

Analisis kualitas pelayanan pengelola rumah susun sederhana : Studi kasus rumah susun sederhana di Kelurahan Karang Anyar, Kecamatan Sawah Besar Kotamadya Jakarta Pusat Propinsi DKI Jakarta

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Abstrak

An Analysis on the Quality Service of The Management of the Multiple-floored Low-Priced Housings (Case Study of the Multiple-floored Low-priced Housing at the Karang Anyar Village, Sawah Besar Sub District, of Central Jakarta District, in the Province of the Jakarta Capital City)The village Karang Anyar is one of many slum areas found in the Central Jakarta District. But not categorized as illegal housings, since the area has been inhabited for decades and passed on trough some generations, furthermore in the land with once was set in fire that devastate all the housings on it, many of the people living there are already granted with Certificate for the land they occupied.

The Development of the Multiple-floored Low-priced Housing provided by the Local Government of the Capital City of Jakarta is part of it's service to the public, in order to meet the need for homes for city inhabitants. It is expected that the management of the multiple-floored housings to provide good service quality for the satisfaction the occupants of the multiple-floored housings.

Service represents the implementation of the policy with has been formulated by the policy maker in this case, The Capital City of Jakarta Housing Agency. The service quality referred to including facility service implementation at the Multiple-floored Low-priced Housings at the Karang Anyar village, from unsatisfied up to extremely unsatisfied.

The above mentioned matter is due to the lack of personnel to undertake the task on the field as the Person In charge on the location, as will as the inadequate operational cost allocated for the maintenance of the Multiple-floored Low-priced housings, which is caused by the collected can not cover the operational cost need.

This research is finding out whether there is correlation or gap between the inhabitant's perception and expectation on the service quality of Multiple-floored housings management as well as the level of quality service implementation which is provided by the management of the Karang Anyar's Multiple-floored Low-priced housings.

This research is a descriptive analysis and a case study based, the analysis is performed quantitatively, which can describe clearly factors of the Multiple-floored housings services. The Quantitative analysis is used due to the inclusion of research variables which is aimed at resolving the existing current problem.

In this research the respondents are taken from some of the inhabitants of the Multiple-floored Housings involving 150 family heads out of totally 360 family heads occupied the housings.

The data collection method used in this research is the questionnaire method in the form of questions list addressed directly at the inhabitants of the Multiple-floored housing based on the accidental sampling technique for those taken as respondent in this research.

This kind of Data collection technique is applied to collect main data which will be used to evaluate/answer questions in this research, besides by using study case . Since the case study method has variations can be either simple or even' complex . This case study can be implemented in one or more places at the same time.

The outcome of this research reveals description of gap between perceptions and expectations of the occupants against the level of service provided by the management of the Karang Anyar Multiple-floored Low-priced Housings. The highest gap level figure is earned at the reliability dimension measurement reading - 2.48 with satisfaction level scores 42 % . the inhabitants fail to be satisfied according to their expectations. While the occupants satisfaction level from all dimensions (tangible, reliability, responsiveness, assurance, and empathy) stand at 47 % with gap level of -2.21. therefore there is a gap between perception and expectation of the inhabitants of the Multiple-floored Low-priced housings of 53%. Therefore an improvement is obviously needed on all dimension of quality service, in order to meet the expectations of the inhabitants as the user of the service provided.

Bibliography 60 books (year 1973 - 2003)