

## STRATEGI PERAWATAN GEDUNG DI SEBUAH UNIVERSITAS SWASTA DI JAKARTA

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After the construction of the building has been completed, and the operation of the building begins, a building management and maintenance is needed so that the building is maintained and can still be used properly. Therefore a management body is needed to treat and build the building properly. Management of maintenance and maintenance of office buildings and personal safety of everyone in the building, and account for the age of the building's plans. In this study, it was proven that things were agreed on the satisfaction of building users with the quality of care carried out by building managers with the questionnaire survey method, then performed an examination of the achievements of the things that were most significant, so that building user satisfaction and strategy would be obtained. building maintenance. Related to matters relating to building user satisfaction are divided into several categories that include, reliability, tangible, assurance, responsiveness, empathy, maintenance activities, and management activity. This research was conducted by converting directly to the field, interviewing, and distributing questionnaires given to building users who use the building in their daily lives. The analysis process carried out in this study is a mixed method (qualitative and quantitative) to be able to provide an accurate and systematic description of a situation and the relationships that are carried out between countries discussed. From all the collected questionnaires analyzed using the method of relative importance index (RH) through the validity and reliability test the questionnaire was analyzed with the help of statistic program (computer) to determine the level of validity variables. All data obtained from observations, interviews, and questionnaires will be used to look for service quality factors in building maintenance. The results of this study indicate the fact of the 5 highest factors in the quality of building maintenance. Of the five factors, the aspect of empathy is the highest aspect in the quality of care of this building. While aspects of maintenance activities and tangible are aspects that least meet the expectations of building users.

Keywords: Building maintenance, reliability, tangible, responsiveness, empathy.