

ANALYSIS OF CONSUMER PERCEPTION ON SERVICE QUALITY ON DAILY RENTAL APARTMENT IN JAKARTA (CASE STUDY AT APARTMENT MEDITERRANEAN GARDEN RESIDENCES I)

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ABSTRACT

Along with the economic progress that has happened in Indonesia, property has become one of the sectors that has enjoyed the positive trend. Apartment is one of the property sectors whose growth was tried to be kept upward by the government. Presidential Decree 22,/2006 on the acceleration of flats housing development in Indonesian urban area has indicated that the government has begun to seriously considered the value of the high rise building that located close to the city center. The rapid growth of the apartment in urban area, however, has produced a behavioral impact of its users, whereas, the owners have tendency to lease its apartment to other users as a way to gain recurring income, daily rental apartment is one of the products that is produced through this trend. Although it can be rented daily, a daily rental apartment is not properly built to accommodate the proper function of the substitute products, i.e. hotel, serviced apartment. Hence, there may be a gap between the customer's initial perception and the actual service quality in the daily rental apartment, which can relate to the level of emotional bonding, customer satisfaction and customer loyalty in this product. This research find the connection between the variables of Service Quality, Customer Satisfaction, Emotional Bonding and Customer Loyalty by using the Structural Equation Modelling method, and with the help of SPSS Amos Program. The result finds that the variable Customer Satisfaction has low relevancy to the Customer Loyalty, as well as the Customer Satisfaction has low relevancy to the Emotional Bonding.

Keywords: Service Quality, Emotional Bonding, Customer Satisfaction, Customer Loyalty