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Maintenance Building Strategies in a private University in Jakarta

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Abstract. 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 (RII) 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..

1. Introduction

In the construction of construction required an arrangement and control of all project activities or the so-called construction management. These arrangements and controls can be in the form of maximizing the role of all consultants, from planning, directing, and supervising these activities to completion. The purpose of construction management is to manage the implementation of development to obtain maximum results. To get optimal results, it requires supervision from the relevant parties (in this case consultants). The benefits of construction management can be seen from the aspect of costs, quality, and time. After construction is complete, the building will start operating, and building that is already in operation need good maintenance. This importance of maintenance work carried out in the post-construction phase on a regular and periodic basis, taking into account the technical specifications of building materials. This treatment will make a building's life longer, it can be seen from the aspect of strength, security, and appearance of the building. In the care and maintenance of buildings, some things are not considered by the building manager. In terms of human



resources that are less fast in handling complaints or human resources who are less skilled in their fields, thus affecting the quality of building maintenance. By understanding this background, this research is formulated as follows:

1. What are the problems with building maintenance;
2. What are the main factors in building maintenance that satisfy building users;
3. How is the building maintenance company or strategy so that building users are satisfied.

According to Tjiptono & Chandra [1], that customers are unique individuals with their preferences, feelings, and emotions. In the case of interactions with service providers, not all customers are willing to receive uniformized services (standardized services). Customers often want and even demand services that are personal and different from other customers, thus creating challenges for service providers in terms of the ability to understand the specific needs of individual customers and understand the feelings of customers towards the service providers and services they receive. Building users expect to be able to do activities inside the building comfortably and safely. Not disturbed by the damage - damage that occurs in the building. With the damage, building users feel uncomfortable because the area of activity becomes limited. According to Oliver on Barnes [2], satisfaction is the customer's response to the fulfillment of needs which means that the customer's assessment of goods or services provides a level of comfort associated with fulfilling a need, including meeting needs that are not in line with expectations or fulfillment that exceeds customer expectations. It can be concluded that the quality of services depends on the ability of service providers to consistently meet the expectations of service users. According to Kotler and Keller [3], satisfaction is the level of one's feelings after comparing the perceived performance (results) with the desired expectations of service. While customer satisfaction according to Irawan [4] is determined by customer perceptions of service performance in meeting customer expectations. This study aims to identify problems in building maintenance while looking for the main factors in building maintenance that satisfy building users, as well as create a building maintenance company strategy to satisfy building owners or users.

This present paper aims to identify problems in building maintenance while looking for the main factors in building maintenance that satisfy building users, as well as create a building maintenance company strategy to satisfy building owners or users

2. Method

In conducting research, it is necessary to have steps arranged to assist in the implementation and achievement of the objectives of the research. The stages carried out in this research include: literature study, field observations, questionnaire design for expert validation, risk identification, qualitative problem analysis, and discussion of research results. A literature study is conducted to determine the methods that will be used in the research process. This research method uses survey methods. Supranto [5] states that measuring the level of customer satisfaction is very necessary even though it is not as easy as measuring the weight or height of the customer. The tool used to measure the level of satisfaction is a questionnaire. According to Singarimbun [6], in the survey method, information is collected from respondents through questionnaires. The questionnaire was formed based on information contained in the research literature. The method used in this study is the Relative Importance Index (RII). RII is a calculation of each indicator/factor and is given an appropriate rating. RII was revealed to summarize the importance of each indicator/factor. In this study, the factors ranked are the service quality factors of building maintenance. Building users become respondents to assess the results of building maintenance carried out by the management body. The results of the literature study are continued in the validation process by experts. The purpose of expert validation is to determine the quality of relevant services based on expert judgment. The next step is to analyze data qualitatively and then discuss the research results.

Variables - variables that affect the quality of building maintenance in building maintenance that has been validated by experts, i.e.:

Category Reliability:

- X.1 Reliable
- X.2 Can communicate effectively
- X.3 Ability to fulfill commitments

- X.4 The ability to answer accurately
- X.5 Have the ability to follow up on problems
- X.6 Can manage time well
- X.7 Providing high quality services
- X.8 Prudence in implementation
- X.9 Accuracy in the implementation of work

Category Tangibles:

- X.10 Means of communication
- X.11 Equipment for working tools
- X.12 Effectiveness of the machine/equipment
- X.13 Room cleanliness
- X.14 The neat appearance of the workers

Category Assurance:

- X.15 Honesty
- X.16 Politeness
- X.17 Knowledge possessed
- X.18 Friendliness

Category responsive:

- X.19 Proactive
- X.20 Can set priorities
- X.21 Willingness to help consumers
- X.22 Can submit action plans
- X.23 Speed in handling complaints
- X.24 Speed in progress

Category empathy:

- X.25 Always prioritizing the interests of consumers
- X.26 Always understand the desires of consumers
- X.27 Have attention to every consumer
- X.28 Consistent service
- X.29 Commitment to understanding customer needs

Category maintenance activity:

- X.30 Cleanliness and maintenance of building utilities
- X.31 Cleanliness and maintenance of building structure components
- X.32 Cleanliness and maintenance of work space and study room
- X.33 Cleanliness and maintenance of toilets
- X.34 Cleanliness of the exterior walls of the building
- X.35 Cleanliness of emergency stairs
- X.36 Basement cleanliness
- X.37 Maintenance of mechanical and electrical components of the building
- X.38 Maintenance of building plumbing systems
- X.39 Maintenance of the air system
- X.40 Improvement activities

Category management building:

- X.41 Structure organization
- X.42 Determination of operational standards
- X.43 Procedure design
- X.44 Management policy
- X.45 Discretion and honesty in responding to requests or when handling negative service situations
- X.46 Application of science and technology
- X.47 The suitability of the work plan with implementation
- X.48 Monitoring and control mechanism
- X.49 Officer efficiency

X.50 Management team collaboration

X.51 Trust in members of the management team

X.52 Availability of materials

The collected data were then analyzed using structural equation model below:

$$RII = \frac{\sum W}{A \times N}$$

3. Results and Discussions

According to Expert I, consumers who in this case are building users, are assessors of the work of building maintenance officers. Building users in this building have different levels of importance. If one of the building users feels that it is not prioritized, the evaluation of the maintenance staff will be reduced, therefore the officers and management must prioritize the interests of the building users. According to Expert II, building maintenance service companies must provide regular training to all of their employees so that consumer ratings (in this case building users) are not reduced. According to Expert III, the maintenance management agency in this building paid little attention to the above. Therefore, building maintenance service providers must provide standard procedures to guide their employees when it comes to building maintenance. The company's control system must also be improved. By providing clear suggestions and instructions so that officers in the field can be consulted so that findings in the field can be completed on time so that there is no impact on complaints from building users.

4. Conclusions and Recommendations

Based on the analysis, identified building maintenance problems, i.e:

1. Maintenance of the air system
2. Room cleanliness
3. Improvement activities

The main factors in building maintenance that satisfy building users include:

1. Always prioritizing the interests of consumers
2. Prudence in implementation
3. Honesty

Further research needs to be done by considering the K3 factor in building maintenance so that the safety of the building maintenance officer is more considered.

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