

Measuring Image through House Design Approach and Resident Satisfaction of Puri Al-Fatih Residential Covid-19 Pandemic Time

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Abstract

The purpose of this study is to measure the marketing concept applied by the management of Puri Al-Fatih Housing through the house design approach and occupant satisfaction and accommodation to the image of Puri Al-Fatih Housing. The sample used is 70 people who are residents who live in Puri Al-Fatih Housing. Measurement of the instrument was carried out thoroughly with validity and reliability tests. The data analysis technique used path analysis (SPSS and Amos). The results of the study found that the house design variable had a significant effect on the occupant satisfaction variable with a coefficient of $0.540 > 0.05$. The home design variable has a significant effect on the image variable with a path coefficient between $0.460 > 0.05$. Finally, the occupant satisfaction variable has a significant effect on the image variable with a path coefficient of $0.277 > 0.05$. The implication of this research shows that the house design variable has a coefficient value compared to other tested variables so that the home design variables can be shown which can be the right variables in measuring occupant satisfaction and image.

Keywords

home design; occupant satisfaction; housing image



I. Introduction

The development of the housing business in the early days of the covid-19 pandemic hurt housing developers, this is reinforced the possible effect of the covid-19 outbreak on the real estate business will lead to an administrative evaluation of management by (Tanrıvermiş, 2020). However, over time the growth of the housing business continues to squirm again, it can be seen that there are many new housing developments around Labuhanbatu Regency, with the increasing number of housing developments indicating that it is a lucrative business even in conditions of Covid. The outbreak of this virus has an impact especially on the economy of a nation and Globally (Ningrum *et al*, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

The high demand for housing in 2021 implies that the residential property business is related to the image of the housing developer itself. A good housing image can increase the bargaining position for developers to continue to be productive in producing modern housing forms. Consumer tastes that continue to change are a strong basis for housing developers to continue to innovate and design homes. Consumers who have large funds certainly provide opportunities for housing developers to offer various types and forms in the form of concepts to consumers during the COVID-19 period.

The development of the image of a housing developer can be built from the level of satisfaction of residents who have chosen to live in Puri Al-Fatih Housing. The form of occupant satisfaction in housing can be shown by the low level of complaints about the

design of the house and even the quality of the house itself. Talking about satisfaction in a business, whether the housing business is a fixed price because the satisfaction of residents is the determinant of the sustainability of the business. Thus, many housing developers seek to maintain and increase occupant satisfaction by providing attractive guarantees so that residents feel comfortable living in the area. The design of the housing is a magnet to attract consumers. Puri Al-Fatih Housing has a variety of unique and different house designs from most in Labuhanbatu Regency.

The uniqueness of the Puri Al-Fatih Housing which is also its advantages includes the location of the housing which is quite easily accessible and the road to housing is quite good with asphalt conditions and not far from the urban center. A minimalist house that is far from flooded, a well-conceived building construction. The design of the front of the house is very unique, namely the natural stone walls used from the housing side are an attraction for residents because it looks more beautiful and distinguishes it from type 36 housing in general as well as the selection of colors that are by today's preferred residents and level the front of the unique house design gives the impression of luxury and neatness, the ceiling of the living room is quite high, so when we are in the room we feel comfortable and cold. Usually, another type 36 housing, the bathroom is in the room but the Puri Al-Fatih housing for the bathroom is the outside part of the main building so that it adds to the width of the living room (inside the building) the materials for doors and painting are of very high quality. The front yard of the Puri Al-Fatih housing is quite long. that is, five of the main buildings make it easier for residents to park their vehicles here, the developer is not only focused on the beauty and uniqueness of the house, the developer also provides facilities and infrastructure that will be used for residents, namely the developer provides a garden for all residents and also a prayer room and security post made by the developer for residents of Puri Al-Fatih perumahan housing.

In addition to the design of the house, the quality of the house is also often a concern of consumers before deciding to buy it. Houses with low quality will give a bad impression for housing developers, this is an important note for housing developers, the current condition of housing developers prioritizes the concept and application of a modern minimalist style in residential buildings to become iconic (Wahjutami, 2017). The quality of the houses offered by Puri Al-Fatih Housing includes housing characteristics that have met the feasibility study standards from various aspects of the environment, social and applicable norms. The condition of the grand design housing is very strategic to be occupied. Miniature residential buildings that have aesthetic values that are very comfortable and safe to live in. Housing infrastructure that is adequate to support the needs of the public who will occupy it. The geographical condition of the residential building land is very safe from various effects of environmental pollution.

The results of research by show that the table layout and location in the office can make residents feel comfortable (Kwon & Remøy, 2019). That is, an attractive house design will be responded to well by consumers when they see it, so it is very important if the house design is analyzed in research to measure occupant satisfaction. The results of another study by showed that residents were satisfied with management regarding the maintenance of important elements in buildings, moreover, this study explicitly stated that residents were satisfied with building developers/contractors (Hamid & Othman, 2014). So between the design of the house and the quality of the house greatly affect the satisfaction of the residents.

The influence of these two variables will affect the increase in occupant satisfaction and even give a good image of housing development, according to a study conducted identified that non-environmental influences such as gender, age, windows, work quality,

and the number of workspaces. affect occupant satisfaction by (Khoshbakht et al., 2018). The purpose of this study is to measure the marketing concept applied by Puri Al-Fatih Housing management through a home design approach and occupant satisfaction and its relation to the image of Puri Al-Fatih Housing.

II. Review of Literature

2.1 House Design

A house for everyone is the main need to continue the journey of life free from threats, as a place for shelter, rest, jokes, and sad love with family. Housing developers in designing houses pay attention to three important areas, including public areas, semi-public areas, and private areas. emphasized that design is the process of making creative ideas and improving product designs through reporting innovations (Hernández et al., 2018). On the other hand, also investigates office design that can affect occupant satisfaction which is influenced by the environment, comfort, visualization, and others, the simple design of a house from any aspect will inspire the form of satisfaction by the occupants supported by the layout office location and desk (Kwon et al., 2019). Stated that all buildings require proper maintenance management, therefore knowledge of building or building maintenance must first be described and analyzed by workers/contractors (Hamid & Othman, 2014). So, the first hypothesis in this study.

H₁: House design has a significant effect on occupant satisfaction.

2.2 Housing Image

Image for every company or business developer has a meaning in the form of a comprehensive picture of business development as the party responsible for the products/services offered based on experience and understanding of the field, especially housing developers. The image contains positive things such as the reputation and credibility of the housing developer from the consumer's point of view as residents. The results of the research emphasize that consumer perceptions of the image of a place focus more on the attributes of housing, this means that the image or image shown by consumers on this matter tends to the attributes possessed by housing developers by (Stylidis et al., 2016). The image of living somewhere in consumer tastes can be in the form of a lifestyle that directs the existence of a community or group of people with different cultural, economic, and social backgrounds by necessity. So, the third hypothesis in this study.

H₂: House design has a significant effect on image

2.3 Occupants Satisfaction

Implementation of satisfaction in a business is closely related to two things, namely expectations and product/service performance. So in determining consumer satisfaction, in this case, the residents of housing, it starts from the suitability of the expectations from what has been decided since consumption. Furthermore, the performance of the product/service as a supporting aspect of the realization of the level of satisfaction as a whole is felt by consumers/residents because what they expect is by reality. Stated that consumer satisfaction is related to the realization of expectation and perceived performance (Yanti et al., 2016). Likewise, emphasizes that occupant satisfaction can come from the environment such as good and complete facilities and infrastructure that will make residents feel at home to live (Widiastomo, 2014). Identified that non-environmental influences such as gender, age, windows, work quality, and the number of workspaces affect occupant satisfaction (Khoshbakht et al., 2018). The human need to live

as a primary need mostly focuses on the beauty aspect, but should consider the environmental and climatic aspects of the location because this is related to the comfort that will be felt by the occupants of (Simbolon & Nasution, 2017). So, the second hypothesis in this study. . Siregar et al., (2020) cited that satisfaction is a positive attitude or feeling positive for everything he receives. Customer satisfaction is very important (Malelak et al., 2021).

H₃: Occupant satisfaction has a significant effect on the image.

III. Research Methods

This research method includes the research process, theoretical basis, data is collected and analyzed as well as research data collection using a questionnaire to be measured quantitatively (Zhao et al., 2019). Based on the problem formulation and the appropriate data analysis framework, the path analysis of the AMOS model is used to answer the problem formulation and hypotheses that will be tested by (Naninsih et al., 2019). The questionnaire instrument in the study was adapted from a literature study and literature review using a sample of 70 people as residents who live in Puri Al-Fatih Housing. The measurement of the instrument was carried out thoroughly by testing the validity and reliability of (Naninsih et al., 2019). The house design variable indicator (X)` consists of seven indicators, namely: house sketches, building quality, house durability, sanitation, interior design, design variations, and following trends. The occupant satisfaction variable (Y)` consists of four indicators, namely: suitability of expectations, perception of balance, property attributes, and design requests. Image variable (Z)` consists of five indicators, namely: strategic location, price suitability, information suitability, developer experience, and beautiful environment.

IV. Result

The non-standardized path coefficients that show the relationship between the independent and dependent variables in the path analysis model can be seen in Table 1.

Table 1. Regression Weights

			Estimate
Occupants Satisfaction	<---	House design	.540
Housing Image	<---	House design	.460
Housing Image	<---	Occupants Satisfaction	.277

Source: Amos Output, 2021

To find out the calculation of the path coefficient with the Amos program, it can be explained in the following description.

- 1) H₁: House design has a significant effect on occupant satisfaction. The path coefficient between the independent variables of house design and the dependent variable of occupant satisfaction is $0.540 > 0.05$, then the decision is that if the p-value > 0.05 then h₀ is accepted so that it can be stated that there is a direct influence between the independent variables of house design on the dependent variable of occupant satisfaction. Housing developers in designing houses pay attention to three important areas, including public areas, semi-public areas, and private areas. Emphasized that design is the process of making creative ideas and improving product designs through reporting innovations (Hernández et al., 2018). On the other hand, also investigates

office design that can affect occupant satisfaction which is influenced by the environment, comfort, visualization, and others, the simple design of a house from any aspect will inspire the form of satisfaction by the occupants supported by the layout (Kwon et al., 2019) office location and desk. Thus, the house design offered by the Puri Al-Fatih Housing developer to consumers has met the expectations of home consumers who have previously settled in the housing. Consumer expectations for choosing Puri Al-Fatih Housing are related to indicators such as house sketches, building quality, house durability, sanitation, interior design, variation design, and following trends.

- 2) H₂: The house design has a significant effect on the image. The path coefficient between the independent variables of house design and the dependent variable of the image is $0.460 > 0.05$, then the decision is if the p-value > 0.05 then H_0 is accepted so that it can be stated that there is a direct influence between the independent variables of house design on the dependent variable of the image. The performance of the product/service as a supporting aspect of the realization of the level of satisfaction as a whole is felt by consumers/residents because what they expect is by reality. Stated that consumer satisfaction is related to the realization of expectation and perceived performance (Yanti et al., 2016). Likewise, emphasizes that occupant satisfaction can come from the environment such as good and complete facilities and infrastructure that will make residents feel at home to live (Widiastomo, 2014). Identified that non-environmental influences such as gender, age, windows, work quality, and the number of workspaces affect occupant satisfaction (Widiastomo, 2014). The human need to live as a primary need mostly focuses on the aesthetic aspect, but should consider the environmental and climatic aspects of the location because this is related to the comfort that will be felt by the occupants. Thus, the Puri Al-Fatih Housing design is not only a form of satisfaction, but the design directs a good image in the eyes of consumers which is supported by indicators such as the suitability of expectations, perception of balance, property attributes, and design requests.
- 3) H₃: Occupant satisfaction has a significant effect on the image. The path coefficient between the independent variable occupant satisfaction and the dependent variable image is $0.277 > 0.05$, then the decision is if the p-value > 0.05 then H_0 is accepted so that it can be stated that there is a direct influence between the independent variable occupant satisfaction on the dependent variable image. The image contains positive things such as the reputation and credibility of the housing developer from the consumer's point of view as residents. Emphasize that consumer perceptions of the image of a place focus more on the attributes of housing, this means that the image or image shown by consumers on this matter tends to the attributes possessed by housing developers (Stylidis et al., 2016). One of the attributes that describe the housing image is ownership status, quality, housing characteristics, and location. Thus, occupant satisfaction has an important role in a marketing plan. The satisfaction experienced by residents of the Puri Al-Fatih Housing is a long-term thing that forms a positive image in the minds of consumers. Building the right consumer image in this research starts from a strategic location, price suitability, information suitability, developer experience, and a beautiful environment

V. Conclusion

Based on the results and discussion and hypothesis testing above, it was found that the house design variable had a significant effect on the occupant satisfaction variable with a path coefficient of $0.540 > 0.05$. The house design variable has a significant effect on the

image variable with an intermediate path coefficient of $0.460 > 0.05$. Finally, the occupant satisfaction variable has a significant effect on the image variable with a path coefficient of $0.277 > 0.05$. The results of this study succeeded in proving that between the variables studied and their indicators there was a strong relationship in measuring respondents' perceptions of satisfaction and the image of the Covid-19 period, so the implications of this study show that the house design variable has the highest path coefficient value compared to other tested variables and house design variables can be the right variables in measuring occupant satisfaction and image. This study only focuses on house design on occupant satisfaction, house design on the image, and occupant satisfaction with the image so that there is still further research that can explain the tendency of consumers to choose Puri Al-Fatih Housing, further research development can also be done through more varied methods, either of the number of variables, the number of samples and data analysis with Structural Equation Modeling (SEM).

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