

## **ABSTRAK**

Kebutuhan akan rumah merupakan salah satu kebutuhan pokok yang dirasa mendesak. Hal ini dapat dilihat dengan pesatnya pembangunan perumahan agar kebutuhan rumah tercukupi. Akan tetapi perumahan yang dibangun belum tentu dapat memenuhi keinginan calon penghuni perumahan secara baik. Untuk mengetahui sejauh mana kepuasan penghuni perumahan terhadap fasilitas perumahan, maka dalam penelitian ini akan dibahas mengenai analisis kepuasan konsumen terhadap fasilitas perumahan. Tujuan penelitian ini adalah untuk mengetahui kepuasan penghuni perumahan terhadap fasilitas perumahan serta fasilitas perumahan apa yang berpengaruh paling dominan terhadap kepuasan penghuni perumahan. Metode penelitian menggunakan kuesioner dengan responden sebanyak 97 orang di perumahan Rss Sriwijaya dan 95 orang di perumahan Rs Holindo. Analisis data menggunakan analisis deskriptif, analisis regresi linear berganda, dan uji hipotesis. Hasil penelitian menunjukkan bahwa penghuni perumahan di Rss Sriwijaya dan Rs Holindo merasa cukup puas terhadap realisasi perencanaan pengembang atas fasilitas perumahan yang dijanjikan. Secara simultan/variabel fasilitas perumahan di Rss Sriwijaya memberikan pengaruh sebesar 77,1 % terhadap kepuasan penghuni perumahan dan secara simultan fasilitas perumahan di Rs Holindo memberikan sumbangan pengaruh sebesar 78,5 % terhadap kepuasan penghuni perumahan, fasilitas lingkungan memberikan pengaruh paling dominan terhadap kepuasan penghuni perumahan di Rss Sriwijaya sedangkan fasilitas utilitas memberikan pengaruh paling dominan untuk kepuasan penghuni perumahan di Rs Holindo.

**Kata Kunci : Perumahan, Regresi Linear Berganda, Spss**

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The need for housing one of the basic needs that is felt urgent. This can be seen by the rapid development of housing so that housing needs are fulfilled. However the housing being built may not necessarily be able to properly fulfill the wishes of prospective housing residents. To find out the extent to which housing occupants are satisfied with housing facilities. This research will discuss the analysis of consumer satisfaction of housing facilities. The purpose of this study was to determine the satisfaction of housing resident with housing facilities and what housing facilities have the most dominant influence on housing occupant satisfaction. The research method used a questionnaire with 97 respondents in Rss Sriwijaya housing and 95 people in Rs Holindo housing. Data analysis used descriptive analysis, multiple linear regression analysis, and hypothesis testing. The result showed that housing residents in Rss Sriwijaya and Rs Holindo were quite satisfied with realization of the developers planning for the promised housing facilities. Simultaneously housing facilities in Rss Sriwijaya have an influence of 77,1 % on housing occupant satisfaction, in Rs Holindo contributed 78,4 % to housing occupant satisfaction, environmental facilities provided the most dominant influence on housing occupant satisfaction in Rss Sriwijaya while utility facilities provided the most dominant influence to housing occupant satisfaction in Rs Holindo.

**Keywords : Housing, Multiple Linear Regression, Spss**