

## ABSTRACT

**RECKY. "SATISFACTION STUDY OF RESIDENTS TOWARDS RUSUNAWA PRIVATE AND GOVERNMENT MANAGEMENT"**

**CASE STUDY: RUSUNAWA CINTA KASIH TZU CHI AND RUSUNAWA CENGKARENG**

10 pages roman numerals + 120 pages + 53 images + 14 tables + 43 graphics

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The significant growth of DKI Jakarta residents has been a problem that Indonesian government faced. Which lead to the needs for more residences to overcome the growing rate of the residents. Government as the responsible development seeks to overcome this problem with supplying flats. In addition to the government, there are private parties who are also contributing in overcoming this problem. So the authors were interested in researching rental flats that are managed by the government and private parties.

The purpose of this study is to determine the level of satisfaction of the occupants of the private and government subsidized apartment managers, and further defined the factors that influenced the satisfactory level of the residents, so it can be assessed by rusunawa management of both physical and non-physical. The selection of the object of study has been done deliberately after several considerations. Which led to the choosing of Rusunawa Cinta Kasih Tzu Chi and Rusunawa Cengkareng as object of studies. The approach used is a qualitative and quantitative approach in the form of depth interviews and questionnaires in data acquisition, which then analyzed using Likert quantitative analysis and Chi Square test of Cross Tab analysis.

The result of this study showed an assessment of the level of rusunawa occupants satisfaction against manager, not only influenced by rusunawa management physical or non-physical, but also against the background by the constraints of the occupants and managers. Thus, the level of satisfaction given by occupants to the managers do not fully illustrated clearly if there are such things. Although overall factors affecting occupants comfort levels to adequately describe the services that have been performed by rusunawa management.

Keyword: level of satisfaction, Rusunawa, Management