ABSTRACT
Factors Analysis of Customer Satisfaction Consumer Property
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The purpose of this research is to determine the behavior and perceptions of customers and prospects of housing BKP, analyzes consumer demographics and housing prospects BKP, analyzing the level of customer satisfaction and loyalty housing BKP. The study was conducted in the BKP resident, district Tanah Sareal, Bogor. The data is from September to October 2009. Sampling method in this study carried out by non-probability sampling methods. Obtaining a questionnaire conducted by convenience sampling. This study uses a sample of some 200 people. Methods of processing and data analysis in this research is descriptive analysis, cross tabulation, Thurstone, structural equation modeling, customer satisfaction index, and customer loyalty index. Based on descriptive analysis, the general characteristics of respondents overall BKP resident is mostly sex male 30-45 years old, married with a level of high school education who worked as private employees of the respondent's family an average of three people with monthly expenditure below two million and the average respondent to provide funds to buy a house under sixty million. Consumer behavior in buying a house that has the objective to be occupied and buying before you buy a house comparison with other housing. Most consumers do comparison maid graham bukit pesona residen and bumi citra kencana. Type of house the most demanding consumers is the type 22/60. Consumer perception analysis in determining the area of housing, residential consumers BKP see house prices in advance, a strategic location (easy to reach), and the environment in which consumers choose asripersepsi homes, house prices become the primary choice in deciding which was followed by home type, quality homes, large lots of land and the position. Dimension is the dimension assurances that have the greatest influence in shaping satisfaction. In total, the respondents were satisfied and loyal to the housing BKP with customer satisfaction index of 63.63 and the customer loyalty index of 76.09.

Keywords: Housing, Perception, Behavior, SEM, Satisfaction, Loyalty