

**ABSTRAK**

**ANALISIS KEPUASAN PENGHUNI PERUMAHAN TERHADAP  
BERBAGAI ASPEK HUNIAN YANG DISEDIAKAN PENGEMBANG  
DITINJAU DARI STATUS SOSIAL EKONOMI**

**Studi Kasus: Penghuni Perumahan Bumi Serpong Damai yang Tinggal di  
Tipe Rumah Sederhana dan Sangat Sederhana, Kelurahan Rawabuntu,  
Kecamatan Serpong, Kabupaten Tangerang, Propinsi Banten, 2005.**

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Penelitian ini bertujuan untuk menganalisis: (1) tingkat kepuasan penghuni perumahan terhadap berbagai aspek hunian yang disediakan oleh pengembang, dan (2) ada atau tidak adanya perbedaan kepuasan penghuni perumahan terhadap aspek (a) bangunan, (b) lingkungan sosial kemasyarakatan, (c) fasilitas, dan (d) karya yang disediakan pengembang ditinjau dari status sosial ekonomi. Penelitian ini dilaksanakan di Perumahan Bumi Serpong Damai selama bulan Januari sampai Maret 2005. Populasi yang digunakan yaitu penghuni Perumahan BSD yang tinggal di Sektor I.1, I.2, dan I.6 yang berjumlah  $\pm$  500 orang. Teknik pengambilan sampel yang digunakan yaitu Stratified Random Sampling untuk tipe rumah 21, 27, 36 dan 45 dengan jumlah sampel 100 orang. Sedangkan, teknik pengumpulan data yang digunakan yaitu teknik kuesioner, wawancara, dokumenter, dan observasi. Data yang diperoleh dianalisis dengan menggunakan teknik analisis persentase, prioritas kepentingan, Multi Attribute Attitude Model (MAAM), dan Chi Kuadrat ( $\chi^2$ ) k sampel dengan derajat kebebasan 8 dan taraf signifikansi 5%.

Hasil analisis prioritas kepentingan dan MAAM menunjukkan bahwa penghuni Perumahan BSD merasa puas terhadap berbagai aspek hunian yang disediakan pengembang dan aspek bangunan mendapat prioritas utama dalam memberikan kepuasan penghuni. Sedangkan hasil analisis Chi Kuadrat ( $\chi^2$ ) menunjukkan bahwa (1) tidak terdapat perbedaan kepuasan terhadap aspek bangunan ditinjau dari status sosial ekonomi ( $\chi^2_{hitung} = 5,97 < \chi^2_{tabel} = 15,507$ ); (2) tidak terdapat perbedaan kepuasan terhadap aspek lingkungan sosial kemasyarakatan ditinjau dari status sosial ekonomi ( $\chi^2_{hitung} = 2,61 < \chi^2_{tabel} = 15,507$ ); (3) tidak terdapat perbedaan kepuasan terhadap aspek fasilitas ditinjau dari status sosial ekonomi ( $\chi^2_{hitung} = 3,2 < \chi^2_{tabel} = 15,507$ ); (4) tidak terdapat perbedaan kepuasan terhadap aspek karya ditinjau dari status sosial ekonomi ( $\chi^2_{hitung} = 14,33 < \chi^2_{tabel} = 15,507$ ).

**ABSTRACT**

**AN ANALYSIS OF HOUSING RESIDENTS' SATISFACTION TOWARD  
VARIOUS LIVING ASPECTS PREPARED BY THE DEVELOPER  
VIEWED FROM SOCIAL-ECONOMIC STATUS**

**A Case Study: Housing Residents in "Bumi Serpong Damai City" that Live  
in "Rumah Sederhana" and "Rumah Sangat Sederhana" Types, Rawabuntu  
Village, Serpong District, Tangerang Regency, Province of Banten**

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2005**

The aims of the research were to analyze of (1) satisfaction level of housing residents toward various of living aspects which prepared by the developer; (2) whether or not there were any differences of housing residents' satisfaction toward aspect of: (a) building, (b) public social environment, (c) facility, (d) work which prepared by the developer viewed from social-economic status. This research was conducted in "BSD City" from January to March 2005. The population were housing residents of "BSD City" that lived in Sector of I.1, I.2, and I.6 that had residents around 500 people. The sample was taken by using stratified random sampling technique for the houses at 21, 27, 36, and 45 types with the sample amount were 100 people. The data gathering used were questionnaire, interviews, documentation, and observation. The data was analyzed by the use of percentage analysis technique, importance priority analysis, Multi Attribute Attitude Model (MAAM) analysis, and Chi Square ( $\chi^2$ ) k sample analysis with 5% level of significance and 8 degree of freedom.

The result of importance priority and MAAM analysis showed that residents of the "BSD City" housing were satisfied with the various of living aspects prepared by the developer. As the analysis result of Chi Square ( $\chi^2$ ) showed that (1) there were not any differences of residents' satisfaction toward building aspect viewed from social-economic status ( $\chi^2_{count} = 5,97 < \chi^2_{table} = 15,507$ ); (2) there were not any differences of residents' satisfaction toward public social environment aspect viewed from social-economic status ( $\chi^2_{count} = 2,61 < \chi^2_{table} = 15,507$ ); (3) there were not any differences of residents' satisfaction toward facility aspect viewed from social-economic status ( $\chi^2_{count} = 3,2 < \chi^2_{table} = 15,507$ ); (4) there were not any differences of residents' satisfaction toward work aspect viewed from social-economic status ( $\chi^2_{count} = 14,33 < \chi^2_{table} = 15,507$ ).