



Implementation Voice of Customer System in Improving Housing Quality at PT. Anugrah Indah Bersama Lampung

Yasinta Amartiwi^{1*}

¹ Universitas Indonesia Mandiri, 35593, Indonesia

*Correspondent email author: yashintaamartiwi@gmail.com

ABSTRACT

Keywords:

Voice of Customer
Durability
Features
Suitability

The purpose of this study was to determine how to implement the voice of customer system in improving the quality of housing at PT. Anugrah Indah Bersama Lampung. Data collection was carried out through interview techniques, interviews were conducted with housing customers and housing business owners. The variables studied in this study were the voice of customer system, the resilience dimension, the feature dimension, and the suitability dimension. These three dimensions are part of the eight dimensions of product quality. The data analysis method used was the qualitative method. The qualitative method is based on the semantic relationship between the variables being studied. Based on the results of the study conducted in the application of the voice of customer system to product quality, it can be concluded that there are ways to improve the resilience dimension, the feature dimension, and the suitability dimension. In the resilience dimension, quality raw materials can be selected by handling the process in housing production. In the feature dimension, it is necessary to add a drill and provide a kitchen. In the suitability dimension, clear and easy-to-understand system operating standards are made. The production process in housing is very important in the suitability dimension.

This is an open access article under the [CC BY-SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/) license.



1. Introduction

PT Anugrah Indah Bersama Lampung is one of the companies engaged in real estate and property, domiciled in Bandar Lampung Jl. Terusan Ryacudu No. 2, WayHuwi. Due to the increasing need for housing at this time, especially in the city of Bandar Lampung, there are many developers who intend to establish businesses in the housing sector, including PT. Anugrah Indah Bersama Lampung. The company must provide several innovations, namely getting closer to consumers, by providing building resistance in sturdy housing to attract consumers than competitors. According to (Kotler & Keller, 2016) product quality is an item to provide results or performance that matches and even exceeds what the customer wants, which means the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes.

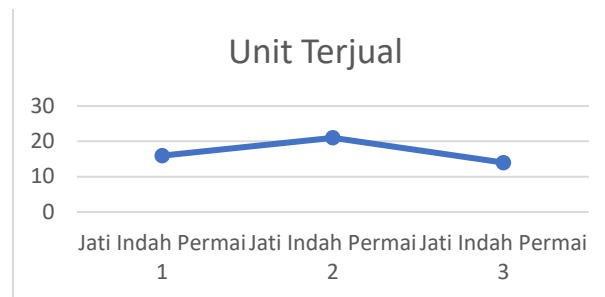


Figure 1. shows that sales in different housing estates are unstable
Source: Internal data of PT Anugrah Indah Bersama Lampung 2024

Figure 1. shows that sales in different housing estates are unstable. There are problems with the location of housing that is less strategic and the road to housing is damaged. The location is far from the city and the road is damaged so that it is one of the reasons for not achieving certain targets. Therefore, further research was conducted on the application of the voice of customer system in improving the quality of housing at PT Anugrah Indah Bersama Lampung. The purpose of this research is to find out how to improve housing quality based on features, suitability and durability through the application of the voice of customer system at PT Anugrah Indah Bersama Lampung housing.

2. Theoretical Framework

2.1. Product Quality

According to (Kotler & Armstrong, 2012) product quality is the ability of a product to perform its functions, it includes the product's overall "durability, reliability, precision, ease of operation and repair, and other valued attributes" which means the ability of a product to demonstrate its function, it includes overall durability, reliability, accuracy, ease of operation and repair of the product as well as other product attributes. There are still many people who think that a product is a tangible offering, but a product can be more than that. Broadly speaking, a product is anything that is offered to the market to satisfy a want or need, including physical goods, services, place experiences, property, information and ideas (Prasastono and Pradapa, 2012).

2.2. Product Quality Dimensions

According to (Kotler and Keller, 2012) the indicators on the product quality dimension variables are as follows: Product Durability, This durability reflects the service life of the product, namely how long to use a product before the product is damaged and must be replaced. Product Specialty, Is a unique characteristic or advantage of a product that distinguishes a product or the occurrence of a product defect. Product Reliability, A small chance of damage to the product or the occurrence of product defects. Conformance to Specifications, Namely the extent to which the characteristics contained in the product design match the specifications and meet the standards of the desires of consumers. Product Aesthetics, Namely the attractiveness of the product when consumers see the product. This study focuses on the dimensions of features, suitability, durability. These 3 dimensions are the dimensions that most respondents complained about in the pre-survey.

2.3. Feature Dimensions

Features are a competitive means of differentiating a company's products from competitors' products. Features are characteristics or features that an object may or may not have. Various similar products can be seen differently by consumers from comparing the features in them, namely comparing the completeness of features, sophistication of features or special features that are highlighted from one feature in a product compared to other products (Sitompul and Irvan, 2019). One example of a feature that can be added to this housing is by adding a kitchen and a borehole in each house.

2.4. Dimension of Suitability

The dimension of conformance measures the extent to which the properties of the product design and operation are close to the standard to be addressed. In implementation, suitability is defined as the customer's perception of the target specifications promised for the product he wants to use (Philip Kotler, 2005). The dimension of suitability in this object related to this research must be in accordance with what consumers expect. The type of specification can be one of the doors to be made suitable / not tilted during use.

2.5. Dimension of Durability.

The durability dimension is a reflection of the economic life in the form of a measure of durability or service life of goods. The greater the way consumers use a product, the greater the durability of the product. Durability can also be interpreted as a measure of product life expectancy. In its implementation, durability is defined as the customer's perception of the economic life of the product to be consumed. The durability dimension in the object of research relates to increasing product durability so that the product has a longer shelf life. One of the efforts to make wall paint not fade easily is to buy wall paint with a certain brand.

2.6. Voice of Customer (VOC)

Voice of customer is a process used to capture needs/feedback from customers (internal or external) to provide best-in-class service/product quality to customers. This process is done with the aim of being proactive and constantly innovative to capture the changing needs of customers in over time. Voice of the customer is a term used to describe customer needs or requirements. The voice of the customer can be obtained in various ways, namely direct discussions or interviews, surveys, focus groups, customer specifications, observations, field reports, and so on. One of the core requirements of a VOC system is the ability to identify customer requirements while capturing trends, thus helping to stay ahead of changes in market preferences, realize new challenges, and so on. Having access to specific data is key to developing objective and accurate standards and measuring performance. However, a "big picture" perspective is also essential, and not having it can lead to missing out on new opportunities that keep you out of sync with your customers and vulnerable to competitors.

3. Method

In this study using a type of qualitative research (Sugiyono, 2013). suggests that Qualitative research methods are research methods used to research on natural object conditions, where the researcher is the key instrument, data collection techniques are triangulated (combined), data analysis is inductive, and qualitative research results emphasize meaning rather than generalization. The natural object referred to by (Sugiyono, 2013) is an object that is as it is, not manipulated by the researcher so that the conditions when the researcher enters the object, after being in the object and after leaving the object are relatively unchanged. Qualitative research can be carried out by involving a variety of techniques which are a combination of observation, interview, and document analysis techniques. The purpose of using a combination of these various techniques is to be able to describe and understand the data that has been obtained to be used as a reference and processed in this study in order to obtain the desired results.

3.1. Subjects and Objects of Research

This research uses Nonprobability Sampling, which is a sampling technique that does not provide equal opportunities or opportunities for each element (member) of the population to be selected as sample members (Sugiyono, 2013). This research sample is classified as purposive sampling, which means that the sampling technique is with certain considerations (Sugiyono, 2013). According to (Margono, 2010), the selection of subject groups in purposive sampling is based on certain characteristics that are considered to have a close relationship with previously known population characteristics, in other words, the sample units contacted are adjusted to certain criteria that are applied based on research objectives. This study uses purposive sampling because the criteria for the subject to be tested have been determined and the sample size is below 20 people.

The subjects of this study consisted of, the owner of PT Anugrah Indah Bersama Lampung, housing customers. All criteria are aimed at subjects who already know housing at PT Anugrah Indah

Bersama Lampung well. Research subjects understand the shortcomings of a product and can provide feedback that can help improve product quality. The research subject has been in the property field for the specified time so that it can ensure that the research subject has broad insight into property. The number of subjects to be interviewed is at least one person per category if the data obtained feels insufficient, interviews will be conducted with different people.

3.2. Data Collection Methods

The data collection methods used in this study were questionnaires, interviews, and documentation. The questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer (Sugiyono, 2013). The questionnaire is an efficient data collection technique if the researcher knows exactly the variables to be measured and knows what not to expect from the respondent. The questionnaire as a data collection technique is very suitable for collecting large amounts of data. Interview is a data collection method used to obtain information directly, in-depth, unstructured, and individualized. In qualitative research, interviews are not conducted formally, nor do they ask questions that tend to be limited and closed (Sugiyono, 2013). Interviews are conducted in a natural situation, as it is in the context of the research, in an informal conversational atmosphere, and by asking open questions to explore the research focus in depth, complete, and detailed. Interviews were conducted with the research subjects. According to KBBI (Kamus Besar Bahasa Indonesia), documentation is the collection, selection, processing and storage of information in the field of knowledge; the provision or collection of evidence and information such as pictures, quotations, clippings and other reference materials. Documentation in this study is in the form of images consisting of product photos, photos of the product manufacturing process and so on.

3.3. Validity and Reliability

This research uses the source triangulation method as a validity technique where validity is carried out through reviewing data derived from interviews with respondents. Triangulation of data sources is to explore the truth of certain information through various methods and sources of data acquisition. For example, in addition to interviews and observations, researchers can use involved observation, written documents, archives, historical documents, official records, personal notes or writings and drawings or photographs. Different evidence or data can be generated from each research method which will then provide different views on the phenomenon under study. These various views will create a breadth of knowledge to obtain reliable truth. The logic of triangulation is based on the premise that no single method adequately solves the problem of counter-causal factors. Each method reveals a different aspect of empirical reality, multiple methods of observation must be used, this is called triangulation. Validity shows that the results of a measurement describe the aspect or aspects being measured. According to (Sumadi Suryabrata, 2008) reliability shows the extent to which the measurement results with the tool can be trusted. The measurement results must be reliable in the sense that they must have a level of consistency and stability. This research will be tested using the dependability test. The dependability test is carried out by having an auditor or supervisor audit the entire research activity. The auditor or supervisor in this research is the supervisor of the Entrepreneurial Project 7 facilitator. This test is carried out to ensure that the data or findings are consistent.

4. Result and Discussion

4.1. Application of Voice of Customer System on Product Quality Based on Durability Dimension

According to the application of the voice of customer system, it can be seen how to determine the initial problem of the resilience dimension to get the proposed solution. Durability to get a proposed solution. In the first stage, problem identification is carried out. The durability dimension is the most important dimension to be improved according to the results of a 56% questionnaire of respondents who stated that the durability dimension is very important. The data was followed up by drafting an interview. The interview draft on the durability dimension asks about the current situation, changes in taste after storage, the importance of product durability, and how to improve durability. After conducting the interview, more detailed data was obtained regarding the durability dimension. According to Aulia (customer), durability is very important to reduce the cost of damage to the house.

In addition, the resilience dimension can be carried out by selecting quality raw materials by handling processes in housing production.

4.2. Application of Voice of Customer System on Product Quality Based on Features.

Features are competitive tools to differentiate a company's products from competitors' products (Kotler and Armstrong, 2004). The feature dimension of PT Anugrah Indah Bersama Lampung housing is that it does not have a kitchen and borehole, the feature dimension of PT Anugrah Indah Bersama Lampung housing is arguably lagging behind other competitors. This is one of the problems that makes PT Anugrah Indah Bersama Lampung housing less competitive. Improvement is very necessary so that research is carried out.

4.3. Application of Voice of Customer System on Product Quality Based on Conformance Dimension

The situation of the housing suitability dimension at PT Anugrah Indah Bersama Lampung is still not perfect, for example when installing doors. This becomes a problem if the door installation is not appropriate. This problem is evidenced by the results of the questionnaire 7 dimensions of product quality. The dimension of suitability is considered very important for consumers. The dimension of suitability is ranked third from the top. Therefore, a draft interview structure was created to provide more detailed information about customer requirements regarding the dimension of suitability. The interview draft consists of product suitability in the current situation, the importance of product suitability, how to maintain product suitability. The company should have a product conformance standard. The standard can help the products to be produced in a stable shape and size. The importance of a conformity standard was stated by Sintia (customer) in the interview. The proposed solution that can be given to deal with the problem of the dimension of conformity is to create a standard operating system that is clear, easy to understand, and can be applied to all members of production.

5. Conclusion

The conclusion from the research results is that the resilience of PT Anugrah Indah Bersama Lampung housing needs to be improved. In the resilience dimension, it can be done by selecting quality raw materials by handling processes in housing production, this can have a good impact on PT Anugrah Indah Bersama Lampung. The actions that can be taken are as follows: (1) PT. Anugrah Indah Bersama Lampung implements a voice of customer system as described in this study, (2) PT. Anugrah Indah Bersama Lampung makes proposals for improving the dimensions of suitability, (3) The improvement process that can be carried out includes selecting quality raw materials and maintaining the production process. The conclusion from the research results is that the features of PT Anugrah Indah Bersama Lampung housing need to be improved. In this feature dimension, it can be done by making a kitchen and making a borehole. The actions that can be taken are as follows: (1) PT Anugrah Indah Bersama Lampung implements the voice of customer system as described in this research, (2) PT Anugrah Indah Bersama Lampung makes proposals for improving the dimensions of the features, (3) The improvement process that can be done is to make kitchens and drilling wells.

The conclusion from the research results is that the suitability of PT Anugrah Indah Bersama Lampung needs to be improved. The dimension of suitability in this object related to this research must be in accordance with what consumers expect. The type of specification can be one of the doors to be made suitable / not tilted during installation. The actions that can be taken are as follows: (1) PT. Anugrah Indah Bersama Lampung implements a voice of customer system as described in this study, (2) PT. Anugrah Indah Bersama Lampung makes proposals for improving the dimensions of conformity, (3) The process of building houses can be done in the form of making a clear standard operating system when building housing.

6. Acknowledgement

Suggestions for further research are expected to develop further research better by using this research as a reference for the application of voice of customer to product quality. The use of product quality dimensions can be adjusted to the next research object. Suggestions to PT Anugrah Indah Bersama Lampung by implementing a voice of customer system on product quality based on the

dimensions of durability, features, suitability. PT. Anugrah Indah Bersama Lampung must pay attention to consumer requirements. The improvement process can be carried out according to suggestions from interviews with customers and housing owners. The whole process is better done periodically according to the agreed period. Suggestions to similar companies are expected to immediately implement the voice of customer system. The system can be applied not only to product quality but also to other factors. The faster you know what consumers want, the faster you can respond and the company is expected to grow rapidly.

7. References

- Amoozad Mahdiraji, Hannan, Khalid Hafeez, Hamidreza Kord, And Ali Asghar Abbasi Kamardi. 2022. "Analysing The Voice Of Customers By A Hybrid Fuzzy Decision-Making Approach In A Developing Country's Automotive Market." *Management Decision* 60 (2): 399–425. <https://doi.org/10.1108/Md-12-2019-1732>.
- Barravecchia, Federico, Luca Mastrogiacomo, And Fiorenzo Franceschini. 2023. "Product Quality Tracking Based On Digital Voice-Of-Customers." *Total Quality Management And Business Excellence* 34 (11–12): 1386–1409. <https://doi.org/10.1080/14783363.2023.2177147>.
- Bisnis, Jurnal, Dan Pemasaran, Suci Fika, Widyana Alda, And Dhiya Naufal. N.D. "Analisis Kualitas Operasional Produksi (Survei Terhadap Pt Aerofood Indonesia)."
- Kotler, & Keller, 2012. *Marketing Management*. New Jersey: Pearson Education, Inc
- Prasastono, Ndaru, Dan Sri, And Yulianto Fajar Pradapa. N.D. "Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Kentucky Fried Chicken Semarang Candi."
- Rizka Octavia, Dindy, And Muhammad Irwan Padli Nasution. N.D. "Pengaruh Dimensi Kualitas Produk Terhadap Kepuasan Konsumen Pada Toko Fashion Grosir Muslim." <https://doi.org/10.30868/Ad.V7i02.5155>.
- Sari Sitompul, Silvia. 2019. "Procuratio: Jurnal Ilmiah Manajemen Analysis Of The Effect Of Brand Image, Features, And Prices On Xiaomi Smartphones' Purchase Decisions At Asia Ponsel Pekanbaru." Vol. 7. <http://www.ejournal.pelitaindonesia.ac.id/Ojs32/Index.php/Procuratio/Index>.
- Sugiyono, 2013. *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Bandung: Alfabeta.