. | 0.81 – 1.00 | Very Satisfied |
| 2. | 0.66 – 0.80 | Satisfied |
| 3. | 0.51 – 0.65 | Fairly Satisfied |
| 4. | 0.35 – 0.50 | Dissatisfied |
| 5. | 0.00 – 0.34 | Very Dissatisfied |

Source: PT. Sucofindo Customer Satisfaction Survey Guide in Aditiawarman (2000)

All collected data are processed using *Statistical Product and Service Solutions (SPSS)*, a comprehensive, integrated, and flexible system commonly used for quantitative data analysis. SPSS supports various data types and enables researchers to input and manage data directly for statistical processing. It also facilitates the identification of key factors influencing resident satisfaction, allowing for data-driven decision-making in housing development and management.

RESULTS AND DISCUSSION

General Overview of Data

Based on an interview with the director of the development company, it was found that Bukit Hibul Permai Housing in Nanga Bulik is a housing complex in which all buildings already hold Land Ownership Certificates (SHM). To obtain valid results for this study, the researcher collected data through the distribution of questionnaires, direct interviews with residents, and field observations. A total of 50 respondents were given questionnaires, while 10 residents and 1 representative from PT. Berkas Surya Mahakarya were interviewed. The housing type studied was the subsidized 36-type house, with a building area of 36 square meters. The housing complex is located in Bulik District, Lamandau Regency, Central Kalimantan Province.

Data Processing

The researcher distributed a questionnaire link via WhatsApp to 50 housing residents. The collected data were then processed using the Importance-Performance Analysis (IPA) method, supported by SPSS software. All 50 questionnaires received responses. Additionally, 10 residents were interviewed, and direct observations were conducted on site.

The interview with the developer was used to gather data and information related to the housing construction quality by PT. Berkas Surya Mahakarya, which was then compared to the results of the questionnaire and direct interviews.

Validity and Reliability Testing

Validity testing in this study aimed to ensure that the research instruments (questionnaires, interviews, etc.) accurately measured the intended concepts or variables. This is essential to ensure the credibility of data interpretation.

- Respondent data breakdown:
- Number of questionnaires distributed: 50
- Number of structured interviews: 10
- Total valid data processed: 60
- Total invalid data: 0

Table 4. Validity Test Results of Resident Satisfaction and Expectation Attributes

| No. | Attribute Name | Calculated r (Importance) | Calculated r (Expectation) | r Table | Result |
|-----|--|---------------------------|----------------------------|---------|--------|
| 1. | Road conditions (width and surface quality) | 0.712 | 0.773 | 0.245 | VALID |
| 2. | Drainage system | 0.607 | 0.79 | 0.245 | VALID |
| 3. | Provision of clean water supply network | 0.669 | 0.795 | 0.245 | VALID |
| 4. | Provision of green open space | 0.686 | 0.688 | 0.245 | VALID |
| 5. | Provision of electricity network | 0.665 | 0.716 | 0.245 | VALID |
| 6. | Provision of public and social facilities (places of worship, open fields) | 0.778 | 0.588 | 0.245 | VALID |

Source: Processed by the Researcher

Based on the validity testing results using SPSS Version 30, it was indicated that all six attributes met the validity criteria, as the calculated r-values were greater than the r-table value. Subsequently, a reliability analysis was conducted.

Table 5. Reliability Test Results for the Actual Performance Level of 6 Attributes

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 58 | 96.7 |
| | Excluded ^a | 2 | 3.3 |
| | Total | 60 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .841 | 6 |



Reliabel

Table 6. Reliability Test Results for Expectations of 6 Variables

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 57 | 95.0 |
| | Excluded ^a | 3 | 5.0 |
| | Total | 60 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .902 | 6 |



Reliabel

Source: Processed by the Researcher

Based on the reliability testing results using SPSS Version 30, it was found that all six attributes met the criteria for reliability (trustworthiness), as indicated by Cronbach's Alpha values greater than 0.6. Subsequently, the Customer Satisfaction Index (CSI) was calculated. To determine the CSI value, the following steps were conducted: calculating the Mean Importance Score (MIS), Weight Factor (WF), Weight Score (WS), and Mean Performance Score (MPS) or Weight Total (WT).

Customer Satisfaction Index (CSI)

To determine the CSI value, the following steps are carried out: calculating the **Mean Importance Score (MIS)**, **Weight Factor (WF)**, **Weight Score (WS)**, **Mean Performance Score (MPS)**, and finally the **Weight Total (WT)**.

Table 7. Customer Satisfaction Index (CSI) Values

| Attribute No. | MIS | MSS | WF | WS |
|---------------|-------|-------|--------|--------|
| 1 | 2,949 | 4,351 | 14,945 | 65,024 |
| 2 | 2,881 | 4,421 | 14,602 | 64,554 |
| 3 | 3,915 | 4,579 | 19,841 | 90,851 |
| 4 | 2,797 | 4,316 | 14,172 | 61,164 |
| 5 | 3,932 | 4,596 | 19,927 | 91,594 |
| 6 | 3,259 | 4,351 | 16,513 | 71,848 |

Average Total MIS: 19,733

Average Total MSS: 26,614

Total Weight Factor: 100

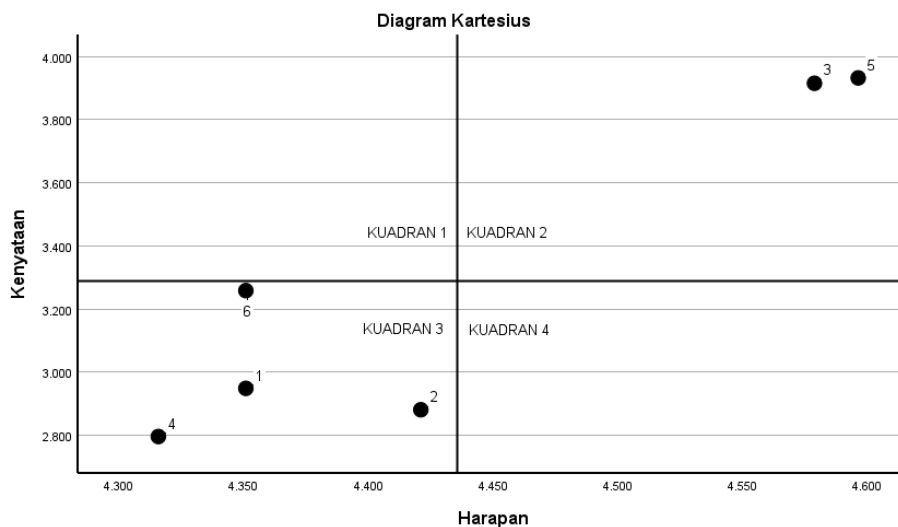
Total Weighted Score (WT): 445,035

Customer Satisfaction Index (CSI): 89,007%

Source: Processed by the Researcher

Cartesian Diagram Analysis

Based on the data analysis above, the following Cartesian Diagram was developed



Based on the quadrant analysis in the Cartesian diagram above, the X-axis represents the Expectation Level variable and the Y-axis represents the Importance Level variable as perceived by the residents, with attributes spread across all quadrants.

According to the responses from the residents of Bukit Hibul Permai Housing, among the six (6) attributes deemed valid and reliable, and as shown in Table 7, the percentage of resident satisfaction was calculated at 89.007%. Referring to Table 3 regarding CSI Values and Criteria, a CSI score of 89.007% indicates that respondents are Very Satisfied with the services and facilities they have received.

Meanwhile, the Cartesian Diagram yields the following conclusions::

1. Quadrant I - Top Priority

There are no housing attributes in this quadrant. This quadrant typically highlights aspects that are high in importance but low in satisfaction, indicating urgent areas that need improvement. The absence of attributes here suggests that no current aspect is viewed as both critical and underperforming by residents.

2. Quadrant II - Maintain Performance

The attributes located in this quadrant are:

- a) Provision of clean water supply network (Attribute 3)
- b) Provision of electricity network (Attribute 5)

These two housing attributes are considered high in importance and satisfaction by residents. They play a crucial role in housing support and should be maintained in quality, as they already meet residents' expectations and contribute positively to overall satisfaction.

3. Quadrant III - Low Priority

The attributes located in this quadrant are:

- a) Road conditions (width and surface) (Attribute 1)
- b) Drainage system (Attribute 2)
- c) Provision of public and social facilities (e.g., places of worship, open fields) (Attribute 4)
- d) Provision of green open space (Attribute 6)

These attributes are considered low in both importance and satisfaction. While they may be areas of concern, they are not perceived as essential by the residents and thus are not immediate priorities for quality improvement.

4. Quadrant IV - Possible Overkill

There are no attributes in this quadrant. This quadrant typically represents attributes that are low in importance but high in performance, suggesting that resources may be over-allocated to less important areas. The absence of such attributes indicates a relatively balanced allocation of resources in this context.

CONCLUSION

Based on the findings and discussion, it can be concluded that the residents of Bukit Hibul Permai Housing generally express a high level of satisfaction with the facilities provided in the Type 36 housing cluster. This is evidenced by a Customer Satisfaction Index (CSI) score of 89.007%, indicating that residents feel "very satisfied" with the public facilities in their residential area. However, several key attributes were identified as areas requiring improvement due to the existing gap between resident expectations and actual performance. These attributes include the provision of a clean water supply network and the electricity network. These aspects should become a priority for the developer, PT. Berkat Surya Mahakarya, in order to enhance overall quality and resident satisfaction. Furthermore, this study presents opportunities for future research by expanding the variables and conducting comparative studies across other housing complexes in Lamandau Regency. It is recommended that developers regularly collect feedback through surveys or interviews to evaluate resident satisfaction with the public facilities provided. Based on the feedback gathered, the developer can collaborate with local government authorities to improve public infrastructure in their housing projects and promptly repair or upgrade facility quality to better meet resident needs..

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