

CHAPTER V

CLOSING

5.1 Conclusion

There are four variables that are the main focus of the research conducted, namely the quality of a product, location, to the image owned by a brand and the satisfaction obtained by each customer. So, the primary data obtained through a questionnaire that has been distributed through Google Form which has a total of 99 respondents including subsidized housing customers from PT. Artha Duta Mandiri. This research was also conducted based on the results of the discussion and explanation obtained in the previous chapter, and conducted tests on three hypotheses, which overall the hypothesis was accepted or supported.

1. Location is an important aspect that has a positive influence on customer satisfaction at PT. Artha Duta Mandiri subsidize housing customers. This means that the strategic the location of a housing, it will influence the customers satisfaction of the housing residents. The descriptive results in this study also concluded that based on the highest average, a location of a business could trigger satisfaction from its customer based on how easily the location to be accessed by public transport .
2. The positive effect produced on product quality and a higher level of significance in terms of the level of satisfaction obtained by customers of PT. Artha Duta Mandiri subsidize housing customer. This means the

higher the product quality of a house, the higher the level of customer satisfaction gained. This means that the higher the level of product quality of PT Artha Duta Mandiri subsidize housing, the higher the customer satisfaction of the PT Artha Duta Mandiri subsidize housing customer. This is supported by the highest descriptive average result on the product quality variable which states that The quality of materials used to build the house has high durability.

3. The positive effect produced on brand image and a higher level of significance in terms of the level of satisfaction obtained by customers of PT. Artha Duta Mandiri subsidize housing customers. This means that the level of brand image of a subsidize houses has an impact on the satisfaction of the customer. This is complemented by the highest descriptive average result on the brand image variable which states that PT Artha Duta Mandiri housing is different from subsidized housing in general.

5.2 Implication

The research that has been conducted also shows that there are results that have the potential to explore various problems related to the approach applied in marketing, so that this is a benefit for researchers, academics, and marketing managers in order to recognize the various needs and interests of each consumer. In addition, this research also produces a guide that can be owned by each company so that they can adjust and improve various marketing strategies carried out by them in order to increase customer satisfaction levels. In addition, housing

developers can also take advantage of the findings of this study to be used as a guideline in designing locations, houses, and various product brands that can certainly increase the level of satisfaction obtained by each customer.

1. Development of Marketing Strategies, utilizing findings that location, product quality, and brand image influence purchasing decisions, marketers can design more targeted marketing strategies. This includes selecting more strategic locations for subsidized housing projects, enhancing construction quality, and efforts to strengthen a positive brand image.
2. Improvement of Development Policies, for authorities and subsidized housing developers, these research findings can serve as a basis for improving housing development policies. This involves stricter guidelines for location selection, raising construction quality standards, and support for building a strong brand image among consumers.
3. Curriculum Development in Education, educational institutions can use these findings to develop more relevant curricula in property management, housing development, and marketing fields. By integrating concepts such as location management, product quality control, and brand image management, they can prepare students for challenges in the subsidized housing industry.
4. Subsidized housing projects might include requirements for using environmentally friendly materials, pushing producers towards



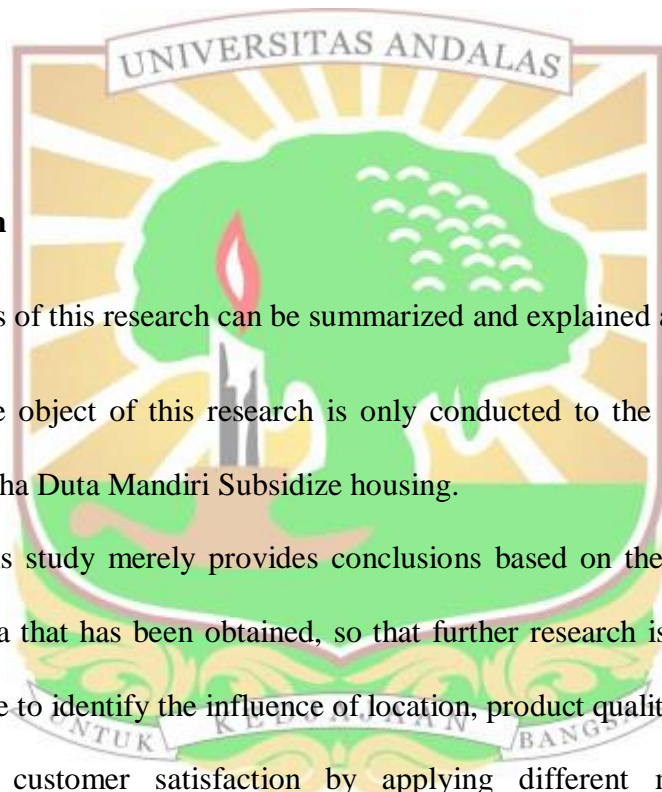
developing greener alternatives, such as low-carbon cement or energy-efficient bricks.

5. Price Control, The government might implement price controls or subsidies for raw materials to keep construction costs low for affordable housing. This could affect the profitability margins of producers but ensure stable demand.

5.3 Limitation

The limitations of this research can be summarized and explained as follows:

1. The object of this research is only conducted to the customer of PT Artha Duta Mandiri Subsidize housing.
2. This study merely provides conclusions based on the analysis of the data that has been obtained, so that further research is expected to be able to identify the influence of location, product quality, to brand taste on customer satisfaction by applying different methods, larger samples, to the use of instruments that tend to be more complete and various data analysis software in a strong and diverse way.
3. The data collection tool that can be used in this study is only a questionnaire, so it is not possible that it also has various shortcomings such as answers obtained from respondents who tend to be careless, not serious, to a lack of honesty in answering various questions.



4. This study also often faces various other limitations, including distributing questionnaires that are simply through online questionnaires (Google Form) and the distribution process that tends to be uneven.

5.4 Recommendation

Below are several recommendations aimed at academics and practitioners who wish to continue their research

1. Further research on the effect of location, product quality, and brand image on subsidized housing customers could be enriched by conducting longitudinal studies to track changes in consumer preferences over time. Comparative cross-cultural studies would provide insights into how cultural factors influence these preferences across different regions or countries. Additionally, investigating the impact of technological integration, such as smart home features and sustainable building technologies, on consumer perceptions of housing quality and value could shed light on evolving consumer expectations. Analyzing the effectiveness of policy interventions and regulatory frameworks in enhancing consumer trust and satisfaction in subsidized housing markets would be crucial. Furthermore, exploring the role of sustainability practices and resilience strategies in influencing consumer decisions could offer valuable insights into factors like energy efficiency and environmental impact. These avenues of research aim to advance understanding and inform strategies for

enhancing consumer satisfaction and market competitiveness in subsidized housing sectors globally.

2. Of course, it is expected that the data sources that have been obtained can be added in subsequent research so that the main focus of the research is not limited to questionnaires, but by adding data from other methods.
3. The research conducted next provides hope that the study conducted is not only oriented towards the satisfaction obtained by customers, but can be expanded to the stage of purchasing decisions made by each consumer and the loyalty obtained by consumers.
4. In future research, it is expected to include the results of answers from respondents with various housing backgrounds, so that the analysis process can be carried out more deeply in relation to the views of customers of various ages.

