

The Effect of Service Quality on Housing Security Management toward Consumer Satisfaction on Housing Lecturer of Hasanuddin University in Makassar

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Abstract

The purpose of this study is to: 1) analyze the effect of service quality which consisting of reliability, responsiveness, empathy, assurance, and physical appearance to customer satisfaction on the Housing Security Management Lecturer of Hasanuddin University Tamalanrea in Makassar; and 2) to know the dominant variable affecting the consumer satisfaction on the Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar. The data used are primary and secondary data. The population of the study is 644 people as consumers who are living in Housing Lecturer Hasanuddin University Tamalanrea in Makassar. The methods of sampling in this study using Slovin formulation consisted of 247 respondents. The data collection, which is used is questionnaires and documentation. Methods of data analysis using descriptive statistical analysis, and multiple linear regression using SPSS Program. The results showed that simultaneously variable reliability, responsiveness, empathy, assurance, and physical appearance, have a positive and significant impact on the satisfaction of consumers in the Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar. Furthermore, the partial variables reliability, empathy, and assurance have a positive and significant impact on customer satisfaction, while the variable responsiveness and physical appearance have no significant effect on customer satisfaction. Among three variables that significantly influence it, it turns out the variable reliability that can improve the Consumer Satisfaction on Security Management Housing Lecturer Hasanuddin University Tamalanrea in Makassar.

Keywords: *Empathy; Assurance; Physical Appearance; Satisfaction*



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INTRODUCTION

The people growth each year is proportional to the demand for occupancy as well as the level of security that is increasing as a need for everyone. Housing Lecturer Hasanuddin University which is located in Makassar, that majority is Hasanuddin University lecturer as about 90% who live there.

Housing Lecturer Hasanuddin University has a strategic place, moreover, the campus near the housing which also has some facilities such as hospitals, schools, and self-service, but it is not enough because the security system is needed for every housing.

The importance of security needs demands is to create security units to create a save and comfortable feeling for every resident inhabitant who lives there. This research is conducted in Housing Lecturer of Hasanuddin University Tamalanrea in Makassar, due to many demands of security system from residents who are living in the housing, being able to increase consumer satisfaction, especially for housing residence. This research can be used as one of the the strategy for security, unit exist in Lecturer Housing Hasanuddin University Tamalanrea to improve the quality of service consisting of (Tangible, Reliability, Responsiveness, Assurance, Empathy) (Parasuraman and Zaithaml, 1990) toward consumer satisfaction of Housing Lecturer Hasanuddin University in Tamalanrea in Makassar.

RESEARCH PROBLEM

Based on the background above, the main problem of this research is as follows: 1. Does the quality service which consisting of (Tangible, Reliability, Responsiveness, Assurance, Empathy) has a significant effect toward the customer satisfaction on security management in Housing Lecturer Hasanuddin University Tamalanrea in Makassar, 2. Which variable that dominantly influence toward consumer satisfaction on security management in Housing Lecturer Hasanuddin University Tamalanrea in Makassar.

LITERATURE REVIEW

Normally, satisfaction is a kind of feeling that can be pleasure or disappointment of someone who derives from the comparison between the image toward the results of a product with its expectations (Kotler, 1997). Anderson et al., 1994 states that customer satisfaction is the overall valuation of experience of purchasing and consumption of goods and services. According to Kotler (1997), a company can measure customer satisfaction with several events, namely: first, complaint and suggestion system, second, customer satisfaction survey, third, ghost shopping, fourth, customer loss analysis (loss customer analysis). According to Fornell and Wernerfelt (1987), customers who are not satisfied with receiving services will file a complaint to the company. Companies that always want to create customer satisfaction should be able to handle the complaint as well as possible.

Service quality is an important point to fulfill consumer expectations or consumer needs in line with the results of expectations and a way to determine whether the consumer has received quality services (Scheuing, 2004). If there is a demand from consumers, then they expect the company to be able to provide services by giving friendly, fast, appropriate responds or answer to the customers. For physical services product, it requires the service, which becomes a critical value component (Douglas, 1992).

According to Liu (2005), there is a significant relationship between customer satisfaction with service quality in each separation level of further indication that in every sub division needed an important sense aspect of service quality. Fornell (1992) in Andersson and Lindestad (1998), based on his consumer study in Sweden, proves that there is a relationship between perceived quality and satisfaction. High performing service is a service that exceeds expectations from consumers. Crinin and Taylor (1994) proved that consumer satisfaction is determined by the consumer's assessment of the quality of service provided. Cronin and Taylor (1992) found a strong and positive relationship between overall service quality and satisfaction.

In a line of Oliver (1997) based on Andersson and Lindestad research (1998); Andersson (1983), Parasuraman (1985), Boulding et al. (1994) in Zheng (2003) developed a model of service quality in the marketing literature. The results of his research prove that the level of special and satisfying service will increase customer satisfaction.

RESEARCH METHODS

The research methodology is a process that should be done gradually. Each step of the research must be done in detail and clear so that it will have a clear, systematic, logical, and empirical description that can be tested truly. The population of this study is the resident of Lecturer of Hasanuddin University Tamalanrea in Makassar. Based on data in April 2018, the total number of housing residents are 644 people. While the sample is a set or part of a population unit. To determine the sample of the population, it can be used Slovin formula (1960) in Sugiyono (2008) as follows:

$$n = \frac{N}{1 + Ne^2}$$

n = Number of Sample

N = Number of Population

e = Percentage of inaccuracy (precision) clearance due to boundary error or in this study 0.05

Based on the above formulation, the minimum number of samples are as follows:

$$n = \frac{644}{1 + 644 (0,05)^2}$$

= 246,74 or defined as 247 samples.

Thus, the number of samples is 247 of residents Housing Lecturer Hasanuddin University Tamalanrea, Makassar.

RESULTS AND DISCUSSION

Respondent's Characteristics Description

The respondent characteristics can be seen from the results of research which are conducted on the security management Housing Lecturer Hasanuddin University Tamalanrea in Makassar, with the total number of respondents are 267 respondents included: gender, age, and education level.

Research Instruments Testing

Validity Test

Validity test is done by correlating the score of each item with the total score of each attribute. Validity test is used to know the accuracy and accordance of research instrument as a function of measuring statement items which are made. A valid instrument means that to measuring the instrument, the form of a statement to obtain the data (measuring) is also declared valid. The statements item which is used, have a high positive correlation that can be considered of having high validity as well.

As stated by Sugiyono (2007: 233), corrected item-total correlation is the correlation between total item score, so interpretation by consult critical value of r-table, if r arithmetic > critical value r-table product moment s the instrument is valid. While test result validity from each variable statement item is conducted in this study, Research Instrument of Validity Test Result.

Table 1. Research Instrument of Validity Test Result

Variable	Item	Corrected Item Total Correlation	r-Product Moment r-tabel	Description
Consumer Satisfaction (Y)	1	0,859	0,138	Valid
	2	0,863	0,138	Valid
	3	0,655	0,138	Valid
Reliability (X ₁)	1	0,759	0,138	Valid
	2	0,775	0,138	Valid
	3	0,686	0,138	Valid
Responsiveness (X ₂)	1	0,866	0,138	Valid
	2	0,775	0,138	Valid
	3	0,875	0,138	Valid

Empathy (X ₃)	1	0,828	0,138	Valid
	2	0,836	0,138	Valid
	3	0,834	0,138	Valid
Guarantee (X ₄)	1	0,869	0,138	Valid
	2	0,835	0,138	Valid
	3	0,778	0,138	Valid
Physical appearance (X ₅)	1	0,724	0,138	Valid
	2	0,798	0,138	Valid
	3	0,784	0,138	Valid

Source: Research Results, 2018.

The validity test result of the consumer satisfaction instrument is obtained by Corrected Item-Total Correlation (r count) between 0,655 - 0,863 or r count $>$ r table 0,138 meaning in every item statement from consumer satisfaction variable which is used in this research is valid. The instrument reliability validity test results obtained by Corrected Item-Total Correlation value (r count) between 0.686 - 0.77 or r arithmetic $>$ r table 0.138 which stated in each item statement of the dependent variable which is used in this study is valid. The instrument validity test results of responsiveness are obtained by Corrected Item-Total Correlation value (r count) between 0.775 - 0.875 or r arithmetic $>$ r table 0.138, means that every item of the statement of responsiveness variable used in this research is valid.

The result of validity test of empathy instrument obtained by Corrected Item-Total Correlation value (r count) between 0,828 - 0,836 or r count $>$ r table 0,138 which means that every item statement of empathy variable used in this research is valid. The validity test of guarantee instrument result obtained by Corrected Item-Total Correlation value (r count) between 0,778 - 0,869 or r count $>$ r table 0,138, stated in every item statement of guarantee variable used in this research is valid.

The result of validity test of physical appearance instrument obtained by Corrected Item-Total Correlation value (r count) between 0,724 - 0,798 or r count $>$ r table 0,138, means that every item statement from the variable of consumer satisfaction used in this research is valid.

Reliability Test Results

The reliability test is used to know the answer consistency. Reliability testing of a variable can be done by looking at the value of Cronbach Alpha, the statement item in the questionnaire has Cronbach Alpha value $>$ critical value r -table Product Moment at 95% confidence level. Thus, it can be said that the item statement of the reflection of each variable in this research in its existence in the research instrument stated reliable.

Table 2. The reliability test of each research variable

Variable	Item	Cronbach's Alpha if Item Deleted	r -Product Moment r -table	Description
Consumer Satisfaction (Y)	1	0,968	0,138	Reliable
	2	0,968	0,138	Reliable
	3	0,970	0,138	Reliable
Reliability (X ₁)	1	0,969	0,138	Reliable
	2	0,969	0,138	Reliable
	3	0,970	0,138	Reliable

Responsiveness (X ₂)	1	0,968	0,138	Reliable
	2	0,969	0,138	Reliable
	3	0,968	0,138	Reliable
Empathy (X ₃)	1	0,968	0,138	Reliable
	2	0,968	0,138	Reliable
	3	0,968	0,138	Reliable
Guarantee (X ₄)	1	0,968	0,138	Reliable
	2	0,968	0,138	Reliable
	3	0,969	0,138	Reliable
Physical performance (X ₅)	1	0,969	0,138	Reliable
	2	0,969	0,138	Reliable
	3	0,969	0,138	Reliable

Source: Research Results, 2018.

Based on the data on the table above, it can be explained that the value of Cronbach Alpha of the overall statement items in the research variables instruments obtained for 0.970. This value means that the level of consistency (reliability) of the research instrument used is 97%. It means that if the questionnaire is used repeatedly in the population of this research, it will provide the value of objectivity, stability, accuracy, and high consistency in the function of measuring after it applied.

The result of instrument reliability test from Cronbach Alpha value of reliability variable (r count) between 0,969 - 0,970 or r count > r table 0,138, it means that each item statement of reliability variable used in this research is reliable. Thus, it can be said that the research instrument used in the measurement function does not give rise to a double meaning to ensure the consistency of measuring the influence of variable reliability to the customer satisfaction on the Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar.

The instrument reliability test results from the Cronbach Alpha value responsiveness variable (r arithmetic) between 0.968 - 0.969 or r arithmetic > r table 0.138, means that each item of the statement of the responsiveness variable used in this study is reliable. Thus, it can be said that the research instrument used in the measurement function does not give rise to a double meaning to ensure the consistency of measuring the effect of variable responsiveness to customer satisfaction on the Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar.

The instrument reliability test results from the Cronbach Alpha value of empathy variable (r arithmetic) 0.968 or r arithmetic > r table 0.138, means that every item of the statement of the empathy variable used in this study is reliable. Thus, it can be said that the research instrument used in the measurement function does not cause a double meaning to ensure the consistency in measuring the effect of empathy variables on customer satisfaction on the Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar.

Instrument reliability test results from Cronbach Alpha value guarantee variable (r arithmetic) between 0.968 - 0.969 or r arithmetic > r table 0.138, means that every item of the statement of assurance variable used in this study is reliable. Thus, it can be said that the research instrument used in the measurement function does not cause a double meaning to ensure the consistency in measuring

the effect of assurance variables on customer satisfaction on the Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar.

The result of instrument reliability test from physical display variable Cronbach Alpha value (r arithmetic) between 0.968 - 0.970 or $r_{\text{arithmetic}} > r_{\text{table}}$ 0,138, means that each item statement of physical display variable used in this research is reliable. Thus, it can be said that the research instrument used in the measurement function does not give rise to a double meaning to ensure consistency in measuring the effect of physical display variables on customer satisfaction on the Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar.

Instrument reliability test results from customer satisfaction variable Cronbach Alpha value (r count) between 0.968 - 0.970 or $r_{\text{arithmetic}} > r_{\text{table}}$ 0.138, means that each item statement of the variable of consumer satisfaction used in this study is reliable. Thus, it can be said that the research instrument used in this measurement function does not give rise to a double meaning to ensure consistency in measuring customer satisfaction in the Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar.

Classical Assumption Testing

Simultaneously Hypothesis Testing

Simultaneously Testing aims to know the influence of reliability, responsiveness, empathy, assurance, and physical appearance of Consumer Satisfaction on the Housing Security Management Lecturer Hasanuddin University Tamalanrea, in Makassar by knowing at the value of F-measurement. The simultaneous test results are as follows: Simultaneously Testing (Test F).

Table 3. ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	ig.
1	Regression	51.686	5	10.337	219.935	.000 ^a
	Residual	11.327	241	.047		
	Total	63.013	246			

a. Predictors: (Constant), X5, X1, X4, X3, X2

b. Dependent Variable: Y

Source: Data Analysis Result (2018).

The data on the table above shows that the F-arithmetic value obtained is 219.079 while the F-table ($df_1 = 5$; $df_2 = 241$) at the error rate ($\alpha = 0.05$) is obtained 2.26 with a significance level of 0.000. Thus, the value of $F_{\text{arithmetic}} > F_{\text{table}}$ or $219,935 > 2,26$ which means that significant effect on a very small alpha level (0%). By these results, it can be concluded that simultaneously of service quality consisting of variable reliability, responsiveness, empathy, assurance, and physical appearance which have a positive and significant impact on Consumer Satisfaction in Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar.

Furthermore, the coefficient of determination testing (R^2) is used to determine how much influence of all independent variables to the dependent variable. The value of R^2 can be seen in the following table:

Table 4. Coefficient of Determination Test Result (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.906 ^a	.820	.817	.21680

a. Predictors: (Constant), X5, X1, X3, X4, X2

b. Dependent Variable: Y

Source: Data Analysis Result (2018).

Based on the test determination result, which is mentioned above, it can be explained that the magnitude of the coefficient of determination (R²) is 0.820. The coefficient of determination states that the magnitude of the influence of variable reliability, responsiveness, empathy, assurance, and physical appearance of Consumer Satisfaction in Housing Security Management Lecturer HASANUDDIN UNIVERSITY Tamalanrea in Makassar is 82%, while the remaining 18% is influenced by other variables that are not investigated in this study.

Partial Hypothesis Testing

Hypothesis testing is used partially to know the influence of individual variables reliability, responsiveness, empathy, assurance, and physical appearance of Consumer Satisfaction in Housing Security Management Lecturer HASANUDDIN UNIVERSITY Tamalanrea in Makassar. Test results can be seen through the value t-count. The partial test results (t-count) which show in this following table:

Table 5. Partial Testing (t-Test)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.080	.178		.448	.655
	X1	.262	.064	.253	4.123	.000
	X2	.121	.098	.119	1.234	.126
	X3	.241	.065	.230	3.713	.000
	X4	.227	.085	.211	2.662	.008
	X5	.138	.083	.140	1.663	.079

a. Dependent Variable: Y

Source: Data Processed (2018).

Based on the partial test as shown in the table above shows that the quality of service consisting of reliability, empathy, and individual guarantee have a significant and positive impact on Consumer Satisfaction on Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar. While the variable responsiveness and physical appearance have no significant effect on Consumer Satisfaction on the Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar. The existence of significant influence can be seen from the value of t-measurement that obtained and also can be known through the significance level where the column sig. Probabilities in the

above table obtained the significant value of the three significant independent variables which have significance value less than 0.05, which has the reliability of sig value. $0,000 < 0,05$, empathy with sig value. $0,000 < 0,05$, and guarantee with sig value. $0.008 < 0.05$. While the variable that has no significant effect is the responsiveness with the sig value. $0.126 < 0.05$ and display with sig value. $0.079 < 0.05$. Among the three independent variables that have significant variable influence, in which it shows the dominant influence means that the variable reliability because the value of t-measurement obtained greater than other variables.

DISCUSSION

Furthermore, the discussion about the influence of variable reliability, responsiveness, empathy, assurance, and physical appearance of Consumer Satisfaction on Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar, will be described as follows:

The effect of reliability on customer satisfaction

The result of t-test shows that the variable of reliability has a positive and significant effect on Consumer Satisfaction on the Housing Security Management of Lecturer of Hasanuddin University Tamalanrea in Makassar. It indicates that there is a unidirectional relationship between reliability and consumer satisfaction, in the sense of increasing reliability then the consumer satisfaction will increase too.

The reliability variable gives a significant influence on customer satisfaction and ranks of tested independent variables firstly. Meanwhile, reliability variable is one important factor in increasing consumer satisfaction, so it needs to be maintained, but still maximize the indicator of the lowest proportion to increase the Consumer Satisfaction on the Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar.

The existence of significant influence of variable reliability to customer satisfaction is determined by the forming indicator, namely: (a) speed of security services; (b) the accuracy of security services; and (c) smooth security services. Among the three items of indicators, the dominant indicator in establishing the variable of service reliability in the Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar is the speed indicator of the security service which has an average value of 4.60, then followed by the accuracy indicator of security services which have an average value of 4.59. While the indicator of the smoothness of the security service has an average value of 4.47 which gives the smallest proportion in forming the variable reliability, so it needs to be maximally empowered that the Consumer Satisfaction on the Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar can be improved later.

The results of this study prove that the reliability variable provides a positive and significant impact on Consumer Satisfaction in Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar. This study also proves that research conducted by Anis Wahyuningsih (2002), provides the reliability of dominant influence on patient satisfaction. This analysis concluded that the reliability variable has a positive and significant effect on Consumer Satisfaction on the Housing Security Management Lecturer of Hasanuddin University Tamalanrea in Makassar. Therefore, reliability needs to be maintained, especially on the indicators that make it being as Satisfaction of Consumers on the Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar that can be improved next time.

The effect of responsiveness to customer satisfaction

Partial test results indicate that the responsiveness variable have no significant effect on Consumer Satisfaction in the Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar. It indicates that the responsiveness variable has not been able to increase consumer satisfaction, in line with the service related to the responsiveness of significant increasing in customer satisfaction. Therefore, the services related to the responsiveness need to get special attention to be further improved by maximizing indicators that shape it to improve the Consumer Satisfaction on the Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar.

The influence of non-significant of responsiveness variable to the customer satisfaction which is determined by the role of indicators that shape it, namely: (a) Speed of overcoming consumer complaints; (a) Describe procedures that the consumer does not understand in terms of security; and (c) delineating information about security. Among the three items of those indicators, the dominant indicator in forming responsiveness is speed indicator of overcoming consumer who complaints that have an average value of 4.64, then followed by procedures indicators that the consumers do not understand of an average value of 4.58. While the delivery indicators of security information which stated clearly, have an average value of 4.42 gives the smallest proportion in forming the responsiveness variable, to do optimally in empowering all these indicators for consumer satisfaction that can increase significantly.

This analysis concluded that the responsiveness variable which has no significant effect on Consumer Satisfaction in the Housing Security Management Lecturer of Hasanuddin University Tamalanrea in Makassar. Therefore, the responsiveness needs to get special attention to be improved, especially on the indicators that make the Consumer Satisfaction on Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar improved in the future.

The empathy influence on the trader's satisfaction.

Partial test results indicate that the empathy variable has a positive and significant impact on Consumer Satisfaction on the Housing Security Management Lecturer HASANUDDIN UNIVERSITY Tamalanrea in Makassar. It indicates that there is a direct relationship between empathy with consumer satisfaction, in the sense of empathy increasingly, then consumer satisfaction directly increase.

The empathy variable gives a significant influence on customer satisfaction and second ranks from the tested independent variables. Therefore, the empathy variable is also an important factor in improving consumer satisfaction, so it needs to be improved by maximizing the indicators that shape it to improve the Consumer Satisfaction on the Housing Security Management Lecturer of Hasanuddin University Tamalanrea in Makassar.

The existence of significant influence of empathy variables on customer satisfaction is determined by the role of indicators which shape it, namely: (a) Friendly to the consumer; (b) Courteous in speaking with the consumer, and (c) Providing fair services to consumers related to security. From the three points of that indicators, the dominant indicator in forming the empathy variable in the Housing Security Management of Lecturer of Hasanuddin University Tamalanrea in Makassar is giving fair service to the consumer with average value 4,78, then followed by the friendly indicator to the consumer which has the average value average 4.68 while the polite indicator in speech with the consumer has an average value of 4.57 that gives the smallest proportion in forming the empathy variable, so it needs to be maximally empowered for consumer satisfaction that can be improved.

The above analysis shows that the empathy variable has a positive and significant effect on

Consumer Satisfaction on the Management of Housing Security of Lecturer of Hasanuddin University Tamalanrea in Makassar. Therefore, empathy needs to be improved, especially on the indicators to the Consumer Satisfaction on the Management of Housing Security of Lecturer of Hasanuddin University Tamalanrea in Makassar can be improved.

The guarantee effect on customer satisfaction

The test results partially indicate that the variable assurance have a significant effect on consumer satisfaction on the Management of Housing Security Lecturer Hasanuddin University Tamalanrea in Makassar. It indicates that there is a unidirectional relationship between the guarantee with consumer satisfaction, in line with guarantee increase, then consumer satisfaction also increases directly.

The assurance variable has a significant influence on customer satisfaction and place on the third ranks of the tested independent variables. Therefore, the guarantee variable is also one of the important factors in improving consumer satisfaction, so it needs to be improved by maximizing indicator that gives the lowest proportion to increase the Consumer Satisfaction on the Housing Security Management Lecturer of Hasanuddin University Tamalanrea in Makassar.

The existence of significant influence of variable of guarantee on consumer satisfaction is determined by the indicators; those are: (a) existence of security guarantee; (b) the ability of officers; and (c) understanding the needs of consumers. Among those three items of the indicators, the dominant indicator in forming the assurance variable is an existence indicator security that guarantees an average of 4.79, followed by an indicator of officer's ability which has an average value of 4.64. While the indicators deal with the needs of the consumer which have an average value of 4.58 that gives the smallest proportion in forming the guarantee variable, so it needs to be maximally empowered to the customer satisfaction can be improved later.

The above analysis stated that the guarantee variable has a positive and significant effect on the Consumer Satisfaction on the Management of Housing Security of Lecturer of Hasanuddin University Tamalanrea in Makassar. Therefore, the guarantee still needs to be improved, especially on the indicators to make Consumer Satisfaction on the Management of Housing Security of Lecturer of Hasanuddin University Tamalanrea in Makassar can be improved in the future.

The influence of physical appearance on customer satisfaction

Partial test results indicate that the physical display variables have no significant effect on Consumer Satisfaction on the Management of Housing Security Lecturer Hasanuddin University Tamalanrea in Makassar. It indicates that the physical display variable cannot increase consumer satisfaction, in a line of service related to the physical appearance that has not provided significant improvement of consumer's satisfaction. Therefore, services related to the physical appearance need special attention to be further improved by maximizing the indicators that shape is used to improve the Consumer Satisfaction on the Management of Housing Security Lecturer Hasanuddin University Tamalanrea in Makassar.

The non-significant influence of physical display variable on consumer satisfaction is determined by the role of the indicators that make up, namely: (a) Speed of overcoming consumer complaints; (a) Describe procedures that consumers do not understand about security; and (c) delineating information about security. Among the three items of those indicators, the dominant indicator in forming physical appearance is the indicator of the speed which overcoming consumer

complaints that have an average value of 4.64, then followed by indicators that explain about consumers procedures who do not understand, has an average value of 4.58. While the indicator of information delivery clearly about the security has an average value of 4.42 that gives the smallest proportion in forming the variable responsiveness, so it needs to be maximally empowered all these indicators for consumer satisfaction can increase significantly.

Based on the analysis, it can be concluded that the physical display variables have no significant effect on Consumer Satisfaction on the Housing Security Management Lecturer HASANUDDIN UNIVERSITY Tamalanrea in Makassar. Therefore, the physical appearance needs special attention to be improved, especially in the indicators to make Consumer Satisfaction on the Housing Security Management Lecturer of Hasanuddin University Tamalanrea in Makassar can be improved next time.

CONCLUSION

According to the description and results of the analysis shown in the previous chapter, it can be resumed as follows:

- a. The simultaneously or together results show that the reliability, responsiveness, empathy, assurance, and physical appearance, positively and significantly variables influence the Consumer Satisfaction on Housing Security Management Lecturer Hasanuddin University Tamalanrea in Makassar. Furthermore, the test results partially indicate that the reliability, empathy, and assurance variables have a significant effect on customer satisfaction, while the variable of responsiveness and physical appearance have no significant effect on customer satisfaction.
- b. Among the three services quality that has significant influence, it shows that the variable of reliability can improve Consumer Satisfaction on the Housing Security Management of Lecturer Hasanuddin University Tamalanrea in Makassar compared with other variables.

Suggestion

The above conclusions show that the authors provide some suggestions as follows:

- a. In the policy of formulation on the Housing Security Management Lecturer of Hasanuddin University Tamalanrea in Makassar, it is needed to consider the quality of service which includes: reliability, empathy, and guarantee variable that support significantly to increase the consumer satisfaction.
- b. Due to the reliability variable that dominantly influences on customer satisfaction, it is suggested to be maintained, especially on the indicators that shape it. While the responsiveness and physical appearance variable, the influence is not needed special attention to maximize its implementation, especially on its formation to support the consumer satisfaction improvement later.

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