

ABSTRAK

ANALISIS HUBUNGAN LOKASI, FASILITAS, DAN KINERJA MANAJEMEN PUSAT DENGAN KEPUASAN TENANT DI COMPOUND SPACE JNM BLOC YOGYAKARTA

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Penelitian ini bertujuan untuk mengidentifikasi (1) hubungan lokasi dengan kepuasan *tenant* di JNM Bloc Yogyakarta, (2) hubungan fasilitas dengan kepuasan *tenant* di JNM Bloc Yogyakarta, dan (3) hubungan kinerja manajemen pusat dengan kepuasan *tenant* di JNM Bloc Yogyakarta. Populasi dan sampel jenuh yang digunakan pada penelitian ini yaitu seluruh 18 *tenant* melalui penyebaran kuesioner dan dikonversikan ke dalam bentuk Google Form. Teknik analisis data yang digunakan adalah uji validitas data, uji reliabilitas data, dan uji non-parametrik *Spearman's rank correlation* melalui SPSS 25. Hasil penelitian menunjukkan bahwa (1) lokasi memiliki hubungan dengan kepuasan *tenant* di JNM Bloc Yogyakarta, (2) fasilitas tidak berhubungan dengan kepuasan *tenant* di JNM Bloc Yogyakarta, dan (3) kinerja manajemen pusat memiliki hubungan dengan kepuasan *tenant* di JNM Bloc Yogyakarta.

Kata Kunci: Lokasi, Fasilitas, Kinerja Manajemen Pusat, Kepuasan *Tenant*, dan Ruang Kreatif

ABSTRACT

**ANALYSIS OF THE RELATIONSHIP BETWEEN LOCATION,
FACILITIES, AND CENTRAL MANAGEMENT PERFORMANCE WITH
TENANT SATISFACTION AT JNM BLOC YOGYAKARTA
COMPOUND SPACE**

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This study aims to identify (1) the relationship between location and tenant satisfaction at JNM Bloc Yogyakarta, (2) the relationship between facilities and tenant satisfaction at JNM Bloc Yogyakarta, and (3) the relationship between central management performance and tenant satisfaction at JNM Bloc Yogyakarta. The population and saturated sample used in this study were all 18 tenants through questionnaire distribution and converted into Google Form. The data analysis techniques used were data validity test, data reliability test, and non-parametric *Spearman's rank correlation* test using SPSS 25. The results of the study showed that (1) location has a relationship with tenant satisfaction at JNM Bloc Yogyakarta, (2) facilities are not related to tenant satisfaction at JNM Bloc Yogyakarta, and (3) central management performance has a relationship with tenant satisfaction at JNM Bloc Yogyakarta.

Keywords: *Location, Facilities, Central Management Performance, Tenant Satisfaction, and Compound Space.*