Evaluation of the Functionality of the Vida View Makassar Apartment Building in terms of Occupant Satisfaction

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Abstract

In urban areas, apartments are one of the residential solutions for residents given that the availability of land in urban areas is minimal. Vida View Apartment is one of the apartments in Makassar City. This study seeks to analyze the function-worthy aspects of buildings that have pocketed the Function-worthy Certificate issued by the Makassar City Spatial Planning Service in 2018, namely the Vida View Apartment. By conducting this research, it is expected to be able to find out the characteristics of the occupants and the level of satisfaction of the residents based on the technical study of livability at the Vida View Makassar Apartment. The data used came from 252 respondents who lived in the Vida View Apartment. The method used is observation, questionnaires, interviews, and documentation. The analysis was carried out with descriptive quantitative and descriptive qualitative and IPA (Importance-Performance Analysis) analysis. The results showed that 1) The characteristics of the residents of the apartment were 58% male, 60% residents aged around 15-30 years, and 78% of residents were natives of Makassar City. In addition, 61% of the dwellings are private residences, and 50% of the residents have occupied them for 1-3 years. 2) Based on the results of the IPA analysis, it is known that the occupancy comfort variable is divided into two categories, namely maintaining achievement and low priority so that there is a need for maximum improvement. The convenience variable in general has been implemented in accordance with expectations and the implementation of appropriate performance, but there are indicators of low priority. The safety variable shows that it needs to be handled and becomes a top priority to increase safety from pollution for apartment residents. In health variables, some indicators have met expectations, but there is one indicator that becomes a top priority, namely air conditioning, so handling is needed, while the orientation indicator to the sun is included in the low priority category.

I. Introduction

An apartment is a building that has a residential function which is usually found in urban areas. The building has a function consisting of many rooms as a residence and is arranged vertically considering that the availability of land in urban areas is increasingly minimal. Vida View Apartment is one of the apartments in Makassar City. As an alternative to modern housing, Vida View Apartments are obliged to create quality buildings according to their functions. The apartment must have facilities that are safe, sturdy, function optimally, have long-term resilience, and a high level of protection to prevent casualties in the event of a disaster. To realize a building that can function in accordance with the requirements of building feasibility, every building after being built

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and will be used must carry out the SLF process, as a sign that the building that has been built has met the requirements for the function of the building. The housing quality assessment provides the necessary information about the current state of the housing stock, important information as input for future projects, and insight into the current wants and needs of its users.

Seeing the growth of several apartments in Makassar City is increasing, standards to ensure safety, health, comfort, and ease of building facilities and infrastructure in inhabiting are important to know as well as the perspective of the occupants on this matter. This study specifically discusses occupant satisfaction with apartment worthiness which has never been studied before in Makassar City, there has been research on apartments in Makassar City, namely the influence of the existence of apartment prices on land prices in Makassar Urban Areas, so research related to occupant satisfaction is important to investigate especially the case in Makassar City so that in the future it can be taken into consideration in planning and designing apartments in Makassar City, especially from the aspect of facilities and infrastructure. There are seven apartments in Makassar City, namely Royal Apartment, Vida View, The Rust Plaats Makassar Apartment, Sudirman 31 Apartment, Tamansari Skylouge Makassar Apartment, Bandaraya Apartment and St. Moritz Makassar. Vida View Apartment is a building that stands in a strategic area.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Located in the CBD (*Central Business District*) area, Vida View Apartment is one of the apartments with a fairly good level of marketing. In addition to its strategic location, the developer from Vida View is a special attraction for the community. The developer of the Vida View Apartment itself is a collaboration of the *developer* group between Galesong Group and Ciputra Group. Ciputra Group is a leading developer with various projects in Indonesia and abroad such as *Citraland* Surabaya, CitraRaya Tangerang, Ciputra Mall Jakarta, *Citra Grand* Cibubur, Ciputra Hanoi International City, *Grand Phnom Penh International City*, and many others. For decades, the Ciputra Group has built an excellent reputation in quality property development and consistent customer satisfaction. in 2018. This study attempts to analyze the functional aspects of the building that has pocketed the SLF, namely the Vida View Apartment. By conducting this research, it is expected to be able to find out the characteristics of the residents and the level of satisfaction of the residents based on technical studies that are feasible to live in at the Vida View Makassar Apartment.

Settlements are part of a residential environment consisting of more than one housing unit, having infrastructure, facilities, public utilities, and supporting activities for other functions in urban areas or rural areas (*Undang-Undang No. 1 Tahun 2011 tentang Perumahan dan Kawasan Permukiman*, 2011). Settlements are the totality of the environment formed by five main elements, namely nature, humans, society, living space, and networks (A, n.d.). The apartment itself can be defined as a building with more than one story in which it is a collection of several residential units. Each residential unit has a complete living space, where the residents share the same facilities (Saputra, 2014)

In the Implementing Regulation of Law no. 28 of 2002 concerning buildings, it is explained that the building must be functional (*Undang-Undang Republik Indonesia Nomor 28 Tahun 2022 Tentang Bangunan Gedung*, 2002). Furthermore, in the Regulation of the Minister of Public Works No. 27 of 2018 concerning the Certificate of Functional Worthiness of Buildings that function-worthy is a condition of the building that meets the administrative requirements and technical requirements in accordance with the specified building function. Apartment quality assessment is carried out to maximize design quality, ensure healthy apartment quality, assess apartment security, ensure high thermal and acoustical comfort in the room, determine which spatial quality factors are affected by renovations, and so on. Wardani (Timoticin Kwanda, Jani Rahardjo, & Made Kusuma Wardani, 2001) states that consumer satisfaction can be described as the ratio between the quality received with the needs, desires, and expectations of consumers. User satisfaction is the most important measure of housing quality, the higher the quality of the apartment, the higher the satisfaction expected from its users (Brkanić, 2017).

II. Research Method

2.1 Research Location and Time

The research location is the Vida View Tower Ashton Apartment, Jalan Topaz Raya Makassar. The basis for consideration for site selection is one of the tall buildings in Makassar City which already has a Function-worthy Certificate (SLF) issued by the Makassar City Spatial Planning Service.

Source: Author, 2022

Figure 1. *Map of research location*

2.2 Population and Sample

The population in this study were residents of the Vida View Makassar Apartment. The sampling technique used is purposive sampling. Purposive sampling is a technique determination of the sample with special considerations so that it deserves to be a sample. In determining the sample size, the quantitative part of this research refers to the table that

has been carefully compiled by Robert V. Krejcie and Daryle W. Morgan and used by researchers in various disciplines (R. & Morgan, n.d.). The Krejcie-Morgan table was chosen as the method for determining the sample because the table form is very simple and easy to use. Functionally the table only consists of two important columns, namely the column for the population size (N) and the column for the sample size (s)

The sample in this study took a sample of residential units with the assumption that 1 family inhabited 1 residential unit. The total population of residential units in the Vidaview Apartment is 760 units. By referring to the table above, the researcher used a population of 750 units with an error rate of 1%, so the number of respondents in this study amounted to 2 54 respondents.

2.3 Method of Collecting Data

This study uses a positivist paradigm. This study has the aim of investigating the views or assessments of respondents on certain problems in the form of respondents' responses to the respondent self or environmental conditions. The type of approach used is a quantitative approach. Data collection techniques were carried out using literature study, observation, distributing questionnaires, and interviews.

2.4 Data Analysis Technique

Methods of data analysis carried out, among others, descriptive analysis qualitative, and quantitative to describe the characteristics of the residents of the Vida View Makassar Apartment, quantitative and qualitative analysis were carried out by analyzing the data obtained from the questionnaire, where the characteristics of the occupants were tabulated and then described quantitatively and qualitatively in the form of narratives, tables, and graphs. As for being able to describe the level of occupant satisfaction based on livable technical studies at the Vida View Makassar Apartment, an IPA (*Importance Performance Analysis*) analysis technique is used in the form of measuring the level of occupant satisfaction and the factors that influence occupant satisfaction based on the technical study variables livable at the Vida View Apartment. Makassar through the depiction of the IPA Matrix.

III. Results and Discussion

3.1 Characteristics of Residents of Vida View Apartments

Characteristics of apartment occupants based on social and economic levels can influence the design of apartment buildings. So it is considered necessary to examine the social and economic level of the residents of the Vida View Apartment so that it can determine the level of comfort of the residents. There are 9 (nine) indicators of social and economic level, namely gender, age, occupancy status, length of stay, population status, latest education, occupation, monthly income, and reason for occupying a residence. The characteristics of the residents of the Vida View Apartment are assessed through nine indicators. The following are the characteristics of the residents of the Vida View Apartment:

a. Gender / Gender; Based on the survey results, it is known that the total residents of the Vida View Apartment are 252 residents. The highest percentage of occupants were men, namely 58% or 145 residents. The number of female residents is smaller than males. The percentage of women is 42%.
b. Age; The survey results show that the occupants with the largest age category are in the 15-30 year age category. The largest number of residents reached 64% or 138 residents.

The occupants with the smallest percentage are residents with the age of 60 years which is 1% or 1 occupant.

c. Occupancy Status; The number of residents based on occupancy status shows that most of the residents are privately owned residences. Several residents are privately owned. There are h 63% or 130 residents. The lowest percentage of occupancy status is occupancy owned by parents at 16% or 41 residents.

d. Length of Residence; The percentage of residents in the Vida View Apartment category with the highest number of stays, namely the duration of staying for 1-3 years is 32% with a total of 125 residents. The lowest number is 6.1. residents - 9 years by 18 occupants with a size of 7%.

e. Resident Status; The population status of the residents of the Vida View Apartment with the highest number is Domiciled in Makassar as much as 83% with a total of 19 7 residents. The residents with residence status outside the region are 36 people with a percentage of 17% of the total residents of the Vida View Apartment.

f. Last education; The results of the survey show that the most recent education of the residents of the Vida View Apartment is with the latest bachelor's education with a total of 132 residents or 53%, and the level of education with the lowest percentage is SMP as many as 3 residents or 1%.

g. Work; The work background of the residents of the Vida View Apartment is the most among Private Employees as much as 51% with a total of 128 people. The work background of the residents of the Vida View Apartment with the lowest number is other work (occupations other than civil servants, private employees, entrepreneurs, police/army) which is 2% with a total of 6 people.

h. Monthly Income; Based on the survey results, it is known that the majority of the reasons residents choose Vida View Apartments as residential residences are close to the work location whereas 35% or 87 residents choose it as residential residences. The reason for staying with the lowest number of residents is cheap, which was chosen by 3% or 8 residents of the Vida View Apartment.

i. Reason for Occupying Occupancy; The survey results show that the highest percentage of income for residents of the Vida View Apartment per month is Rp. 10,000,000 – Rp. 19,999,999 as much as 33% with a total of 83 residents. The lowest percentage of monthly income for residents of Vida View Apartments is < Rp. 2,000,000 as much as 9% with a total of 22 people.

3.2 Occupant Satisfaction Level Based on Habitable Technical Studies
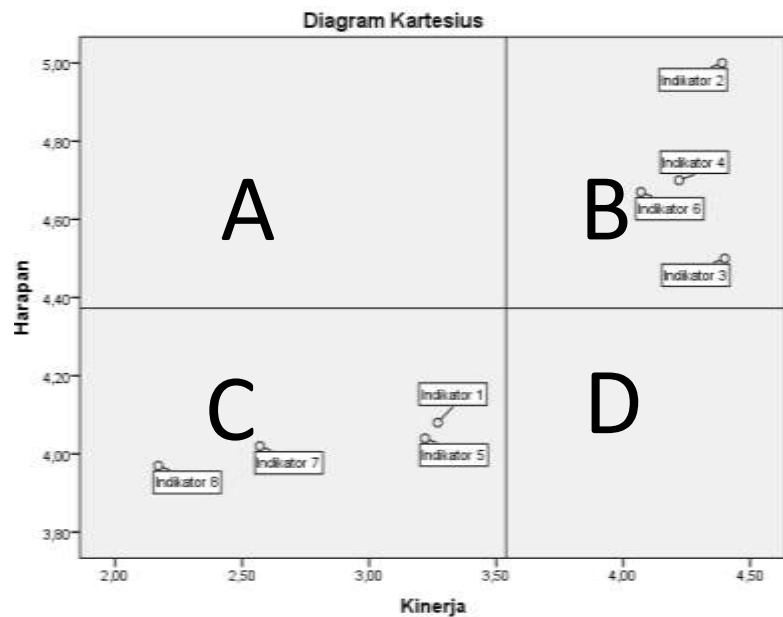### a. Residential Comfort Variable

Figure 2. IPA Cartesian Diagram of Residential Comfort Variables

Based on the IPA Cartesian diagram, it is known that the eight indicators in the residential comfort variable are spread into quadrant B and quadrant C. Quadrant B describes indicators that are considered important by residents, while apartments have provided good service to residents in these indicators. Thus, the performance indicators included in quadrant B must be maintained. In quadrant B there are 2 indicators "Lighting Conditions" which means the lighting conditions in the Apartment are not dazzling and help residents in carrying out activities while in residence so that users are satisfied with the lighting conditions in the Vida View Apartment. Indicator 3 "Privacy Protection" means that privacy protection in the apartment has provided security for residents by restricting access to residential areas for outsiders. Indicator 4 "Facilities" means that the existing facilities in the Apartment Area meet the residents' needs so that residents are satisfied with the existing facilities. Indicator 6 "Mixed Use" means that accessibility in residential locations is easily accessible to other facilities, there are commercial areas, and educational areas that are easily accessible, and facilities around the residence are easily accessible on foot, so residents have easy access to places. public areas and other facilities.

Quadrant C describes indicators that are considered unimportant by residents and apartments provide low service to users for this indicator. In this quadrant four indicators are included in quadrant C, the first indicator 1 is "Condition of Building Elements" meaning that based on the results of the questionnaire, residents are not satisfied because they use materials that are difficult to decompose. The second indicator is indicator 5 "Child Friendly" meaning that residents feel that children are not safe to play around the dwelling. The third indicator is indicator 7 "Pedestrian" which means residents do not feel safe and comfortable when using the *pedestrian way* and the quality of the *pedestrian way* around the residence is not good. The last indicator is indicator 8 "Energy Saving" which means the apartment does not have an energy-saving system.

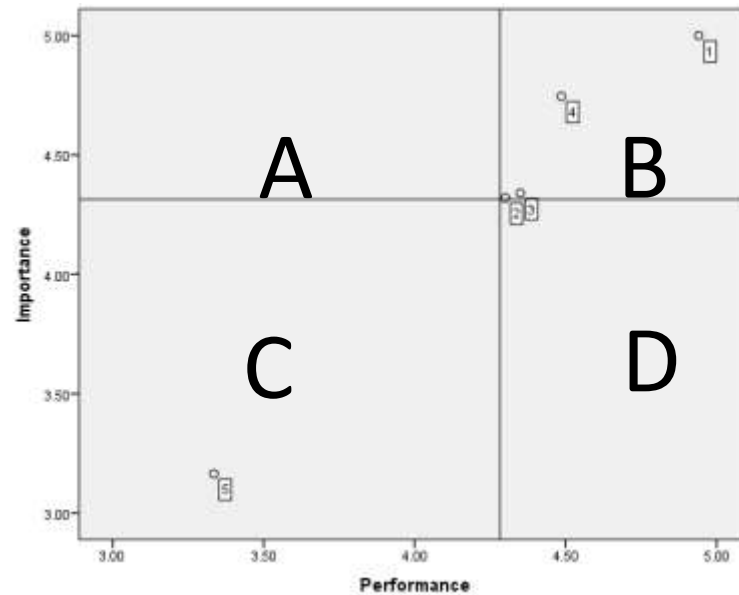**b. Convenience Variable**

Figure 3. IPA Cartesian Diagram of Ease of Variables

The picture shows that the five indicators are spread into quadrant B and quadrant C. Quadrant B describes indicators that are considered important by residents, while Apartments have provided good service to residents in these indicators. Thus, the performance indicators included in quadrant B must be maintained. The indicators contained in quadrant B include indicator 1 (Strategic Location) where the apartment location has several intersections that make it easier for residents to go to certain locations. Indicator 2 (Easy Access) in accessing public facilities in the Vida View Apartment area is a point where the residents' expectations and performance are at the same level so it needs to be maintained. Indicator 3 (Accessibility) shows that in line with the ease of residents in accessing facilities, accessibility also increases in line with residents' expectations. Indicator 4 (Proximity to Various Facilities) The many facilities located in the apartment area make it easier for apartment residents in daily life. Facilities located around the apartment consist of commercial facilities, services, and workplaces. Quadrant B shows the "Keep Up The Good Work" category or "Maintain Achievements". The results of the analysis show that there are minimal obstacles faced by residents in achieving facilities.
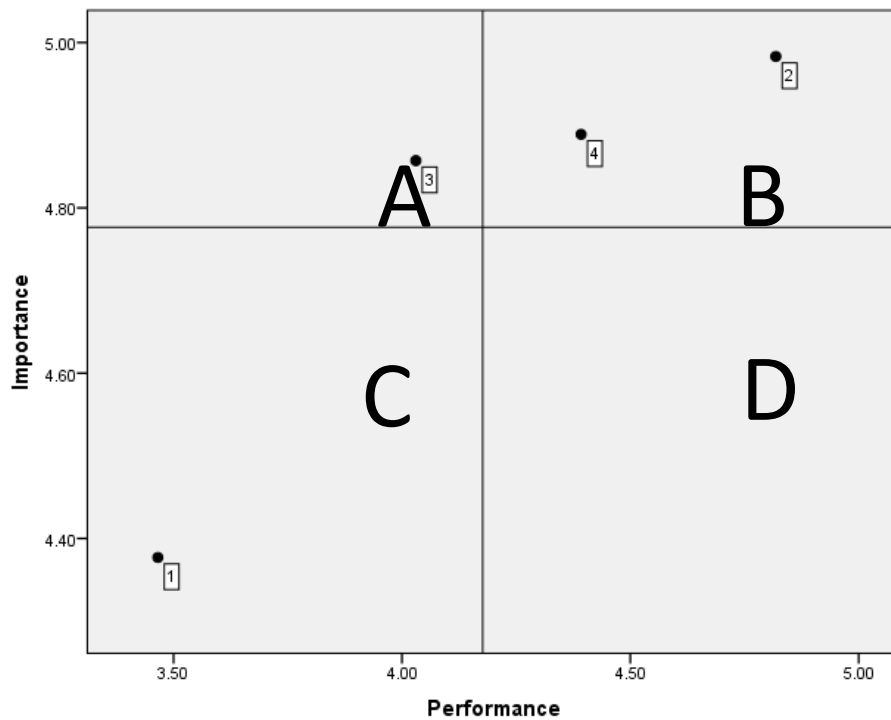
c. Safety Variable

Figure 4. *IPA Cartesian Diagram of Security Variables*

In Figure 4, it is known that the four indicators are spread into 3 quadrants. Indicator 3 (Security from Pollution) is in quadrant A. It is located in a quite strategic location, where traffic conditions become quite congested. This is the main cause of the pollution level which is quite risky in the Vida View Apartment area. So this needs to be a top priority to be repaired by the apartment. Quadrant B describes indicators that are considered important by residents, while the apartment has provided good service to residents in that indicator. Indicator 2 (Security from Crime) is considered quite satisfactory, consisting of CCTV on every floor, security officers patrolling the apartment, and inspections. for every foreign guest when entering the apartment. Indicator 4 (Fire Safety) shows the condition of the apartment that has fire handling facilities as a support for the residents of the Vida View Apartment. As for Indicator 1 (Security from Floods), it is in quadrant C which is considered less important by service users and the company provides services of low quality.
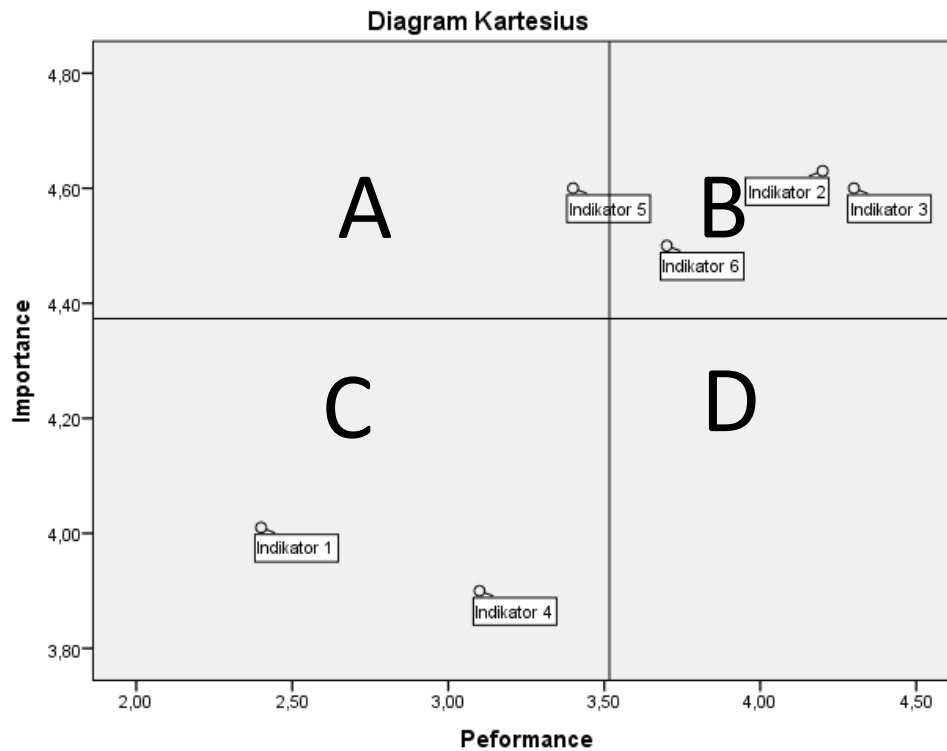
d. Health Variable

Figure 5. *Cartesian Diagram of Health Variables*

Figure 5 shows the position of the indicator on the health variable where the six indicators are spread out in three quadrants, namely quadrant A, quadrant B, and quadrant C. In quadrant A there is Indicator 5 " Air Conditioning" which shows air circulation in the apartment is very important but makes residents feel that oxygen needs are not enough. In quadrant B there is indicator 2 "Waste Management" indicating waste management at the Vida View Apartment makes residents feel satisfied and comfortable because the residents' garbage collection is periodically carried out by the cleaning staff in the residence and residential waste has a good system so that there is never any decay or processing problems. for residents. In addition, there is indicator 6, namely "Lighting" which shows that the Vida View Apartment provides sufficient service on this indicator because the majority of the lighting is sourced from electricity. In addition, in quadrant C there is indicator 1, namely "Orientation to the Sun" and indicator 4 "Healthy Air" which shows the air condition and position of the Vida View Apartment making residents feel uncomfortable because the highway is full of pollution.

IV. Conclusion

1. The characteristics of the residents of the Vida View Apartment are the majority of men 58%. Occupants with an age category ranging from 15 – 30 years are the category with the highest percentage of 60% and the status of residence in the form of a native of Makassar City at 78%. The occupancy status is also the private property of each occupant with a percentage of 61%. As many as 50% of residents have lived in Vida View Apartments for 1-3 years. The residents of the Vida View Apartment have higher education, namely Strata 1 as much as 53%. 51% of apartment residents are private employees with the residents' income ranging from Rp. 10,000,000 – 19,999,999 with a percentage of 33%. The residents of the Vida View Apartment chose the apartment as a place to live because the location of workplace is close to the apartment location so it can facilitate the mobilization of residents to the work location.
2. Vida View Apartment performance system variables are divided into four variables, including:
   a) Residential comfort; In the indicator of residential comfort, four indicators are of low priority so handling and improvement are needed regarding the environment, which is the condition of the building elements, is child-friendly, pedestrian, and energy-efficient so that it can increase comfort for residents.
   b) Convenience; In general, the convenience variable has been implemented in accordance with expectations and the implementation of appropriate performance. However, accessibility for people with disabilities is a low priority.
   c) Safety; the safety indicators from pollution need to be handled and become a top priority to improve the security of the residents of the Vida View Apartment. As for the security indicators from flood disasters, they are included in the low priority category.
   d) Health; on the health variable there are six indicators, three of which are in accordance with the residents' expectations. However, there is one indicator that becomes a top priority, namely ventilation, so treatment is needed to improve the health of residents. The orientation indicator to the sun is included in the low priority category.

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