

Marketing Research on Demographic Structure and Customers Satisfaction of Flats in Dki Jakarta

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Abstract—In the last period, the housing issue has become a topic of conversation at every opportunity and are quite interesting for the wider community, because the house is one of the needs of every person. Some opinions access that the house still functions as a place to live not as a residence. The process of combining providers benefit for both parties and directs the bidders to carry one a more strategic and more targeted marketing process, so that in the planning process marketing research is often carried out to determine market segmentation and targeting the target market. Marketing research activity to find out market wants/needs or information about market condition that are useful for developing it. In general, living in an apartment is still a residence that has more benefits than problems. Although for the most part seem to need a process of adaptation, but gradually a comfortable atmosphere will be created through adjustments and encouragement from the corporate aspect of the apartment residents.

Keywords—*demographic structure, customers satisfaction, flats in Dki Jakarta*

I. INTRODUCTION

In the last period, the housing issue has become a topic of conversation at every opportunity and are quite interesting for the wider community, because the house is one of the needs of every person. Some opinions access that the house still functions as a place to live not as a residence.

Residence has the connotation of a shelter with a relatively narrow yard and a simple building layout. While a residence has a more comfortable connotation because it has a wider and better yard and lay out. The increasing demands for houses today encourage contractor entrepreneurs who are engaged in the housing sector to continue to strive to provide optimal services in accordance with demand from both the top level to the bottom level.

The real estate business is still quite prospective, However the obstacles include government policy's location, and prices. The government's own police on balanced housing stipulates that every real estate industry must always comply with the provisions of comparisons or the percentage of house type establishments namely luxury, medium, simple type and finally added with very simple type unit a pattern [1-3], meaning that

the construction of one luxury house is followed by the construction of three medium-sized houses and six simple houses.

In order to meet housing needs, especially in urban areas, for urbanites who are faced with the constraints of limited land, building flats is a separate type and different from the type of real estate houses, due to location, price, and more specific spatial planning factors. A common problem in cities that develop into big cities is controlling demographic changes in the population due to changes in fertility, mortality, migrational and social mobility. The attractiveness of ease of doing business, employment, government services, education, health and others encourages migration of migrants into big cities.

They urbanize to big cities, cities that were originally inhabited by indigenous people have developed into cities with large and heterogenous populations, which of course require housing for urban people, so that the housing and settlement aspects become a dominant problem in the arrangement of a big city, especially in DKI Jakarta. The procurement of flats is a residential solution with availability of land. The concept of flats or vertical housing is housing that is shared in a multistorey building.

Therefore, the construction of flats has become an urgent need for the government in order to meet the urgent need for the government in order to meet the need for decent housing at affordable prices and must be able to satisfy consumers customers. The location of flats that were originally in a city environment such as (in Tanah Abang, Kebon Kacang, Pulo Mas, and Klender) has now reached the outskirts of the city.

The marketing strategy in the flat business cannot be separated from the concept of the marketing mix (4P of the marketing mix) because the problems of product, price, place, and promotion will determine the success of the marketing carried out.

From this concept, it will be known customer satisfaction for residents of flats from 4P aspects, namely:

- Products, the type of flats marketed include the quality of the materials used, the -layout and the facilities provided.

- Price, affordable prices must be considered, so that they are affordable by consumers / customers, because most of the residents of the flats are relatively middle to lower income.
- Place, location is associated with demographic factors, namely population and adequate transportation facilities.
- Promotion, to support the marketing of flats, promotion media is also needed, either directly or indirectly, which at the same time provides awareness for residents.

A. *The Purpose and Limitation of the Problem*

The purpose of the research is to provide a fact-based description of the result of research on customer satisfaction of flats. The problem is limited to factors related to the satisfaction of residents of flats which are also contained in the concept of the marketing mix.

II. RESEARCH OBJECTS AND METHODS

A. *Understanding of Marketing and Marketing Research*

Marketing is an important part of the company's operational activities in future business development. In these activities there is a social process marked by the need for products, producers, and transaction processes. Creation supply desires of consumers and the bidders or producers try to satisfy consumers for both of these things so as to create customer satisfaction.

The process of combining providers benefit for both parties and directs the bidders to carry one a more strategic and more targeted marketing process, so that in the planning process marketing research is often carried out to determine market segmentation and targeting the target market. Marketing research activity to find out market wants/needs or information about market condition that are useful for developing it.

Marketing research definition is "*Riset pemasaran adalah suatu kegiatan pengumpulan (collecting), pengolahan (processing) dan analisis (analysis) seluruh data atau fakta yang menyangkut persoalan yang berhubungan dengan pemindahan dan penjualan (transfer and sale) barang-barang dan jasa-jasa (goods and services) dari produsen ke konsumen (producers to consumers)*" [4]. The criteria for market segmentation can be seen from the characteristics of consumers such as age, gender, regional, pattern. This segmentation criteria are a demographic factor or population of an area.

B. *Demographic Structure*

Preparation of demographic structures in order to divide customers into several characteristics, or population groups such as young family, age group, low middle and high income groups. Preparation of demographic structures in order to divide customers into several characteristic, or population group such as young family age groups, low, middle, and high income groups. Based on these groups, a storage can be drawn

up to measure customer satisfaction, The demographic structure to be studied is based on customers from flats in Jakarta.

C. *Definition of Customer Satisfaction*

Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance results of the product that is thought to the expected performance (results) [3]. Customer satisfaction can be created by optimizing the combination of consumer needs and desires in accordance with consumer expectations.

If it meets the expectations of consumers, then consumers will be happy and satisfied, on the contrary if consumers feel that the product received is not in line with expectations, consumers will be disappointed. Customer's satisfaction will basically occur if there has been a sales transaction, because the price of product paid can meet their needs. Customer satisfaction will be divided into 4 levels, namely very satisfied, satisfied, quite satisfied and not satisfied. This level will be known through market research by asking a number of questions to customers in order to measure and determine the level of satisfaction with product.

D. *Marketing Mix Definition*

1) *Product*: Product are goods or services that will be sold or offered to customers. Products are a means of fulfilling customer needs such as housing needs.

2) *Price*: Price is a cost that must be paid by the buyer which is the cost of raw materials, production process costs and the desired margin. In determining the price policy, it can be in the form of cash discounts, discounts due to large purchases.

3) *Location*: Related to the type of product to be researched, the nation of location is the place or residential complex that will be selected for research is the Jakarta area.

4) *Promotion*: Promotion is an activity carried out by the company in developing sales both directly and indirectly because promotion is to create an impression brand image of the product through several activities, including advertising, distributing, bulletins, exhibitions, personal selling, and sales promotions.

III. RESEARCH METHODOLOGY

A. *Variable Identification*

In this study, the dependent variable is "Customer Satisfaction" flats in Jakarta. Meanwhile, the independent variable is the "marketing mix" or better known as the 4 P's, namely Product, Price, Place and Promotion.

Product, price, distribution and promotion is an activity in the field of marketing carried out by the company with the aim of supporting, maintaining and increasing sales volume. This goal can be achieved by providing confidence, trust, desire and interest of buyers in the product.

Here are the 4 P's independent variables used:

- **Product (product):** Product variable to see the quality of the building and the area per building unit
- **Price (price):** Variable price to see the unit price of flats are in general relatively cheap / low because it is intended for the income group puffy down
- **Place (distribution):** Variable location of building flats that are in Jakarta.
- **Promotion (promotion):** Variable promotion to see the shape of the campaign carried out by the marketers such as advertising, dissemination of newsletters, exhibitions, personal selling, and sales promotion.

To know the opinion of residents related to the satisfaction of her against the flats are to deduce the answers of respondents to the Questionnaire. The list of questions submitted related to the profile and structure of demographic occupants and opinions on occupant satisfaction in the form of social information such as social life, namely the relationship between neighbors and the information is physically at a non-social as the status of the land, the building, the proposition sanitation, electricity and water.

B. Field Data Implementation

- Data obtained from the field at 4 locations of flats in DKI Jakarta.
- Management of data collection procedures is carried out by simple statistical tabulation considering the number of respondents is 100.
- Data analysis is carried out according to the type of problem with an emphasis on demographics and customer satisfaction.

C. Implementation

1) *Report findings (findings):* This stage provides findings (findings) in the form of factual data and actual obtained from both primary and secondary data. This data is then processed to become useful information for research.

2) *Action recommendations:* At the end of the evaluation , research conclusions are made , which will then produce a recommendation/suggestion. - Recommendation results In the final stage of the research, it is to conduct a review of research results. At the end of the research, suggestions and recommendations will be obtained which are expected to be used as input for the design of flats in the future .

IV. RESULTS AND DISCUSSION

A. Electricity Supply

Electricity consumption of 450 watts in flats is 13% in Pulo Mas, 60% in Kebon Kacang, 100% in Klender and 87% in Tanah Abang, 900% electricity consumption in Pulo Mas 60%, in Kebon Kacang 27%, there are none in Klender and Tanah Abang. Additional electrical power up to 1350 watts was used by 27% of respondents in Pulo Mas, 13% in Kebon Kacang, and 7% in Tanah Abang. Other larger additions do not exist.

The location of the meter in flats has to do with security and safety. Respondents who thought the meter was too far away and caused problems were 27% in Pulo Mas and Klender flats, 20% in Kebon Kacang and 40% in Tanah Abang. The location of the meter is too far but there are no problems stated as many as 67% of respondents in Pulo Mas, 60% in Kebon Kacang, 73% in Klender and 20% in Tanah Abang, while the location of the meter with other conditions is stated by respondents in Pulo Mas as much as 7%, in Kebon Kacang 20% and Tanah Abang 40%.

The additional power required by respondents is mostly used for the use of household appliances in Pulo Mas by 80% and in Kebon Kacang, Klender and Tanah Abang 100%. Only in Pulo Mas as much as 20% additional power is used for own business. Existing utilities include telephone, satellite dish gas and TV. 53% in Pulo Mas and Klender flats use telephones, 27% in Kebon Kacang and 60% in Tanah Abang. For gas users as much as 73% in Pulo Mas, 87% in Kebon Kacang and Tanah Abang, 53% in Klender, User parabola in Pulo Mas 33%, in Tanah Abang 7% in Kebon Kacang and Klender do not exist. Most respondents use TV facilities in Pulo Mas and Kebon Kacang 73% and 100% in Klender and Tanah Abang.

B. Building Height

In general, the height of the building is not too questioned by the residents. They think that the building is not too high in the Pulo Mas flat. Klender and Tanah Abang are 100% and in Kebon Kacang 73% are of the opinion that the building is too high but does not cause problems only in Kebon Kacang as much as 27%. For the location of the residential units per floor which stated that they were according to their wishes, there were 80% in Pulo Mas and Kebon Kacang, 73% in Klender and 87% in Tanah Abang, while 20% in Pulo Mas and Kebon Kacang flats did not meet the respondent's wishes, 27 % in Klender and 13% in Tanah Abang.

The average resident is more than happy to live downstairs ease of achievement, in flats Pulo Mas as much as 40% happy to stay on floor 1, in Kebon Kacang 60%, in the Tanah Abang Klender.73% and 47%. For floor 2, 53% of respondents were in Pulo Mas, 20% in Kebon Kacang and Tanah Abang, 27% in Klender, and on Floor 3 only 7% of respondents were in Kebon Kacang and Tanah Abang, while those who preferred the upper floor (floor 4) 7% in Pulo Mas, 13% in Kebon Kacang, 27% in Tanah Abang and none in Klender.

C. Dirty Water Disposal

There is no problem with the dirty water disposal system in Pulo Mas flats, as much as 73%, 40% in Kebon Kacang, 27% in Klender and 53% in Tanah Abang. Respondents who stated that the sewerage system was sometimes clogged and disrupted were 27% in Pulo Mas, 53% in Kebon Kacang, 13% in Klender, 33% in Tanah Abang, while only 7% said that it was often clogged and disturbing in Kebon Kacang and 13% in Tanah Abang.

In the four locations of flats, the majority of sewers open with cement walls in Pulo Mas as much as 80%, in Kebon Kacang 93%, in Klender 53% and in Tanah Abang as much as 60%, while dirty water sewers only covered 20% in Pulo Mas flats, 7% in Kebon Kacang, 47% in Klender and 27% in Tanah Abang.

D. Clothesline

Almost all respondents stated that the clothesline was the most basic problem during the occupancy. This problem arises because the apartment building does not have a special place for clotheslines, while the dryer is very wasteful of electricity and is expensive. However, they do not mind and can accept the condition of the clothesline, as much as 40% in Pulo Mas, 47% in Kebon Kacang, 20% in Klender and 60% in Tanah Abang and do not consider the condition of the clothesline bad as much as 46% in Pulo Mas, 53% in Kebon Kacang, 80% in Klender and 33% in Tanah Abang, but there are some who cannot accept these conditions as much as 14% in Pulo Mas and 7% in Tanah Abang claim this.

E. Human Resource Management

1) *Organisasi business*: In forming the management of the flats, most of the respondents stated that there was 53% involvement of residents in Pulo Mas, 93% in Kebon Kacang, 100% in Klender and Tanah Abang. As for the basis for the formation of the board, respondents who argue based on the level of education are only 7% in Pulo Mas flats, 27% in Klender and Tanah Abang. Based on community elders in Pulo Mas only 27% but in Kebon Kacang 80% and in Klender and Tanah Abang 100%, while the establishment of management appointed developer only 20% in Pulo Mas, flats 1 lainnya 0% (none).

F. Community/Social Relations of Residents

Most of the residents in the Pulo Mas and Tanah Abang flats (87%), Kebon Kacang and Klender 100% agreed to form the RT, which is arranged as it is today, which is based on blocks. This arrangement is considered to be able to simplify the arrangement and accelerate the socialization process between residents, however, the arrangement based on the floor (horizontal) can also be used as an alternative solution to social problems. With this horizontal arrangement, residents do not have to go up and down in dealing with neighbors.

RT activities so far have been going well and familiarly. This was stated by 40% of respondents in Pulo Mas, 100% in Kebon Kacang, 73% in Klender and 87% in Tanah Abang. Only 13% in Pulo Mas stated that they were familiar but did not go well and 47% in Pulo Mas stated that they were not familiar and did not go well.

Circle RT very familiar felt as much as 13% in flats Pulo Mas, 47% in Kebon Kacang, 73% in Klender and 33% in Tanah Abang, while community RT still feel alien and familiar at Pulo Mas as much as 33% Kebon Kacang 13% and Klender 37% and 7% Tanah Abang.

G. Behavior Management

The relationship between neighbors in a flat is very different from the relationship between neighbors in a conventional house. Even so, it turns out that some habits in neighboring relationships as in conventional houses can still be found in flats. Some 73% of respondents in Pulo Mas, 67% in Kebon Kacang, 47% in Klender and 53% in Tanah Abang admit that there is a balance between individualistic and togetherness elements. A total of 48.5% of respondents admitted that although already in the apartment, theta pi still emphasizes togetherness.

Unexpectedly, a very individualistic neighbor relationship did not exist. This seems to be related to the habits and culture of the Indonesian people who still value togetherness more. Some residents feel they are able to adapt well to living in flats, as much as 60% in Pulo Mas, 87% in Kebon Kacang, 73% in Klender and 93% in Tanah Abang. However, 40% in Pulo Mas, 13% in Kebon Kacang, 27% in Klender and 7% in Tanah Abang still find it difficult to adjust to the apartment environment.

Sports activities that are carried out routinely are not only in Kebon Kacang as much as 13%, others stated that they do sports activities together but not regularly in Pulo Mas as much as 60%, in Kebon Kacang 73% in Klender 100% and Tanah Abang 40%. Other respondents stated that they have never done sports together at all.

H. Legality and Legal Aspects

Only part of the occupants already has ownership certificates, 47% in Pulo Mas flats, 13% in Kebon Kacang and 53% in Tanah Abang, while in Klender they do not yet have a title certificate.

Knowledge occupant/ respondent on the certificates correctly only 33% in Pulo Mas, 20% of Kebon Kacang, 53% in Klender and 67% on the ground brother. Understands but is limited as much as 60% in flats Pulo Mas 47% in Kebon Kacang and Klender and 33% in Tanah Abang, while other states do not know at all.

The majority of residents do not pledge their houses to the bank, 67% in Pulo Mas, 27% in Kebon Kacang, 100% in Klender and 93% in Tanah Abang, while only 13% of the

residents pledge their houses to the bank in Pulo Mas and 40% in Tanah Abang.

I. Impact of Joint-Part Component

From joint-part component, it can be revealed that the parts that are put together are considered a problem by the respondents, according to the large number of respondents in a row are roofs (117 cases), walls (104 cases) ducts (103 cases), power lines (88 cases), pipes (84 cases) and gutters (60 cases). Other joint components were also mentioned by respondents with less than 50 cases.

The roof problem was especially felt by respondents in Klender. The wall problem was mainly complained by Respondents in Klender. Channel usage problems felt especially by respondents in Klender, Tanah Abang. The residents of Klender and Tanah Abang complained about the problem of using the electricity network.

While the use of plumbing problems complained mainly by occupants in Klender and Tanah Abang. Meanwhile, the use of gutters is perceived as a problem, especially in the Klender flats, Tanah Abang and Kebon Kacang. But thus, not perceived as a problem at home stacking Pulo Mas.

Meanwhile, the problems felt by respondents regarding the use of shared objects according to the number of cases in a row were playgrounds (65 cases), parking lots (64 cases), places of worship (44 cases), plants (34 cases), social facilities buildings (28 cases). cases) and landscaping (25 cases).

The problem of playing areas is especially felt in the Klender flats, Tanah Abang and Kebon Kacang. However, residents of the Pulo Mas Flats never complained about this problem. Parking is a problem, especially in Tanah Abang and Kebon Kacang. The residents of the Klender flats complained mainly about places of worship. On the other hand, this place of worship has never been a problem in Pulo Mas.

Plants become the main problem in Klender, in addition to three locations other flats, that Tanah Abang and Kebon Kacang. While the building of social facilities is a complaint that is often raised, especially in the Tanah Abang flats.

J. Facilities and Infrastructure

A total of 34.5% mentioned other facilities such as open spaces, playgrounds, etc. still not available in their flats. As many as 33.1% of respondents mentioned the mosque/mosque. And as many as 21.9% asked the Church (both for Catholics and Protestants). Another 6.1% stated that the need for a Multipurpose Room was very urgent to be fulfilled. 2.0% of respondents need a Vihara to complete their flat.

If so, wherever the residents of the flats carry out the event, they feel like the implementation of custom. religion, marriage, circumcision and so on? A total of 42.5% of respondents each carried it out in the Multipurpose Room and in their flats as well. Another 9.8% of respondents admitted to renting a building outside, if the activity is a large family activity. There

are also those who say it was held in a village or relative's house. However, the number of respondents with such an answer is only 5.2%.

According to the respondents, what facilities are actually needed, but are not available around their homes? The largest percentage (21.6) is actually other facilities (such as parking facilities, playgrounds, clotheslines, and so on). Then the facilities for worship with the number of respondents by 18.2%. As many as 16.9% of respondents need facilities for exercising and 16.6% of respondents need public library facilities. If it is related to the statistics of sports facilities around Jakarta, the existing facilities are not adequate compared to the total population in DKI Jakarta.

Both need the latter's course by installing the correct positive identification: As he racked his brains, should also physically still maintained his fitness. Other needs that need to be met are Gardens (9.4%) and Multipurpose Rooms (7.3%). In a relatively small number of facilities, such as: Security Posts (4.7%), Open Spaces (3.4%) and Schools (2.1%). It is deemed necessary to provide them around the apartment they live in.

V. CONCLUSIONS AND SUGGESTIONS

The results of statistical tests by measuring the relationship between customer satisfaction and the marketing mix obtained $C_c = 0.64$ with a magnitude of $C_{max} = 0.86$ indicating a positive and strong relationship.

The building equipment used is in accordance with the provisions for the allocation of flats in Pulo Mas and Kebon Kacang and for other research locations it does not meet the standards. The size of the existing residential space is adequate in accordance with the level of the number of family members.

Flats as a place to live are actually an alternative place to live that should be considered from now on. Moreover, with the Government's policy that in the future flats are the answer to the scarcity of residential land. Correctional flats should therefore be intensified, so that the wider community can increasingly accept the fact that living in flats is still fun.

There are factors that encourage and hinder the efforts of socialization of flats. In order for these efforts to be carried out more successfully, it is necessary to know the driving and inhibiting factors.

Staying in the apartment, the residents will feel the conveniences that they have never enjoyed before. As many as 44.75% of respondents, for example, stated that their place of residence is now very close to where they work. Respondents who previously had to use public transportation services two or three times were helped by a close location only needed to use public transportation once. Thus, in their spare time, they can do other things or enjoy the morning newspaper leisurely.

In the flats, residents also feel comfortable because of the availability of clean water they need. This was mainly stated by a number of 35.25% of respondents.

Other advantages of living in an apartment are:

- Because the guaranteed security is as much as 30.75% of respondents.
- PLN electricity supply, as many as 30.5% of respondents.
- Another positive impact that is directly felt by residents is the flood load which was previously stated by as many as 29.25% of respondents.

Besides the positive impacts experienced by the residents of the flats, there are also negative impacts consisting of the following components:

- The number of security disturbances in their daily lives. need for increased security.
- Design house apartment is the fact that the design of flats may lack air circulation.
- People worry that living in flats can reduce their privacy.

In general, living in an apartment is still a place where the benefits outweigh the problems. Although most of them seem to need an adaptation process, gradually a comfortable atmosphere will be created through adjustments and encouragement from the corporate aspect of the apartment residents.

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