

An Analysis on the Factors Which Influence the Satisfaction of Consumers as the Owners of Housing Property (A Case Study at Kompleks Perumahan Bumi Asri, Medan)

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Abstract: Housing property is people's most important and primary need. Products offered by a developer should be oriented on the need which gives satisfaction to consumers. PT. Asri Pembangunan Catur Karya (the Developer of Kompleks Perumahan Bumi Asri, Medan) is a housing complex for middle and high class people in Medan. The objective of the research was to find out and to analyze some factors of consumer satisfaction which included building quality, facility and infrastructure, location, environmental condition, and the housing price which could influence the satisfaction of consumers as the owners of housing property in the Kompleks Perumahan Bumi Asri, Medan. The research used descriptive quantitative method, while the data were analyzed by using multiple linear regression analysis with Likert measurement scale to measure the respondents' level of satisfaction. The population was 785 while the questionnaires were distributed to 89 respondents as the samples. The result of F-test showed that, simultaneously, the housing facility and infrastructure and the price of the housing property had positive and significant influence on respondents' satisfaction, but the result of t-test showed that the quality of the housing construction, the location, and the environmental condition did not have any significant influence on respondents' satisfaction at the Kompleks Perumahan Bumi Asri, Medan.

Keywords: Consumer Satisfaction, Housing Complex, Property

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I. Introduction

The property is identical to the building, when someone talked about Indonesian property, especially about housing, which directly reminded of the Menteng, Kebayoran Baru, and Pondok Indah areas in Jakarta. Regional economic growth has a linear effect on people's income, thus triggering demand for property. Demand for residential property is also widening to other cities in Indonesia. There has been a consumer explosion throughout this republic, property prices have also increased in secondary cities, such as Bandung, Medan and Surabaya (Putu and Setijanti, 2015).

The increase in the population in urban areas raises housing needs that continue to increase every year, and this will result in the more needed fulfillment of housing or owning an adequate home as a very coveted need. With the need for housing that is greater than the existing housing stock, this is an opportunity for housing developers to meet these consumer needs (Putu and Setijanti, 2015).

The large amount of competition among housing developers requires developers to focus more on providing competitive advantages in providing services to their home consumers. Market research or market surveys of customer satisfaction are so important to measure the extent to which residential consumer satisfaction from housing developers receive services from developers. One important issue in an industry and business is how to avoid and manage consumer complaints. Where consumers will complain if they are not satisfied, there is a difference between what they expect with the reality they receive. Developers have an interest in customer satisfaction, because customer satisfaction is expected to enable customers to repurchase housing products produced by housing developers (Suzy and Erna, 2009).

Housing and other properties that can meet consumer needs will certainly have a high value, where the high demand for residential property will trigger economic growth, thus causing the need to pay attention to the variables that affect the residential property. And this is very important because the purchase of residential property in addition to consumption needs is also an investment.

The Indonesian property data center has conducted research on what consumers consider in choosing their place of residence. The aim is to find out the preferences (considerations for choosing) the community,

which includes the geological, demographic and psychological aspects and what kind of environment is the ideal of the community. The results of this study indicate that people's tastes are increasingly varied.

In order to provide proper functions, a house as a place of residence must have good supporting factors and support a variety of social and economic activities in both residential and urban environments. So for a housing satisfaction factor for physical, environmental and location factors will certainly affect the level of interest in occupancy.

The Medan City area continues to develop, the home subsector which is predicted to continue to experience an increase in the number of requests. The operation of the ringroad access road on the side of Simpang Pondok Kelapa, Medan Helvetia Subdistrict to Simpang Pos, Medan Selayang Subdistrict has made the area a center of new economic activity in Medan City. On ringroad access roads, Medan City grows various types of property, both residential and property new shopping center. Residential property that is quite large and located on the ringroad access road is the Bumi Asri Housing Complex.

This housing complex directly intersects with the main road lane, which is the ringroad access road. Among these housing complexes are new shopping center properties, namely the Central Business District The Manhattan, Ringroad City Walk Plaza, and Medan Focal Point Plaza. In addition to standing new business and shopping centers around the ringroad access road the new commercial housing complex is also growing. Indications of much dissatisfaction have been complained by residents of Bumi Asri Housing, one of which is the location of housing that intersects directly with the main road lane, which is the ringroad access road. In the road lane there are many changes to the designation of property which indirectly affects the housing, such as congestion accumulation of vehicles the number of large trucks crossing the road that occur almost every intersection along the ringroad line. As a result there is often a buildup of vehicles in front of the entrance gate housing complex that interferes with access to the complex entrance and exit activities.

Bumi Asri Housing is located on Ringroad Access Road, Medan Helvetia District. Bumi Asri Housing Complex has 785 housing units. This housing was built by PT.Asri Pembangunan Catur Karya. Changes in environmental conditions in the area around Bumi Asri Housing in recent years have been so rapid. The presence of the Central Business District of Manhattan, the Ringroad City Walk Plaza, and the Medan Focal Point Plaza and other commercial properties have so changed the spatial conditions in the region, especially the area between Bumi Asri Housing.

The development of space in the residential area is an interesting thing to study. Based on observations in the field, the growth of commercial property in the ringroad access road area is not necessarily proven by improvements in environmental quality. In Bumi Asri Housing there are frequent floods when rainfall is high on the east side of the housing entrance, where high water flows overflow from the river area entering the road body and residential areas of the housing complex.

Besides the indication of other dissatisfaction complained by residents of the Bumi Asri Housing complex itself, namely the problem of changing the function of public facilities into commercial functions, namely changing the function of green open space facilities that have been handed over to the Medan City Government by housing developers to become Water Tourism Facilities. This change in function has been rejected by residents of Bumi Asri Housing. The majority of the factors that become dissatisfaction from residents of Bumi Asri Housing are housing conditions and changes in several social facilities.

For the quality of building houses, based on a preliminary survey of residents of Housing Bumi Asri consider what was purchased according to what was received. However, reducing the quality of the environment also affects the decline in the quality of buildings in some residential areas, reducing the quality of the environment in question is the occurrence of flooding in certain areas, where the existing water discharge is not accommodated in the complex drainage causing flood water to spread into the homes. When conducting preliminary research, residents who were dissatisfied with the occupied housing complex chose to find other housing locations as second housing and chose to rent houses in the Bumi Asri Housing Complex.

The spatial changes and environmental conditions of Bumi Asri Housing are interesting to study, because the level of community visits in finding shelter in Bumi Asri Housing is very high, the high public interest can be seen from the visit data of PT.Ariri Pembangunan Catur Karya, where daily visits of people looking for property at Bumi Asri Housing is an average of 65 visits. The visit was to find data on homes sold in the Bumi Asri Housing complex.

Bumi Asri Housing Complex is commercial housing consisting of two types of prices, namely type 75 which are sold at a price of Rp.568,495,000 and type 100 which are sold at a price of Rp.807,365,000. Observations in the field in December 2017 during the research period, type 75 houses offered at a price range of 800 million and offered type 100 houses in the price range of 1 (one) billion. Unlike a subsidized house whose price must follow government regulations, commercial houses are the market price offered by developers.

Given the research location is a housing category that has been established for a long time in the city of Medan so that many experienced a decrease in conditions both from the physical aspects of residential buildings and housing conditions themselves stay high.

II. Theoretical Review

2.1 Consumer Satisfaction

Satisfaction is the feeling of being happy or disappointed someone who appears after comparing the performance (results) of the product that is thought of the expected performance (results) (Kotler, 2006). Satisfaction itself is an attitude that is decided based on the experience gained on the assessment of the characteristics or features of a product or service, or the product itself, which provides the level of consumer satisfaction related to meeting consumer needs. Consumer satisfaction can be created through quality, service and value.

Consumer satisfaction is the level of one's feelings after comparing the performance / results that he feels compared to his expectations. According to Engel in his book Tjiptono (2000) states that customer satisfaction is a full-time evaluation where alternatives are chosen at least giving results (outcomes) equal or exceeding consumer expectations, while dissatisfaction arises when the results obtained do not meet customer expectations. From the two meanings, conclusions can be drawn regarding the components of consumer satisfaction, namely expectations and performance / perceived results. Generally, customer expectations are estimates or customer beliefs about what he will receive if he buys or consumes a product (goods or services), while the perceived performance is the customer's perception of what he receives after consuming the product purchased.

According to Kotler and Kelle (2015) service production offered to meet customer satisfaction should have criteria as follows:

a. Conformity Quality

That is the level where all units produced are identical and meet the specifications of the promised objectives. Buyers expect the product or service to have a high quality of conformity.

b. Durability

That is a measure of expected product operation under normal or good conditions. The durability of the products offered is very important for most buyers.

c. Reliability

That is a measure of the possibility that a product will not be damaged or fail in a certain period. Buyers in general will pay more for more reliable and stylish products.

d. Design

That is the totality of features that affect the way the product looks and functions in terms of customer needs.

2.2 Factors Affecting the Satisfaction of Consumer Property Owners

a. Building Quality

According to Nasution (2011) quality is conformance to requirement, that is, according to what is required or standardized. Then a product has a quality if in accordance with predetermined quality standards, in this study include the layout of the room in the house, the resistance of the roof of the house, the resistance of the house floor, circulation in the house and the quality of lighting in the building. Furthermore, Nasution (2011) defines product quality is the suitability of the use of products to meet customer needs and satisfaction. Product quality is the suitability of products with consumer expectations to meet customer needs and satisfaction.

b. Facilities and Infrastructure

Facilities and infrastructure in a housing area related to facilities. Facilities are all things that are physical provided by the seller of services to support consumer convenience (Kotler, 2006). Facilities are all things that are intentionally provided by service providers to be used and enjoyed by consumers aimed at providing a maximum level of satisfaction. The facilities and infrastructure provided by the developer are intended to provide convenience and comfort for residents of the house.

Facilities in a property are everything that is provided by the developer in supporting the comfort of its users, in the form of providing physical equipment such as the completeness of the equipment used, completeness of cleanliness, neatness, and the facilities provided to consumers to carry out activities so that the needs of buyers can be fulfilled. The obligation to provide public facilities (fasum) and social facilities (fasos) has been determined by the state.

c. Location Factor

There are several criteria that must be considered in choosing housing locations: zoning. Regulations include, among other things, the location of strategic housing complexes. Utilities include utilities and conditions for rainwater drainage, sanitation, gas, electricity and telephone installation. Technical factors (technical factor). Soil conditions, topography and drainage, design and costs. Conditions. Availability on the market for proposed use, accessibility, condition of the environment, and traffic conditions. Aesthetics. Includes existing landscapes and landscapes. City service.

d. Environmental Conditions

Saputra (2017) said that, environmental conditions in a housing complex are said to be good and can meet customer satisfaction if: housing flood prevention measures are in line with expectations, orderly solid waste services, good housing drainage. Environmental conditions as one of the factors of housing consumer satisfaction are said to be satisfactory if they have indicators such as the security and layout of the housing environment that have met the expectations of residential residents.

A housing must be equipped with environmental handling standards to meet the needs of its residents for the availability of clean water, fresh air and good sanitation. And this of course will affect the satisfaction of its inhabitants.

e. Price

Sullivan (2000) states that the price of a property type of housing use can be approached based on the hedonic price theory based on the notion that housing consists of groups of qualitative characteristics of housing, especially those concerning environmental comfort or quality of life and quantitative characteristics of housing which forms the implicit price of a house. The market price of a house can be interpreted as a sum of the prices of each component.

To explain this hedonic approach, for example the price of a home market is divided into five ways, namely based on the distance to the workplace in the city center, the number of bedrooms, the age of the house, air pollution, and quality to public services, such as hospitals and schools.

2.3 Consumer Behavior

Suzy and Erna (2009) say that a product is made and marketed based on the existence of consumers' needs that have not been satisfied. For this reason, marketers need to learn what the needs and desires of consumers are. By understanding this, the producers can make product changes according to the development of market tastes and also based on existing opportunities. Tjiptono (2000) says that consumer behavior is an action that is directly involved in getting, consuming, spending products and services, including the decision that precedes and follows this action.

Thus it can be concluded that consumer behavior is actions taken by individuals, groups, and / or organizations related to the decision making process in obtaining and using economic goods or services that can be influenced by the environment and marketing programs carried out by the company. In terms of fulfilling their satisfaction and desires.

2.4 Definition and Characteristics of Housing

A house is a typical item with unique characteristics among all other items in general use. The nature of housing or residence does not only cover the house from the physical side of the building, but also covers all the supporting facilities both inside and outside. Moreover, if you look at the support of existing facilities and infrastructure facilities, for example environmental security systems, clean water systems, road facilities, electricity networks, telephone networks and so on (Siregar, 1999).

According to Yunus (1994) there are social strata that influence the behavior of the community in determining the choice of place of residence, namely:

- a. Bridgeheaders, which is a group that has just come to the city, namely a group with all its limitations has not been able to lift itself to a higher level of socio-economic. In general, young or single family couples are forced to rent a place to live.
- b. Consolidators, namely those who have lived in cities for a long time, namely groups whose economies have begun to increase and have bought land or houses of moderate quality.
- c. Status of Seeker, which is a group that has lived in the city for a long time, which is a group whose economy is already established. This group wants a condition that results in its status being recognized in social status.

III. Materials and Method

3.1 Types of Research

In this study the type of research used is quantitative descriptive analysis. The analysis tool is in the form of statistical and econometric methods. Econometrics is defined as a quantitative analysis tool of actual phenomena that is based on the development that coincides with the theory and observation associated with the appropriate inference method (Gujarati, 2003).

3.2 Research Sites

This research took place at Bumi Asri Housing Complex located on Jalan Asrama Ring Road, Medan Helvetia District, Medan City. The location of this housing was chosen because the Bumi Asri Housing Complex is a middle to upper housing complex that has social facilities and public facilities that can provide satisfaction for residential property owners. Bumi Asri Housing Complex is also a long-standing complex, resulting in many environmental changes around residential complexes.

In addition, according to the phenomena in the previous chapter, this housing location was chosen because of the high public interest in finding property in the complex can be seen from the data of the visit of PT. Asri Pembangunan Catur Karya, where the daily visit of people looking for property in Bumi Asri Housing was 65 visits. The visit was to find data on homes for sale in the Bumi Asri Housing complex. Another part of the environmental change in Bumi Asri Housing decreased, this was seen when in the rainy season there were inundations in several complex locations, also the function of green open spaces in residential complexes. become a water tourism facility by housing developers.

3.3 Population and Samples

Population is the entire research subject. If someone wants to examine all the elements in the research area, the research is population research or population studies or census studies. While the sample is part of the population studied (Sugiyono, 2006).

The population in this study were all houses in the research housing and as a research sample, researchers would disseminate instruments in the form of questionnaires to the owners / occupants of houses located in Bumi Asri Housing. Where based on information from the housing management office, the number of houses in Bumi Asri Housing is 785 units of houses.

This study sets the number of samples 23 times the independent variable. During the study period, 119 samples were collected, of which 30 samples were used to test the research instrument and the remaining 89 samples were used for multiple linear regression analysis.

3.4 Data Analysis Method

This study uses descriptive qualitative analysis method to determine the existence of relationships between dependent variables and independent using inductive statistics correlation with multiple regression analysis. The qualitative descriptive objective in this study is to provide a systematic, factual and accurate description of certain facts.

a. Descriptive Analysis

Sugiyono (2006) explains that qualitative research methods are research methods used to examine natural objects, where researchers are key instruments, while data collection techniques are conducted by interview methods, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization.

b. Multiple Linear Regression Analysis

This analysis is conducted to see if there is a causal relationship between the two variables or examine how large one variable affects the other variables. Relationship between variables that describe the function, namely: $y = f(x)$. This function explains the relationship between the dependent variable (Y) and the free variable (X). Hypothesis testing using t test, F test, r squared test.

IV. Results and Discussion

4.1 Descriptive Analysis

The number of respondents based on age 41-50 years is equivalent to 36% (thirty six) percent of the most dominating in this housing. This shows that the respondents who live in housing with an average age of 41-50 years are in the category of adult age and almost all of these respondents are married and have families and children who are starting to grow up who need houses with adequate housing facilities both land area and quality building houses that are quite spacious and the location of affordable housing both to workplaces, educational facilities, shopping centers. Respondents at this age had an average level of financial maturity and

chose a residence that provided satisfaction and comfort with all the advantages contained in the housing, even though they had to pay more to buy housing that suited their needs.

The number of respondents based on their work as entrepreneurs is as many as 31 (thirty one) people, equivalent to 34.8% (thirty four point eight) percent of the most dominating sample population in this housing. This was dominated by residents of housing from the Acehese tribe, where in 2004 there was a tsunami that devastated parts of Aceh that left some of their communities homeless and employed. So that many Acehese tribes who began to move to make a living in the city of Medan especially settled in the Bumi Asri complex. They started to build a business around the boarding road of Bumi Asri housing complex and extended to Ringroad Road, so what we see now is the large number of intercity bus transportation businesses and three-star hotel businesses around the Bumi Asri complex owned by entrepreneurs from the Acehese tribe and some of them are residents of the Bumi Asri complex.

It can be seen that the number of respondents based on time of occupying a house, from 6-10 years as many as 41% (forty one) percent dominate the most. This shows the time that has not been too long for someone in occupying a dwelling. Many respondents with financial capacity prefer to buy a house in the Bumi Asri complex to get facilities and comfort, and most of them are people who buy houses from residents of the first house considering the Asri complex including a long-standing complex in Medan, but still having good quality buildings, satisfying facilities and infrastructure and affordable housing locations. This is seen from the answers of respondents who are satisfied with the questionnaire statement given. There were also many respondents who were children of homeowners in the Asri Earth complex itself who chose to settle there after their parents left because they felt comfortable living in the Bumi Asri complex.

Based on the percentage of respondents, more than half of the sample or 65% (sixty-five) percent said that property prices in Bumi Asri housing increased to be a reason for homeowners in Bumi Asri Housing to sell or rent their property, given that the majority of respondents work as entrepreneurs if the price of a house rises, they sell their house expecting a number of profits and profits to be played back to buy housing, which will later be resold. As well as 24% (twenty four) of the respondents answered because they were dissatisfied with the occupied housing, it was natural to see a decline in housing conditions, as seen from respondents who were dissatisfied with the housing conditions that often flooded during the rainy season.

4.2 Results and Discussion

a. Effect of Quality of House Buildings on Satisfaction of Consumers of Housing Property Owners

Based on the results obtained, the variable quality of house building shows the direction of a positive relationship, meaning that the higher consumer satisfaction of residential property owners to the quality of Bumi Asri residential complex housing, the greater the level of occupant satisfaction in the housing. the results of the study can reject the hypothesis which states "there is a significant relationship between the quality of home buildings to consumer satisfaction of residential property owners in the Bumi Asri housing complex".

In line with the characteristics of respondents based on age, where the average age of respondents in this study who dominate is the age of 30-60 years. Where the age is in the category of adult age and almost all of these respondents are married and have families and children who are starting to grow up in need of houses with adequate housing facilities, both the land area and the quality of the houses that are quite spacious and the location of affordable housing centers shopping, education, health and other public services. In the research on consumer satisfaction of residential property owners based on building quality variables that have no significant effect, the respondents did not attach much importance to the quality of house building in terms of customer satisfaction, this was because the respondents had their own perceptions and needs for the quality of housing.

They assume that if they have more funds, changing tastes towards the quality of building houses both in terms of the physical design of the interior and exterior they can do renovations to their own homes. Given the average respondents in this study were those who bought a house in Bumi Asri housing complex from the first owner not through an initial developer where the physical form of the house had many changes or home renovations from the first owner and felt enough about what they received when making a purchase. Respondents were more concerned with and prioritized land prices that would continue to rise during their stay and stay in the Bumi Asri complex as well as being an investment value for consumers of residential property owners in the future.

b. Effect of Facilities and Infrastructure on Satisfaction of Consumer of Housing Property Owners

Based on the results obtained by housing facilities and infrastructure variables there is a positive and significant relationship between the independent variables of housing facilities and infrastructure and the dependent variable of consumer satisfaction of the owners of residential property. Thus, the level of consumer satisfaction of residential property owners in the Asri Bumi complex is influenced by the facilities and infrastructure. high satisfaction with housing facilities and markets, the greater the level of satisfaction of residents in the housing.

Based on the results of observations in the field that consumer satisfaction of residential property owners in the Bumi Asri housing complex of housing facilities and infrastructure that has the highest level of customer satisfaction is located in the dimensions of clean water supply facilities provided by the developer where the water supply is fully managed by the parties Regional Water Companies are channeled directly to housing estates through the purification process and this network is a water channel for household needs, in a residential complex. The dimension of green open space where consumers of residential property owners of the Bumi Asri complex are very satisfied with the green open space provided by the developer, which is intended to provide comfort for residents of the house. The availability of green open spaces such as jogging track areas and children's playgrounds that are often used by residents in sports activities in general so that many have a positive impact on health, comfort, and of course the atmosphere of a shady, cool and beautiful complex gives more value to occupant satisfaction residential Bumi Asri complex.

As well as the dimensions of consumer commerce facilities, residential property owners of the Bumi Asri complex are very satisfied with the availability of commercial facilities provided by the developer, namely shop / shop areas that are used to develop businesses such as supermarkets, food courts, laundry services, beauty salons, workshops, fitness facilities, offices banking, newspaper offices, travel offices, home furnishings, and educational courses. Some residents are satisfied to be able to carry out their business activities in housing which is also their place of residence, this also increases the satisfaction of residents who are helped by the various business facilities which also provide convenience in meeting their daily needs.

c. Effect of Housing Location Factors on Satisfaction of Consumers of Housing Property Owners

Based on the results obtained, the housing location factor variable shows the direction of a positive relationship, meaning that the higher the consumer satisfaction of residential property owners to the housing location in Bumi Asri housing complex, the greater the level of satisfaction of residents in the housing. Partially the housing location factor variable does not have a significant effect, meaning that the results of the study can reject the hypothesis which states "there is a significant relationship between the factors of housing location to consumer satisfaction of residential property owners in the Bumi Asri housing complex".

Based on the results of observations in the field that consumer satisfaction of residential property owners in the Bumi Asri housing complex with respect to housing location factors that have the highest level of customer satisfaction is located in the location dimensions of affordable housing complexes to shopping centers satisfied, on the grounds that the Bumi Asri Housing complex is currently a strategic location to get to shopping centers, such as Manhattan Plaza which is located on Jalan Ring Road only 500 meters away, Ringo Road City Walk which is located on Jalan Ring Road within one kilometer, and the electronic shopping center at the Millenium Plaza located on Jalan Kapten Muslim is only 1.5 kilometers from the Bumi Asri housing complex. Short distance and time are more values for consumer satisfaction at Bumi Asri housing in carrying out shopping activities as well as family recreation areas.

The location dimensions of housing complexes to health facilities show housing customer satisfaction. This shows consumers of residential property owners of the Asri Earth complex are very satisfied on the grounds that the location of housing complexes to health facilities or health service centers is easily accessible from the Bumi Asri housing complex. Health centers such as public hospitals are easily accessible such as the Bunda Thamrin Hospital located on Jalan Gadjah Mada, which can be accessed in 10 minutes, Sundari General Hospital is located at Jalan Kapten Purba Pinang Baris and Bina Kasih Hospital can be reached in 10 minutes and the House Sari Mutiara General Hospital located on Jalan Muslim Captain can be accessed within five minutes.

d. Effect of Housing Environmental Conditions on Satisfaction of Consumers of Housing Property Owners

Based on the results obtained, the variables of the housing environment condition show a positive direction of the relationship, meaning that the higher the consumer satisfaction of residential property owners to the environmental conditions of housing in Bumi Asri housing complex, the greater the level of satisfaction of residents in the housing. Partially the variable housing conditions have no significant effect, meaning that the results of the study can reject the hypothesis which states "there is a significant relationship between the factors of housing location to consumer satisfaction of residential property owners in the Bumi Asri housing complex".

Based on the results of observations in the field that consumer satisfaction of residential property owners in the Bumi Asri housing complex with respect to housing conditions that have the highest level of customer satisfaction is located in the security dimension of the housing complex as expected. The housing residents were satisfied because the effort to maintain the security of the housing complex had been maximally carried out by the developer, the presence of checkpoints at the entrance door to the complex exit and routine patrol by security officers gave a sense of security for residents. Bumi Asri housing complex itself has 2 (two)

entrances where the two entrances to the housing complex are guarded for 24 (twenty four) hours by a complex security officer.

The dimensions of the environmental layout are in line with expectations. This opinion is based on the proportion of housing areas with the provision of public facilities and social facilities in the Bumi Asri housing complex. Several other environmental attributes which state that respondents agree or are satisfied are neatly arranged, clean housing gardens and the pedestrian housing is maintained. As well as satisfying solid waste service dimensions, this shows that consumers of residential property owners of Bumi Asri complex are satisfied with solid waste services that are already running well, where garbage collection in every house in Bumi Asri housing is carried out every day using garbage transport facilities. The cleanliness of the general environment of the complex is also very well maintained by the presence of complex cleaning officers who regularly maintain the cleanliness of the road and the tidiness of the complex park so it is very rarely found trash along the residential area of Bumi Asri, so that Bumi Asri housing looks beautiful and clean.

e. Relationship of Property Price Variables with Consumer Satisfaction

Based on the results obtained by the variable housing property prices there is a positive and significant relationship between the independent variable of residential property prices and the dependent variable of consumer satisfaction of the owner of residential property. the price of housing projects the greater the level of satisfaction of occupants in the housing.

Based on the results of observations in the field that the consumer satisfaction of residential property owners in the Bumi Asri housing complex towards the price of housing projects that have the highest level of customer satisfaction is located in the dimensions of the high resale price of the house. As explained in chapter one in this study, where there is a phenomenon of high public buying interest in property in the Bumi Asri housing complex, it forms a perception of high bargaining power for owners of residential property deals in the research area. In the previous chapter, it was explained that, for type 75, which was sold at Rp. 568,495,000 and type 100, which were sold at Rp. 807,365. Observations in the field in December 2017 during the research period, type 75 houses offered at a price range of 800 million and offered type 100 houses in the price range of 1 (one) billion.

V. Conclusion and Suggestion

Conclusion

The findings in this study concluded that:

1. Variable quality of house building provides a positive influence but does not have a significant effect on consumer satisfaction of residential property owners in the Bumi Asri housing complex in Medan.
2. Housing facilities and infrastructure have a significant effect on consumer satisfaction of property owners in Bumi Asri housing complex.
3. Housing location variables provide a positive influence but do not have a significant effect on consumer satisfaction of residential property owners in the Bumi Asri housing complex in Medan.
4. Housing environment provides a positive influence but does not have a significant effect on consumer satisfaction of residential property owners in the Bumi Asri housing complex in Medan.
5. Housing property prices have a significant effect on consumer satisfaction of property owners in Bumi Asri housing complex.

Suggestion

Based on the results of the research that can be submitted as researchers are as follows:

1. For developer as a developer it is recommended to pay more attention to the environmental conditions in Bumi Asri housing which in this study is the factor that has the lowest satisfaction level for consumers of residential property owners. Where prevention of flooding and drainage at the housing complex has not been in line with the expectations of the residents of housing. The suggestion as well as the expectations of the residents of housing is for the developer to be more serious in overcoming the problem of flooding that often occurs when the rainy season arrives. Where small times or waterways in residential areas both outside and inside the housing must often be carried out cleaning and checking of garbage / dirt that can inhibit waterways which become one of the causes of flooding. Periodic and continuous care must be taken to prevent floods, not only when the rainy season arrives, but other precautions that can be taken every week or month. For the sake of mutual convenience, housing residents are willing to provide physical and material assistance for the common good of the residents of the Medan Asri housing complex in Medan.
2. For consumers of buyers of residential property who are interested in buying a house in a housing complex, it is recommended that the results of this study be considered as a reference in choosing housing, taking into account the variables and factors in this study, especially facilities and infrastructure and the most dominant

price in forming satisfaction consumers in the Bumi Asri housing complex in Medan. And pay attention to spatial changes that occur around residential complexes, especially middle to upper housing complexes.

3. For academics, the results of this study can be used as a reference for efforts to develop knowledge in the field of Property and Assessment, and are useful as a reference for students who want to study consumer satisfaction of residential property owners and provide benefits to be accepted as a contribution to improve property science and Assessment.

4. For future researchers who will conduct research in this research area or middle-up housing, it is recommended to use interior and exterior design variables, demographics of residential residents, geographical housing, and ethnicity as independent variables in factors that affect consumer satisfaction of residential property owners. It is suspected that in addition to the influence of the quality of housing buildings, housing facilities and infrastructure, housing location factors, housing environment conditions and property prices in influencing consumer satisfaction of residential property owners, interior and exterior design also affects consumer satisfaction of residential property owners especially middle to upper housing complexes.

5. The benefits of research for the author are all stages of research and the results of research obtained during the lecture period can broaden horizons as well as gain empirical knowledge about the science in the field of Property and Assessment at the Graduate School of Property Management and Assessment of the University of North Sumatra.

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