

Analysis Of Service Quality Of Simple Rent Flat In Banjarmasin (Case Study Of Simple Rent Flat Ganda Magfirah In South Kelayan)

NUR ADHA YUDA¹
ULM, Banjarmasin, Indonesia

ABSTRACT: Simple rent flat Ganda Magfirah is the government's effort to provide decent housing facilities for low-income people. Located in the South Kelayan village, Central Banjarmasin District, Banjarmasin City, South Kalimantan. Simple rent flat with 3 towers is managed by the city government of Banjarmasin. The Banjarmasin city government provides a fairly large subsidy in managing the flats.

After being used for more than 10 years there has been a decline in the quality of the building. it is necessary to re-examine its feasibility to determine the level of occupant satisfaction. And to find out what factors need to be improved. And determine steps that can improve the performance of the Ganda Magfirah simple rent flat management facility.

The study was conducted by collecting primary data obtained through questionnaires on a sample of residents of Simple rent flat and interviews with the head of the UPT Simple rent flat service. Data were analyzed using the computer program SPSS version 26.00 (Statistical Product and Service Solution). To determine the level of occupant satisfaction, the Customer Satisfaction Index (CSI) method is used. Meanwhile, to determine the service factors that need to be improved, the Importance Performance Analysis (IPA) method is used.

Based on the results of the study, the index of the level of satisfaction of the residents of the flats was 77.66%. So it can be concluded that the residents of the flats are satisfied with the performance of the Ganda Magfirah flats. And factors that need to be improved are (19) Condition of safety fence facilities in residential areas; (20) Condition of waste water disposal facilities in residential areas; (21) Condition of waste disposal facilities in residential areas; (22) The amount of the rental levy rate applied by the government in this case the manager; (24) Services from the manager in terms of the operation and maintenance of the Simple rent flat facilities.

KEYWORDS: simple rent flat; satisfaction; performance and expectations; CSI; IPA

Date of Submission: 10-07-2021

Date of acceptance: 26-07-2021

I. INTRODUCTION

One of the concepts of handling slums is the construction of simple rental flats for low-income communities in urban areas. However, the government must provide a substantial subsidy so that the simple rent flat can operate because the rent given to its users is very cheap. Subsidies will burden the government's finances, even though the handling of slums is not only limited to building simple rent flat.

Ganda Magfirah simple rent flat is a flat located in the South Kelayan sub-district, Central Banjarmasin District, Banjarmasin City, South Kalimantan. Simple rent flat with 3 towers is managed by the city government of Banjarmasin. The Banjarmasin city government provides a fairly large subsidy in managing the flats. The Banjarmasin city government also plans to build simple rent flat in other slum areas. This will certainly increase the financial burden of the city government if the flats are not managed properly and the achievement of handling slum settlements is not in accordance with the costs that have been issued by the city government.

The Ganda Magfirah simple rent flats have been used for 10 years. A lot of damage caused the residential unit to be unoccupied. Another problem is the low awareness of Simple rent flat users to maintain the building. Many utility damages to buildings occur due to the negligence of the users themselves. What often happens is the damage to the dirty water network due to the blockage of garbage that is not disposed of in its place. In addition, the low sense of ownership of the building causes the occupants to not play an active role in maintaining the Simple rent flat building.

Based on research on the Ganda Magfirah simple rent flat when it was newly built, it was found that there were several things that did not satisfy the prospective occupants, namely the design of the residential unit both in size and layout as well as the circulation path⁽¹⁾. The things that people like are the physical appearance, the facilities provided and the building materials used. Meanwhile, based on the variables studied, namely the location of the Simple rent flat, residential unit facilities, environmental facilities and infrastructure, managerial and service of the Simple rent flat and the occupant profile⁽²⁾.

The aim of the research is

1. Knowing the level of satisfaction and expectations of residents on the performance of the Simple rent flat facilities.
2. Obtain input on service factors that still need to be improved, and
3. Determine steps that can improve the performance of the Ganda Magfirah simple rent flat management facility.

The benefits of this research are

1. Can recommend the improvement/improvement of the Simple rent flat facilities and infrastructure to be better.
2. Prioritizing the simple rent flat residents so that a sense of comfort, ownership, and sense of responsibility grows in maintaining and maintaining sanitation facilities and infrastructure.
3. Another benefit is that it can be a recommendation for improving the criteria for the design of the simple rent flat, for the development and construction of simple rent flat in Banjarmasin in the future. Because basically the human aspect as a user cannot be separated from the design part.

II. RESEARCH METHODS

Population and Sample

The population in this study is the residents of the simple rent flat Ganda Magfirah. The sample taken was only 30 people, where to represent the population 10 people were selected from the 1st floor, 10 people from the 2nd floor and 10 people from the 3rd floor. The sampling technique used non-probability sampling with the Accidental Sampling method. The sample used is 30 people and 1 interview.

Data Types and Sources

The type of data used in this study consisted of primary data and secondary data. The primary data in this study were data sourced from questionnaires which were distributed directly to the residents of the flats and by interviews with the managers of the flats. Secondary data in this study is data sourced from literature studies through various journals and data related to the variables needed in this study.

Method of collecting data

The method used to collect primary data in this study was a questionnaire and interviews. The questionnaire is to provide written questions and answered by the respondents so that researchers obtain field data to solve research problems and test established hypotheses. The sample used is the interview is a conversation and question and answer directed to achieve certain goals. For this reason, the interviewees are people who are experts in their fields such as the Head of the simple rent flat technical implementation unit (UPT).

Research variable

In this study, the variables consist of the independent variable and the dependent variable. The independent variable is the current condition of the simple rent flat facilities which are considered to have decreased in quality. The variables studied were as follows: profile/characteristics of the occupants, the location of the flats, the facilities of the residential units, the environmental facilities and infrastructure, the management and services of the flats. The dependent variable studied is the perception variable in the form of performance and occupants' expectations of the quality of the simple rent flat facilities.

Descriptive statistics

Descriptive analysis aims to process data to be easier to understand and grouped according to the desired category or classification so that the delivery of data information becomes more concise⁽³⁾. Descriptive analysis is a statistic used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations⁽⁴⁾.

Validity test

The validity test will be carried out using the Pearson product moment correlation method, namely by correlating the item scores on the questionnaire with the total score. If the coefficient value is more than 0.3 then the question items can be said to be valid. The results of the calculation will provide three alternatives, namely if $r = 0$ or close to 0, then the correlation between the two variables is very weak or there is no relationship between variable X and variable Y. If $r = +1$ or close to +1, then the correlation between the two variables is strong and unidirectional, is said to be positive. If $r = -1$ or close to -1, then the correlation between the two variables is strong and opposite in direction, it is said to be negative.

Reliability Test

Reliability test is used to test the extent to which a questionnaire can be trusted or reliable if the questionnaire is used twice or more at different times if it produces relatively the same measurements, it is said that the questionnaire is reliable. In other words, the reliability test shows a belief from the questionnaire. Processing the reliability test of this research using SPSS software.

CSI (Customer Satisfaction Index)

The customer satisfaction index is used to determine the level of satisfaction of service users as a whole by looking at the level of performance and the level of importance or expectations of service attributes⁽⁵⁾. The maximum CSI value is 100%, the CSI value is lower than 50% which indicates a less satisfied performance. While the CSI value of 80% or higher indicates that the user is very satisfied with the service performance.

IPA (Importance Performance Analysis)

This method measures the level of customer interest (customer expectation) in relation to what the company should do in order to produce high-quality products or services⁽⁶⁾. Scoring and analysis were carried out after the questionnaire was completed, the interpretation of the differential semantic scale scores could not be done directly, but must be compared with the normative group scores.

Science analysis is described in the form of a 2-dimensional quadrant which is graphic and easy to interpret. The following quadrants are used:

- I. Concentrate Here (Top Priority).
- II. Keep up with the good work (maintain achievements).
- III. Low Priority
- IV. Possibly Overkill (too much).

III. ANALYSIS AND DISCUSSION**Characteristics of the sample of residents of simple rent flat**

Variable characteristics of the residents of the flats are needed to identify and analyze their social and economic conditions. The variables are type of work, latest education, monthly income, number of family members living in the residence and how long they have lived in the flat. From the questionnaires that have been collected, data about the characteristics of the residents of the flats are obtained.

1. Profession

Based on the survey results, which were then tabulated, it can be seen that all residents are non-formal workers. Most of them have irregular incomes such as day laborers, small traders and shop assistants.

2. Last education

It is known that on average, residents only receive education up to the elementary and junior high school levels as much as 70% and only 27% of them have education up to high school. Only 3% of those with education up to a bachelor's degree.

3. Monthly Income

Based on the survey results, the amount of income between 1 million - 2 million as much as 43% and less than 1 million as much as 40%. Even though there are those who have incomes above 2 million, but the family members who are borne are quite a lot so that the average simple rent flat residents are still included in the category of MBR (Low-Income Communities).

4. Number of Family Members

It is known that the narrow size of the apartment unit results in the limited ability to accommodate the number of residents, so that most residents only consist of 1 to 3 people with a percentage of 53%. However, there are still residential units consisting of more than 3 people by 47%.

5. Length of stay in the flat

It is known that most of the residents of the flats are long-time residents, meaning that they have lived in the unit for more than 3 years as much as 67%. Occupants less than 1 year as much as 13%. And 13% of residents who live in the unit for 1-3 years. Whereas based on the regulations, the maximum length of stay in the unit is only 6 years. And in fact many residents have exceeded their stay.

Validity and Reliability Test**1. Validity test**

To test the validity of all 26 questions given to respondents through questionnaires, an analysis was carried out using the SPSS version 26 program. Based on the r value of the product moment table if n is 30, it can be determined that the r table value is 0.361. If the correlation is greater than 0.361 then the questionnaire can be

categorized as valid. based on the calculation results as shown in the Table1, it is known that the calculated r value $x = 0.250$ and $y = 0.326$ of the first question is not valid so it must be excluded from the next calculation.

Table1. Validity of 26 variabel

Variables	x	y			
1	0,250	0,326	<	0,361	No Valid
2	0,573	0,941	>	0,361	Valid
3	0,511	0,685	>	0,361	Valid
4	0,530	0,777	>	0,361	Valid
5	0,550	0,682	>	0,361	Valid
6	0,554	0,368	>	0,361	Valid
7	0,636	0,776	>	0,361	Valid
8	0,480	0,724	>	0,361	Valid
9	0,500	0,746	>	0,361	Valid
10	0,500	0,399	>	0,361	Valid
11	0,457	0,590	>	0,361	Valid
12	0,452	0,685	>	0,361	Valid
13	0,469	0,804	>	0,361	Valid
14	0,443	0,607	>	0,361	Valid
15	0,416	0,728	>	0,361	Valid
16	0,615	0,692	>	0,361	Valid
17	0,567	0,832	>	0,361	Valid
18	0,607	0,796	>	0,361	Valid
19	0,583	0,524	>	0,361	Valid
20	0,515	0,540	>	0,361	Valid
21	0,631	0,918	>	0,361	Valid
22	0,506	0,640	>	0,361	Valid
23	0,557	0,594	>	0,361	Valid

24	0,632	0,474	>	0,361	Valid
25	0,586	0,456	>	0,361	Valid
26	0,593	0,476	>	0,361	Valid

Then by using the data that has removed variable 1, the validity test is carried out again on the remaining 25 variables. The results can be seen in the Table2.

Table 2. Validity of 25 variables

Variables	x	y			
2	0,583	0,944	>	0,361	Valid
3	0,499	0,714	>	0,361	Valid
4	0,540	0,790	>	0,361	Valid
5	0,561	0,677	>	0,361	Valid
6	0,566	0,373	>	0,361	Valid
7	0,632	0,763	>	0,361	Valid
8	0,491	0,709	>	0,361	Valid
9	0,489	0,734	>	0,361	Valid
10	0,477	0,399	>	0,361	Valid
11	0,445	0,599	>	0,361	Valid
12	0,458	0,692	>	0,361	Valid
13	0,454	0,795	>	0,361	Valid
14	0,433	0,593	>	0,361	Valid
15	0,423	0,713	>	0,361	Valid
16	0,612	0,682	>	0,361	Valid
17	0,572	0,826	>	0,361	Valid
18	0,609	0,792	>	0,361	Valid
19	0,587	0,515	>	0,361	Valid
20	0,517	0,563	>	0,361	Valid
21	0,622	0,922	>	0,361	Valid
22	0,505	0,668	>	0,361	Valid
23	0,560	0,584	>	0,361	Valid
24	0,621	0,477	>	0,361	Valid

25	0,593	0,462	>	0,361	Valid
26	0,600	0,479	>	0,361	Valid

Based on that, it can be seen that all variables are valid because they have a higher r value than the table r value. So that the calculation of the reliability test can be continued.

2. Reliability test

Used to determine the nature of the measuring instrument used, in the sense of whether the measuring instrument is accurate, stable and consistent. If the instrument used has a Cornbach Alpha of more than 0.6 then this study can be considered reliable. Based on the analysis using the SPSS version 26 Cornbach Alpha (α) the answer to the performance questionnaire (x) is 0.915 and the answer to the expectation questionnaire (y) is 0.953, so this research can be considered reliable.

Cutsomer Satisfaction Index (CSI)

Cutsomer Satisfing Index analysis between residents' perceptions and expectations of existing conditions using data from questionnaires. So that the value of the Weigh Factor (WF) and Weigh Score (WS) can be calculated as shown inTable 3.

Table3.CSI calculation result

$MSS = \frac{[\sum_{i=1}^n Xi]}{n}$	$MIS = \frac{[\sum_{i=1}^n Yi]}{n}$	$WF = \frac{MISi}{\sum_{i=1}^p MISi} \times 100 \%$	WSi=WF X WSS
4,03	4,40	4,64	18,71
4,10	3,57	3,76	15,42
4,07	3,83	4,04	16,44
4,07	3,57	3,76	15,29
4,00	4,07	4,29	17,15
3,90	3,50	3,69	14,39
3,70	3,57	3,76	13,92
4,20	3,63	3,83	16,09
4,20	3,97	4,18	17,57
4,07	3,60	3,80	15,44
3,70	3,53	3,73	13,79
4,10	3,23	3,41	13,98
4,10	3,63	3,83	15,71
3,10	3,57	3,76	11,66
3,80	3,57	3,76	14,29
3,60	3,47	3,66	13,16
3,70	3,70	3,90	14,44
3,90	4,07	4,29	16,72
3,83	4,07	4,29	16,44
3,63	3,90	4,11	14,94
3,80	4,17	4,39	16,70
3,83	4,13	4,36	16,71
4,03	4,03	4,25	17,15
3,63	3,97	4,18	15,20
3,93	4,10	4,32	17,01

$$\sum_{i=1}^p MIS$$

388,31

Base on Table3, CSI can be calculated in the following way:

$$CSI = \frac{\sum_{i=1}^p MIS}{HS} \times 100\% = \frac{388,31}{5} \times 100\%$$

$$CSI = 77,66\%$$

From the calculation results, it can be seen that the CSI value is 77.66%, so it can be concluded that the residents of the flats are satisfied with the performance of the Ganda Magfirah flats.

Importance Performance Analysis (CSI)

Importance Performance Analysis uses the mean score between the perceptions and expectations of the occupants of the existing conditions using a questionnaire. Based on Table 4, it can be seen the perceived mean (x) and expectation (y) values.

Table4. total respondents' scores on the level of satisfaction and interests of the residents of the flats

Variables	Mean ScorePerception (x)	Mean ScoreImportance (y)
2	4,03	4,40
3	4,10	3,57
4	4,07	3,83
5	4,07	3,57
6	4,00	4,07
7	3,90	3,50
8	3,70	3,57
9	4,20	3,63
10	4,20	3,97
11	4,07	3,60
12	3,70	3,53
13	4,10	3,23
14	4,10	3,63
15	3,10	3,57
16	3,80	3,57
17	3,60	3,47
18	3,70	3,70
19	3,90	4,07
20	3,83	4,07
21	3,63	3,90
22	3,80	4,17
23	3,83	4,13
24	4,03	4,03
25	3,63	3,97
26	3,93	4,10

Total	96,93	94,83
Mean	3,88	3,79

After getting the average score (mean), then the score data is described in the form of quadrants so that indicators or variables can be sorted out in the four quadrants.

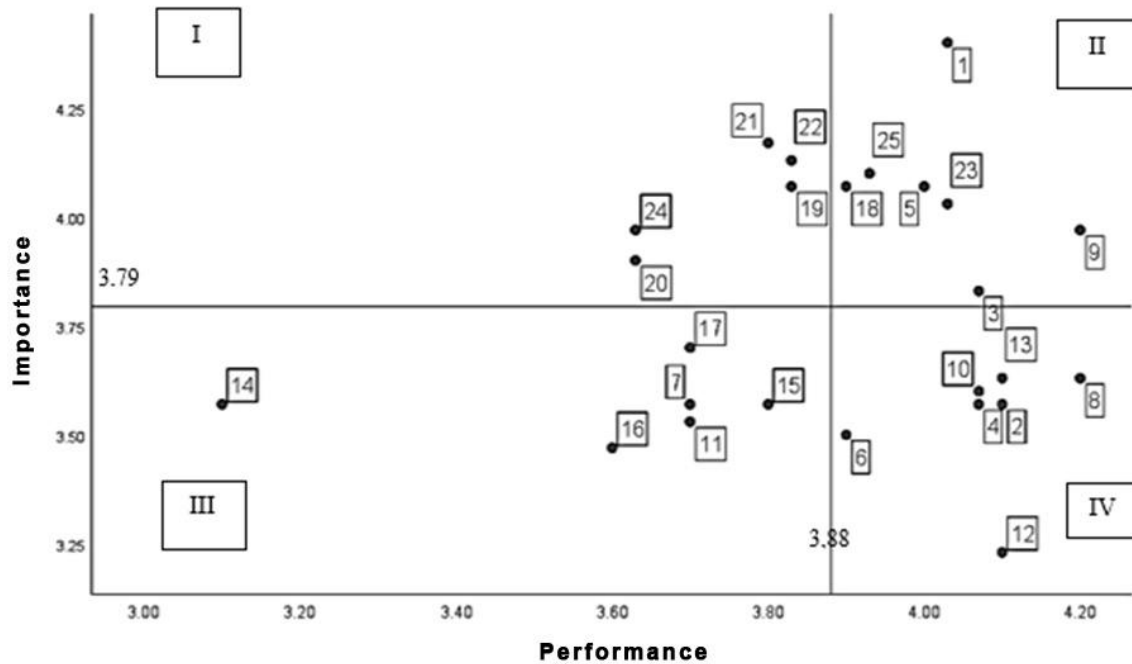


Fig.1 IPA quadrant diagram

Based on the diagram on Fig. 1, the variables can be divided into:

1. Quadrant I

Quadrant I shows the factors or attributes that are considered to need attention, namely: Environmental Facilities and Infrastructure Variables: (19) Condition of safety fence facilities in residential areas; (20) Condition of waste water disposal facilities in residential areas; (21) Condition of waste disposal facilities in residential areas; Managerial Variables and Services of simple rent flat: (22) The amount of the rental levy rate applied by the government, in this case the manager; (24) Services from the manager in terms of the operation and maintenance of the simple rent flat facilities. These factors are things that must be improved to meet customer satisfaction.

2. Quadrant II

Quadrant II shows factors or attributes that are considered important and are expected to be supporting factors for occupant satisfaction so that the management must ensure that they are able to maintain their performance, namely: Variables Location of simple rent flat: (1) The condition of smooth access roads around the neighborhood of the flat that you currently occupy; Variables of Residential Unit Facilities: (3) Condition of lighting facilities in residential units; (5) Condition of kitchen facilities in residential units; (9) Condition of clean water facilities in residential units; Environmental Facilities and Infrastructure Variables: (18) Condition of corridor facilities as circulation paths in residential areas; Managerial Variables and Services of simple rent flat: (23) Terms and conditions of rental applied by the government, in this case the manager; (25) Participation of local government (PEMDA) in the management and maintenance of simple rent flat facilities.

3. Quadrant III

Quadrant III shows factors that have a low level of perception or actual performance at the same time are considered not too important by residents so that they do not become a priority for management, namely: Residential Unit Facility Variables: (7) Condition of clothesline facilities in residential units; Environmental Facilities and Infrastructure Variables: (11) Condition of commercial space facilities in residential areas; (14) Condition of sports facilities in residential areas; (15) The condition of the night watch room facility in

a residential area; (16) Condition of fire fighting facilities in residential areas; (17) Condition of building staircase facilities in a residential environment.

4. Quadrant IV

Quadrant IV shows factors that are considered not too expected by consumers but already have a good perception, so that the management can prioritize other things. necessary, namely: Variable Residential Unit Facilities: (2) The condition of the area of your residential unit is 7.2/m²; (3) people); (4) Condition of ventilation facilities in residential units; (6) Condition of bathroom/WC facilities in residential units; (8) Condition of electrical facilities in residential units; Environmental Facilities and Infrastructure Variables: (10) Condition of parking facilities in residential areas; (12) Condition of playground facilities in residential areas; (13) The condition of the room facilities for gathering in a residential environment.

Service factors that still need to be improved

The factors that must be improved are taken from the variables that are in quadrant I. Where the residents' expectations are high but the perception is still lacking. Here are the factors that need to be improved.

1. Condition of safety fence facilities in residential areas

The condition of the safety fence has been damaged in several places. The railing rod is porous. Coupled with the burden of installing a safety net on the fence. This causes the fence which is designed only as a barrier and security in the hallway to be broken when it has to withstand the load of the safety net.

The form of handling is repairing damaged and broken fences and routine maintenance by painting. In addition, it is also necessary to improve the construction of the safety net installation by moving the installation point so that it no longer relies on the safety fence but on a special construction.

2. Condition of waste water disposal facilities in residential areas

There is still a problem with wastewater. This causes the room to be unoccupied because the waste water disposal facility is a primary facility that must exist and function properly. The cause of damage to wastewater disposal facilities is often caused by building users who have not been able to use these facilities properly.

The waste network management design applied to the simple rent flat building is also the cause of this problem. The manager stated that the absence of a grease trap caused frequent blockages that made maintenance difficult.

The handling is in addition to routine maintenance, as well as periodic maintenance to replace damaged drain pipes, as well as adding fat catchers to the waste management system. In addition, it is also necessary to conduct socialization and training to simple rent flat users. In addition, it is also necessary to install the correct usage instructions in the residential room.

3. Condition of waste disposal facilities in residential areas

Problems with garbage disposal facilities cause an unpleasant odor in the stairwell area. The reason is that the vertical garbage disposal system is placed in the stairwell area, so that the air circulation needed to reduce odors is hampered. This waste problem is also exacerbated by the habit of residents who still often litter and the lack of routine maintenance from the simple rent flat manager.

The handling is by increasing the awareness of residents to dispose of waste according to the time of transportation so that garbage does not accumulate so as to reduce odors. Socialization and making clear and firm regulations for residents regarding the cleanliness of the environment around the residence, both in the lobby, stairs area, public area and around the simple rent flat neighborhood. It is also necessary to increase the effectiveness and intensity of routine maintenance carried out by simple rent flat managers.

4. The amount of the rental levy rate applied by the government

Because the simple rent flat are intended for low-income people, even at low costs, people still have difficulty paying rent. Most of the residents are day laborers so they have an irregular income. This affects their ability to pay rent.

Based on the results of an interview with the Head of the simple rent flat technical implementation unit (UPT), only 85.7% of residents pay rent. To overcome this, the local government has given relief to residents who have difficulty in paying. An example is giving residents the opportunity to pay in installments. In addition, the resolution of this problem is more on government assistance in providing assistance in the form of subsidies and direct cash assistance.

5. Services from the manager in terms of operation and maintenance of flat facilities.

Service problems from the manager in terms of the operation and maintenance of the simple rent flat facilities greatly affect the comfort of its users. The impact of the lack of operational and maintenance services greatly affects the sustainability of other utility components. Without proper operation and maintenance, the service life and function of the building will rapidly decline, thereby disturbing the comfort of its users.

The problems faced cover several aspects, including institutional aspects, legal aspects, financing aspects, social aspects, economic aspects, management aspects, physical aspects of buildings, and aspects of community empowerment. In order for the management of simple rent flat to run properly and sustainably, it is necessary to have a comprehensive plan from physical planning to its management. Viewed from the management side, the management function conceptually consists of the planning function, organizing function, implementation function, and supervisory function.

Managers must be prepared with skills and knowledge of how to manage a simple rental flat in a professional manner. In carrying out its functions, the manager of the simple rent flat has rights, obligations and prohibitions. In carrying out its obligations, three main things that need to be considered by the manager are building problems, facilities problems, and occupant problems. The performance of the management body in managing the flats must be monitored and evaluated, this can be done by using a structural auditor or an independent auditor.

IV. CONCLUSION

Based on the analysis carried out in this study, it was concluded that the problem of the condition of the Ganda Magfirah simple rent flat facility, there are various perceptions and expectations of its residents. The following are the conclusions of this study:

1. The current condition of the simple rent flat is considered good by the residents. Listen to the description of the Ganda Magfirah flats as follows:
 - a. The physical condition of the building has declined, so the ability to serve the needs of its occupants has also decreased. this can be seen from the discovery of several building units that are not occupied because they have suffered severe damage.
 - b. The condition of the accessibility path from and to the location of the simple rent flat is quite good because it is close to the city center of Banjarmasin
 - c. The facilities in the unit are adequate, it's just that the age of the building causes a decrease in function.
 - d. The characteristics of the residents of the flats are generally inhabited by people with elementary and junior high school education with low income.
 - e. The rehabilitation of the Magfirah double flats building carried out in 2019 was sufficient to maintain the function of the building and repair damaged parts, but there are still facilities that need to be improved.
2. Based on the perception of residents, there are facilities that are far from expectations, namely safety fences, waste water and garbage disposal facilities, waste disposal facilities.
3. The solution step is to improve services through training and increase the professionalism of the simple rent flat managers. Doing routine and periodic maintenance and rehabilitation of simple rent flat buildings in order to restore the function of the building and extend the service life of the building. Conducting socialization to residents of flats regarding the proper use of residential units and being able to maintain residential units so that they can be used comfortably.

REFERENCES

- [1]. Cahyadi, Hendra. *Desain Rusunawa Berdasarkan Kelayak Hunian dan Harga Sewa*. Tesis. Universitas Lambung Mangkurat, Program Pasca Sarjana. Banjarmasin (2009)
- [2]. Ngini, Giris. *Strategi Pengelolaan Rusunawa di Kota Palangkaraya*. Tesis. Universitas Lambung Mangkurat, Program Pasca Sarjana. Banjarmasin (2017)
- [3]. Sugiarto, Degibson Siagian. *Metode Statistika Untuk Ekonomi dan Bisnis*, Gramedia. Jakarta(2000)
- [4]. Sugiyono. *Metode Penelitian Bisnis*, CV. Alfabeta. Bandung(2013)
- [5]. Deviani, V, dan R. A. Rizko. *Analisis Kepuasan Pelanggan Menggunakan Metode Customer Satisfaction Index dan Potential Gain in Customer Value*. Jurnal Rekayasa dan Manajemen Sistem Informasi, Vol. 2, No.2. Riau (2016)
- [6]. Rangkuti, Freddy. *Strategi Promosi Yang Kreatif, edisi pertama, cetakan pertama*, Gramedia Pustaka Utama. Jakarta(2009)

NUR ADHA YUDA. " Analysis Of Service Quality Of Simple Rent Flat In Banjarmasin (Case Study Of Simple Rent Flat Ganda Magfirah In South Kelayan)." *American Journal of Engineering Research (AJER)*, vol. 10(7), 2021, pp. 210-2119.