

Effect Analysis of Property Management toward Residents Satisfaction of Villa Zeqita Residence Medan Tuntungan

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Abstract: The more increasing the population, the more demand for residence. The increase in demand for land for residence will accelerate the growth of housing. The implementation of housing property management is very necessary for the residents' satisfaction. The objective of the research was to analyse the influence of property management of residents' satisfaction at Villa Zeqita Housing, Medan based on 5 (five) variables: housing management, quality of the buildings, housing infrastructure, housing facility, and environmental characteristics. The samples were 64 residents, taken by using simple random sampling technique. The data were gathered by distributing questionnaires and analyzed by using multiple linear regression analysis. The result of the research, at $\alpha = 0.05$, showed that simultaneously, all variables had significant influence on the residents' satisfaction. Partially, housing management, quality of the buildings, and housing facility has positive and significant influence on the residents' satisfaction, while housing infrastructure and environmental characteristics had positive and insignificant influence on the residents' satisfaction.

1 INTRODUCTION

As the population increased in the urban area due to the flow of urbanization, the demand for housing had been increasing too. The rising demand for residential land had further accelerated the housing growth. According to Pidora dan Pigawati (2014), land use for housing and settlements in urban areas has a greater proportion compared to other types of utilization.

A house as a property is not only a place to live but also to be used for investment purpose. Property could serve as a promising investment when it was being properly managed. Real estate developers should have property management in managing their real estate in order to attract buyers and to increase the value of the property. Property management was currently regarded as one of the important considerations for buyers in buying properties. Hui, et al (2011) stated that the need for housing had increased, and a person who buy a house will not only considers the availability of the facilities but also the quality of the property management.

Managing a property was important so that a building could function as expected. Optimizing land and buildings managed in property management is an activity that will be able to increase benefits and the proper use of land and or buildings and their supporting facilities (Barus, 2015)

The practise of real estate property management in Medan, one of which could be seen in the Villa Zeqita Residence located in the District of Lauch, Medan Tuntungan Subdistrict. The housing that was designed on the concept of beautiful mountains was built on an area of 12 hectares located at Jalan Jamin Ginting Km 12 Medan Tuntungan. The construction of the house has now reached stage 3. With the management and development carried out by Villa Zeqita management, Villa Zeqita had the image as one of the modern minimalist housing had now turned into one of the luxury housing located in Medan Tuntungan. Construction of commercial facilities such as cafes, minimarkets, and multipurpose buildings is one of the efforts to utilize land in housing. The use of commercial facilities will certainly provide benefits for the property management and provide convenience for residents.

But this can affect the comfort level of residents because the location of housing will be crowded by visitors from outside the housing.

Residential satisfaction is a very important factor in determining quality of life. Implementing property management is important so that a building can function as expected. However, the existence of management in managing housing will certainly affect occupant satisfaction levels. Residents will be satisfied when the condition of housing, facilities, and environmental conditions of housing can be managed properly. A good property management service not only made the property in a good condition but also minimized the operational costs and provided a positive image of the property (Hui, et al. 2011).

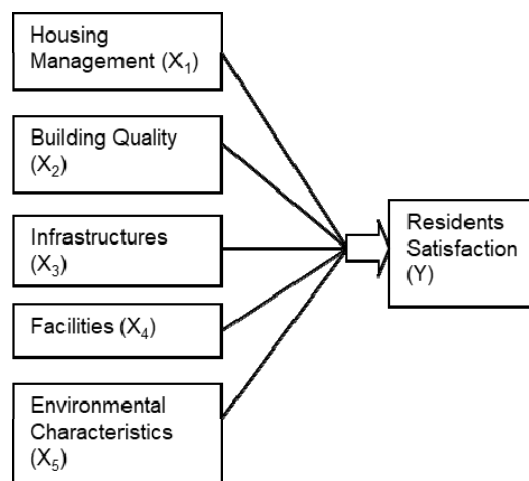


Figure 1: Conceptual Research Framework, 2018

2 METHOD

The type of this research was a quantitative descriptive research that measured the relationship between two or more variables. This research was explanatory, which aimed to describe and explain the nature of a situation that took place at the time of the research conducted and analyzed the position of the variables studied and the relationship between other variables (Sugiyono, 2006). The sampling technique was done by using the Slovin Method. With a formula:

$$n = \frac{N}{1 + Ne^2}$$

Where e = error (10%)

N = Population (177)

n = Sample

From the calculation, the result for the number of sample for this study is 64. The analytical method used in this research was Multiple Regression analysis. The analysis of multiple regression equation was used to know the effect of some independent variables (X) on one dependent variable (Y). For the validity of the results, it first had to conduct the data quality test, the classical assumption test, and the test of the independent variable (X) hypothesis that consisted of: housing management, building quality, infrastructures, facilities and environmental characteristics. The dependent variable was the satisfaction of the residents (Y). The conceptual framework in this study could be seen from the following scheme:

Table 1: Conceptual Research Framework

No.	Variable	Indicator
1	Residents Satisfaction (Y)	Alternative Land Utilization
2	Housing Management (X ₁)	Location Cleanliness Security System Lighting Block Arrangement
3	Building Quality (X ₂)	Construction Quality Wall Quality Floor Quality Door Quality Window Quality Paint Quality
4	Infrastructures (X ₃)	Road Network Drainage Network Electrical Network Water Network Waste Disposal Network
4	Facilities (X ₄)	Playground Mini Market and Café Sports Field Swimming Pool CCTV
5	Environmental Characteristics (X ₅)	Social Environment Air Quality Noise Level Topography Transportation Access

3 RESULTS AND DISCUSSION

The housing location was on the main access road of Jamin Ginting which connects Medan City with Berastagi and Kabanjahe tourism areas to be one of the opportunities to utilize lands as a business or commerce. The residential location was close to several public facilities and offices such as Adam Malik General Hospital, Pasar Induk, Medan Tuntungan Camat Office, State School 17 Medan, College of Health Sciences, and others.



Figure 2: Site Plan of Villa Zeqita Residence

Villa Zeqita was built with the concept of mountains. The type of the house was named after the mountain. Each type had different size and area. The housing was developed by PT Ardin. Until 2018 the construction of the houses in the housing had been carried out to 3 stages. Facilities available in housing include: playground, sports field (basketball and futsal), swimming pool, cctv, guest house, mini market, cafe, and multipurpose building (Balai Zeqita).

3.1 General Description of Characteristics of Respondents

The respondents' explanation regarding to the influence of property management on residents' satisfaction showed that out of 64 housing respondents, it could be seen that majority of the residents were satisfied with the management that was managed by the property management.

Table 2: Summary of Descriptive Statistics

No	Examined Variables	N	Min	Max	Mean
1	Location Management	64	1	5	4.06
2	Building Quality	64	1	5	3.73
3	Infrastructures	64	2	5	4.23
4	Facilities	64	1	5	3.82
5	Environmental Characteristics	64	1	5	4.22

In the location management variable, most residents were satisfied with the routine maintenance and waste disposal systems. In the variable of quality of the building, most residents are satisfied with the quality of windows and floor of the house. In the housing infrastructures variable, most residents feel very satisfied with the wide road conditions. In the facility variable, most residents are satisfied with the availability of CCTV and mini market. In the variable of environmental characteristics, most residents were satisfied with the open space in the housing and access to the transportation route.

The result of F_{count} was 29.938 with a significance value of 0.000, which was much smaller than the value of alpha of 0.05, hence H_0 was rejected. This showed the significant influence of the housing location management (X_1), the quality of the building (X_2), housing infrastructures (X_3) housing facilities (X_4), and the housing environmental characteristics (X_5) to the residents' satisfaction (Y) in Villa Zeqita.

Table 3: Output SPSS

Variables	Coefficient	Sig.
(Constant)	-1.95	0.103
X1 (Location Management)	0.135	0.007
X2 (Building Quality)	0.116	0.007
X3 (Infrastructure)	0.039	0.641
X4 (Facilities)	0.083	0.032
X5 (Environmental Characteristics)	0.011	0.806
R^2	0.721	
Adjusted R^2	0.697	
F	29.938	

The constants obtained significance value (p) of 0.103, which was greater than 0.05, which could be concluded that the constants did not significantly affect the regression model. For housing location management variable (X_1), building quality (X_2), as

well as housing facilities (X_4), showed the significance value of 0.007, 0.007, and 0.032, which was smaller than the value of alpha 0.05. Thus, it could be concluded that the housing location management (X_1), building quality (X_2), housing facilities (X_4), significantly and partially affected the satisfaction of the residents in Villa Zeqita.

$$Y = -1.950 + 0.135 X_1 + 0.116 X_2 + 0.039 X_3 + 0.083 X_4 + 0.011 X_5$$

3.2 Housing Management

The calculation result showed that the significance value of location management was smaller than the value of $\alpha = 0.005$, which was equal to 0.007. From the result of the study, it could be explained that the variable location management had a positive and significant effect on the satisfaction of residents. Management activities conducted by the property management such as managing the security system, cleanliness and repair system contributed to the factor that created the residents' satisfaction. The better the management was done, the more satisfied the residents would be. The presence of the in-house management or internal property management possessed several benefits. Management had better control and communication within teams and residents because they were directly responsible for running an internal management team (Christudason, 2008) (Scarret, 1995).

3.3 Building Quality

The calculation result showed the significant value of building quality was smaller than the value of $\alpha = 0.005$, that was 0.007. From the result of the study it could be explained that the variable of building quality had a positive and significant effect on the satisfaction of the residents. This indicated that the quality of the building affected the satisfaction of the residents. The result of this study was supported by the results of research of Kwanda, et al (2001), which stated that the quality of buildings had a positive and significant impact. Building quality was one of the factors that influenced the satisfaction of the residents.

3.4 Infrastructures

The calculation result showed the significance value of housing infrastructure that was greater than the value of $\alpha = 0.005$, that was 0.641. From the result of the study, it was learnt that infrastructures had a

positive, but insignificant effect. The availability of infrastructure had no significant effect on the satisfaction of the residents, however if the management remained consistent in providing the infrastructures, it had the potency to give satisfaction to the residents.

3.5 Facilities

The calculation result showed the significance value of housing facilities was smaller than the value of $\alpha = 0.005$, which was 0.032. These results indicated that facilities factor had a positive effect on consumer's satisfaction, meaning that good management facility would increase the satisfaction of the housing residents. The availability of facilities at the Villa Zeqita, could be said to be quite complete. Facilities were available and managed by the developers that included basketball and soccer field, playground, swimming pool, mini market, cafe, meeting hall, and CCTV. The availability of facilities provided by the developer influenced the satisfaction of the residents (Karim, 2008). The availability of facilities should affect the level of residents' satisfaction with the housing environment.

3.6 Environmental Characteristics

The calculation result showed the significance value of environmental characteristic to be bigger than the value $\alpha = 0,005$, that was 0,806. The result of the research expressed that the environmental characteristics had positive but insignificant effect on the satisfaction of the residents. This showed that environmental characteristics had no significant effect on the satisfaction of the residents. Environmental characteristics were not only limited to physical conditions, but also social conditions. The characteristics of housing and socio-economic conditions of housing affected the quality of housing (Ibem, 2012). The residential environment was an important life domain for humans. A person's life was tied to the house where he lives (Karim, 2008).

4 CONCLUSION

Simultaneously, location management (X_1), building quality (X_2), infrastructures (X_3), housing facilities (X_4), and building characteristics (X_5) had significant effects on residents' satisfaction (Y) in Villa Zeqita Medan Tuntungan Sub-district. The better the management was, would thoroughly increase the satisfaction of the residents.

Partially, location management, building quality, and housing facilities had a positive and significant effect to the satisfaction of the residents in Villa Zeqita. The one-door entrance and shift duty system was an influential factor in providing residents satisfaction with location management. Quality of flooring, construction and paint also gave influence of residents' satisfaction toward building quality. And the availability of mini market facilities and CCTV also affected the satisfaction of residents.

Partially, infrastructures and environmental characteristics had positive but insignificant effects. This meant that the infrastructures and environmental characteristics had no significant effects on the satisfaction of the residents, however with consistent improvements made by the management, there were a potential opportunity to generate residents' satisfaction. Based on research on Villa Zeqita housing, it can be concluded that the existence of property management on housing management can increase occupant satisfaction and increase the value of property investment.

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