

Factors That Shape The Decision in Choosing Boarding House at Kos Bu Tin in West Surabaya

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Abstract—The definition of boarding house is a type of rental room that is rented for a certain period in accordance with the room owner's agreement and the agreed price. High demand for boarding house in West Surabaya led to higher boarding house competition. By knowing factors that influence consumer's purchasing decision could help Bu Tin's boarding house withstand in the competition and increase occupancy rate. The results obtained are that exploratory factor analysis can be used to determine considered factors in determining factors that influence consumer's purchasing decision. It is based on eigen value of seven factors that has value more than one. The formed factors were insurance, mobility, property design & layout, property facility, service convenience, curfew flexibility, price.

Keywords—Boarding house, Purchasing decision, Exploratory factor analysis, Formed factor.

1. Introduction

As metropolitan city, Surabaya became center activity economy, finance, and business in the region East Java and its surroundings. Development fast economy _ from the city of Surabaya caused many investors come and build effort here. However, in line running time area settlement experience expansion to South and West Surabaya area. See potency boarding house business in West Surabaya is good, isn't it amazed if amount competitor Keep going increase. Based on the data obtained from Mamikos, there are 711 boarding houses spread across the area of West Surabaya which are spread over 7 sub - districts. The position of Bu Tin's boarding house is in the district end east Subdistrict Sambikerep, so that potency competitors outside Subdistrict Sambikerep covers Subdistrict Sukamanunggal, Tandes and Lakarsantri.

The pandemic period also causes appearance cost new the previous one no exists, like expenditure for to do disinfectant, chemical purchase for cleaner room, purchase antiseptics, and rapid test kits for residents, other than it 's a pandemic cause rotation go out entry occupant increase. Expenditure this could pressed if rotation go out enter boarding house no often. With know the factors that make up decision boarding house occupants renting a boarding house will also help Kos Bu Tin in planning the right competitive strategy in stiff competition, apart from that factors this can also made input for Kos Bu Tin in To do expansion room and cost.

2. Literature Review

2.1. Study Previous

Research conducted Sanderson (2019) with the title "Winning tenants' loyalty in the private rented sector" with destination researching about factor what only cause consumer extend rent and factor what causes consumer no extend rent. From result the research got 4 reasons highest consumer extend rent because: location (location), surrounding area (neighborhood), condition property (property) and convenience (convenience). For 4 reasons highest consumer no extend: location (location), price (cost), agreement temporary already exhausted (temporary arrangement) and affairs personal consumer like break connection or divorce (personal reasons).

Study with the title "Exploring the roles of hotel wellness attributes in customer satisfaction and dissatisfaction: application of Kano model through mixed methods" (Park et al., 2021) aims to for knowing factor what only make up wellness impression on luxury hotels and knowing the role of wellness in shape satisfaction and dissatisfaction guest. Research results this showing that factors beauty (spa, massage, aromatherapy), nutrition (toxin free / detox food), rest, Social and Environmental influence significant to level satisfaction consumer.

Research (Li et al., 2020) with the title “Comprehending customer satisfaction with hotels – Data analysis of consumer-generated reviews” aims to uncover how difference basic factors, excitement and performance based on hotel rating level and segmentation guest. Research results showing if factor determinant satisfaction consumer on different hotels based on country of origin. Factor important for visitor local hotel with 2-2.5 stars. However backwards for visitor from where abroad room and service Becomes factor main.

2.2. Base Theory

2.2.1. *Expectancy Theory*

Theory The first expectation (expectancy theory) stated by Victor Vroom, that motivation is consequence from something thing you want achieved by someone from relevant estimates that his actions will affect the results to be desired. According to Vroom (1964, as cited in Shadrina & Widawati, 2015) people will be motivated for to do things certain To use reach destination when they believe that their actions will leads to achievement destination that. This Expectancy Theory based on expectancy, value (valence), and linkage (instrumentality).

2.2.2. *Purchase Decision*

According to Kotler and Armstrong (2016), decision purchase is Step in the process of taking decision buyers where consumers truly buy. In study this decision purchase interpreted as Step in taking decision where consumer already knowing what you want and decide decision the purchase.

2.2.3. *Place Location Criteria Stay*

Criteria that must be noticed in election location the place stay are law and environment, infrastructure, factors technical, location, aesthetics, facilities service.

3. Research Methods

3.1. Analysis

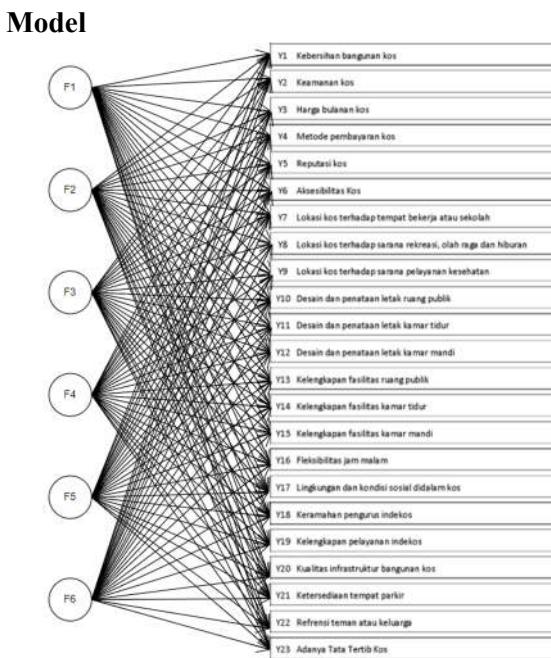


Figure 3.1. Analysis Model

Based on base theory and research before as written on relationship between variable, hypothesis study is as following:

H1: Satisfaction work employee take effect significant to performance employees.

H2: Engagement employee take effect significant to performance employees.

H3: Satisfaction work employee take effect significant to involvement employees.

3.2. Research Approaches

Study this use approach quantitative exploratory. According to Hair et al. (2018) research exploratory working for define structure between variables under study, where one of the destination study exploratory for reduce a number of variable study becomes factor or the number of latent variables more little. The population used in the study is everyone ever becomes Kos Bu Tin's customers and current customers this Where do you live at Kos Bu Tin in total totaling 77 people. According to Sugiyono (2014) saturated sampling technique is technique determination sample where all member population used becomes sample, so that sample used namely 77 people. Method data collection used in study this with use questionnaire or questionnaire.

4. Results and Discussion

4.1. Characteristics of Respondents

In this study, obtained respondents as many as 58 people from 77 people used as a sample. From 58 respondents consist of 62% of women and 38% of men. Of the total amount respondents, 9% aged 19-22 years, 64% aged 23-26 years, 16% aged 27-29 years, 5% aged 30-33 years and 7% aged 34-37 years. Origin _ Kos Bu Tin's customers, of which 33% came from from Surabaya City, 33% came from from outside the city of Surabaya but still in East Java, 22% came from from outside East Java but still on the island Java and 12% come from from outside Island Java. Income or allocation (snack money) respondents 3% < IDR 500,000, 5% IDR 500,000 to IDR 1,000,000, 10% IDR 1,01,000 to IDR 2,000,000, 22% IDR 2,0001,000 to IDR.4,000,000, 44% Rp.4,001,000 to Rp.8,000,000 and 17% more from Rp. 8,000,000. Based on activity 5% of respondents activities in South Surabaya, 69% in West Surabaya, 10% in East Surabaya, 7% in Central Surabaya, 7% in Sidoarjo and 2% in Gresik.

4.2. Instrument Test

4.2.1. Validity Test

Table 4. 1 Validity Test Results

VARIABEL	ITEM	TOTAL	R TABEL	VALIDITAS	VARIABEL	ITEM	TOTAL	R TABEL	VALIDITAS
Y01	Pearson Correlation	0.295	0.259	VALID	Y13	Pearson Correlation	0.423	0.259	VALID
	Sig. (2-tailed)		0.025			Sig. (2-tailed)		0.001	
Y02	Pearson Correlation	0.452	0.259	VALID	Y14	Pearson Correlation	0.401	0.259	VALID
	Sig. (2-tailed)		0.000			Sig. (2-tailed)		0.002	
Y03	Pearson Correlation	0.299	0.259	VALID	Y15	Pearson Correlation	0.595	0.259	VALID
	Sig. (2-tailed)		0.022			Sig. (2-tailed)		0.000	
Y04	Pearson Correlation	0.502	0.259	VALID	Y16	Pearson Correlation	0.298	0.259	VALID
	Sig. (2-tailed)		0.000			Sig. (2-tailed)		0.023	
Y05	Pearson Correlation	0.474	0.259	VALID	Y17	Pearson Correlation	0.467	0.259	VALID
	Sig. (2-tailed)		0.000			Sig. (2-tailed)		0.000	
Y06	Pearson Correlation	0.469	0.259	VALID	Y18	Pearson Correlation	0.47	0.259	VALID
	Sig. (2-tailed)		0.000			Sig. (2-tailed)		0.000	
Y07	Pearson Correlation	0.371	0.259	VALID	Y19	Pearson Correlation	0.479	0.259	VALID
	Sig. (2-tailed)		0.004			Sig. (2-tailed)		0.000	
Y08	Pearson Correlation	0.527	0.259	VALID	Y20	Pearson Correlation	0.523	0.259	VALID
	Sig. (2-tailed)		0.000			Sig. (2-tailed)		0.000	
Y09	Pearson Correlation	0.657	0.259	VALID	Y21	Pearson Correlation	0.479	0.259	VALID
	Sig. (2-tailed)		0.000			Sig. (2-tailed)		0.000	
Y10	Pearson Correlation	0.49	0.259	VALID	Y22	Pearson Correlation	0.502	0.259	VALID
	Sig. (2-tailed)		0.000			Sig. (2-tailed)		0.000	
Y11	Pearson Correlation	0.381	0.259	VALID	Y23	Pearson Correlation	0.565	0.259	VALID
	Sig. (2-tailed)		0.003			Sig. (2-tailed)		0.000	
Y12	Pearson Correlation	0.314	0.259	VALID	TOTAL	Pearson Correlation	1	0.259	VALID
	Sig. (2-tailed)		0.016			Sig. (2-tailed)			

Source: Processed data (2021)

From Table 4.1 can seen if whole researched variables fulfill condition value of r count must more big from r table, the value of Sig. (2-tailed) < 0.05 and the Pearson correlation is positive.

4.2.2. Reliability Test

Table 4. 2 Reliability Test Results 23 Variables

Reliability Statistics	
Cronbach's Alpha	N of Items
0.832	23

Source: Processed data, 2021

Table 4. 3 Reliability Test Results Each Variable

Variable	Cronbach's Alpha if Item Deleted	Keterangan	Variable	Cronbach's Alpha if Item Deleted	Keterangan
Y01	0.826	Reliabel	Y13	0.828	Reliabel
Y02	0.826	Reliabel	Y14	0.830	Reliabel
Y03	0.832	Reliabel	Y15	0.822	Reliabel
Y04	0.826	Reliabel	Y16	0.832	Reliabel
Y05	0.824	Reliabel	Y17	0.823	Reliabel
Y06	0.823	Reliabel	Y18	0.825	Reliabel
Y07	0.827	Reliabel	Y19	0.829	Reliabel
Y08	0.825	Reliabel	Y20	0.824	Reliabel
Y09	0.818	Reliabel	Y21	0.824	Reliabel
Y10	0.826	Reliabel	Y22	0.827	Reliabel
Y11	0.827	Reliabel	Y23	0.824	Reliabel
Y12	0.829	Reliabel			

Source: Processed data, 2021

From table 4.2 and table 4.3 it can be seen cronbach's alpha test results for variable free of 0.840 and for cronbach's alpha if items deleted all there is on value 0.6. So that could said that the 23 data is reliable and able used for process analysis next.

4. 3. Analysis Descriptive

Table 4. 4 Statistics Descriptive

Descriptive Statistics					
Variabel	N	Min	Max	Mean	Std. Deviation
Y01	58.00	4.00	5.00	4.57	0.50
Y02	58.00	3.00	5.00	4.53	0.54
Y03	58.00	2.00	5.00	4.41	0.73
Y04	58.00	1.00	5.00	3.72	1.10
Y05	58.00	2.00	5.00	4.48	0.73
Y06	58.00	2.00	5.00	4.59	0.65
Y07	58.00	3.00	5.00	4.60	0.53
Y08	58.00	2.00	5.00	3.43	0.92
Y09	58.00	2.00	5.00	3.71	0.96
Y10	58.00	2.00	5.00	4.10	0.91
Y11	58.00	3.00	5.00	4.40	0.53
Y12	58.00	3.00	5.00	4.41	0.53
Y13	58.00	2.00	5.00	4.31	0.84
Y14	58.00	2.00	5.00	4.55	0.71
Y15	58.00	2.00	5.00	4.33	0.87
Y16	58.00	2.00	5.00	4.52	0.71
Y17	58.00	4.00	5.00	4.47	0.50
Y18	58.00	4.00	5.00	4.50	0.50
Y19	58.00	2.00	5.00	3.97	0.99
Y20	58.00	3.00	5.00	4.57	0.53
Y21	58.00	1.00	5.00	4.52	0.78
Y22	58.00	1.00	5.00	3.79	1.06
Y23	58.00	1.00	5.00	3.90	1.09

Source: Processed data, 2021

It can be seen in table 4.4 if the smallest mean is in Y08 (location of boarding houses for recreation, sports and entertainment facilities) which shows that the average respondent gives a low score on the Y08 questionnaire. while the largest mean is in Y07 (location of boarding houses to work or school) which shows that on average the respondents gave a high score on the Y07 questionnaire. The smallest standard deviation is Y01 (cleanliness of the cost) which shows that the sample value is not too varied, while the largest standard deviation is Y04 (payment method) which shows the most varied sample value.

4. 4. Analysis Factor

4.4.1. Adequacy Test Sample

Table 4. 5 Table of KMO Values

KMO Measurement	Interpretation
≥ 90	Superb
0.8+	Great
0.7+	Good
0.6+	Mediocre
0.5+	Bare Minimum
<0.5	Unacceptable

Source: Processed data, 2021

Table 4. 6 Table of Research Data Test Results for KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.643
Bartlett's Test of Sphericity	Approx. Chi-Square	570.905
	df	253
	Sig.	0.000

Source: **Processed data, 2021**

From the test results could seen if KMO value of 0.673 which shows already exceed value of 0.6 as suggested in table 5.6, so that could classified as “enough” and can next to analysis next. Temporary that for knowing can each indicator used in analysis factor assumption test is used using the Measure of Sampling Adequacy (MSA). MSA value can be seen in the anti-image correlation, if MSA value less than 0.5 then variable no could used in analysis factor next. Following is MSA scores from the IBM SPSS 26 program.

Table 4. 7 Q-Square. Value

Variable	MSA Value	Criteria	Description
Y01	0.508	>0.5	Good
Y02	0.716	>0.5	Good
Y03	0.705	>0.5	Good
Y04	0.791	>0.5	Good
Y05	0.802	>0.5	Good
Y06	0.690	>0.5	Good
Y07	0.642	>0.5	Good
Y08	0.549	>0.5	Good
Y09	0.772	>0.5	Good
Y10	0.513	>0.5	Good
Y11	0.563	>0.5	Good
Y12	0.578	>0.5	Good
Y13	0.635	>0.5	Good
Y14	0.567	>0.5	Good
Y15	0.714	>0.5	Good
Y16	0.621	>0.5	Good
Y17	0.556	>0.5	Good
Y18	0.675	>0.5	Good
Y19	0.622	>0.5	Good
Y20	0.718	>0.5	Good
Y21	0.681	>0.5	Good
Y22	0.617	>0.5	Good
Y23	0.793	>0.5	Good

Source: **Processed data, 2021**

From result the could seen if every variable have MSA value more than 0.5, then from that's 23 variables the could next to analysis next.

4.4.2. Determine Amount Factor

Table 4. 8 Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	5.437	23.641	23.641
2	2.433	10.576	34.217
3	2.170	9.434	43.651
4	1.854	8.060	51.711
5	1.730	7.522	59.233
6	1.242	5.400	64.632

7	1.030	4.478	69.111
8	0.998	4.337	73.448
9	0.800	3,477	76.925
10	0.780	3,393	80.318
11	0.672	2.924	83.241
12	0.621	2.698	85.940
13	0.567	2.466	88.406
14	0.448	1.946	90.352
15	0.406	1.764	92.116
16	0.391	1.701	93.816
17	0.340	1.480	95.296
18	0.269	1.169	96.465
19	0.253	1.101	97.566
20	0.200	0.868	98.434
21	0.158	0.688	99.122
22	0.141	0.614	99.737
23	0.061	0.263	100.000

Source: **Processed data, 2021**

Could seen in table 5.9 there are 7 factors that have more eigenvalues from one. because of that could determined that later amount established factor as many as 7 factors.

4.4.3. Rotation Factor

Table 4. 9 Component Matrix

Variable	Component						
	1	2	3	4	5	6	7
Y01	0.492	0.384	0.050	-0.561	-0.034	0.181	-0.142
Y02	0.542	-0.114	-0.263	0.108	-0.352	0.348	0.318
Y03	0.324	-0.228	0.183	-0.282	-0.078	0.648	0.230
Y04	0.491	-0.261	-0.072	-0.207	0.263	-0.331	-0.028
Y05	0.510	-0.425	0.315	0.053	-0.168	0.090	-0.064
...
Y23	0.494	-0.196	-0.378	0.264	0.359	-0.046	-0.211

Extraction Method: Principal Component Analysis.
a. 7 components extracted.

Source: **Processed data, 2021**

In table 4.9 it can be seen of factor loading if a number of variables still enter to in a number of factor. because of it is necessary existence rotation for group variables to in several factors.

Table 4. 10 Rotated Component Matrix

Variable	Rotated Component Matrix ^a						
	1	2	3	4	5	6	7
Y01	-0.084	0.043	0.167	0.100	0.802	0.074	0.257
Y02	0.148	0.561	-0.084	0.160	0.006	0.237	0.555
Y03	0.089	-0.004	0.229	-0.058	0.110	0.049	0.819
Y04	0.437	0.097	0.283	-0.130	0.251	0.387	-0.164
Y05	0.320	0.330	0.546	-0.021	-0.044	-0.049	0.263
Y06	0.075	0.852	0.212	0.030	0.106	0.097	0.106
Y07	0.009	0.865	0.114	0.004	0.180	-0.064	-0.003
Y08	0.544	0.056	0.448	0.055	-0.220	0.320	-0.093
Y09	0.763	-0.026	0.088	0.083	0.074	0.282	0.298
Y10	0.203	-0.098	0.548	0.486	0.080	-0.109	0.089
Y11	-0.015	0.051	0.773	0.095	0.181	0.052	0.075
Y12	-0.025	0.150	0.787	0.024	0.093	0.007	0.048
Y13	0.019	-0.052	0.307	0.781	0.076	-0.042	0.031
Y14	-0.155	0.028	0.123	0.843	0.011	0.160	-0.130

Y15	0.208	0.340	-0.145	0.675	0.210	-0.024	0.011
Y16	0.024	-0.044	-0.060	0.010	0.271	0.754	0.041
Y17	0.110	0.090	0.155	0.133	0.870	0.238	0.012
Y18	0.171	0.171	0.017	0.140	0.766	0.145	-0.104
Y19	0.148	0.151	-0.298	0.573	0.378	-0.024	0.152
Y20	0.220	0.362	0.058	0.065	0.134	0.632	0.190
Y21	0.360	0.531	0.011	0.227	-0.006	0.178	-0.199
Y22	0.747	0.114	0.109	-0.057	0.072	-0.222	0.210
Y23	0.752	0.177	-0.142	0.121	0.121	0.114	-0.110

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 7 iterations.

Source: Processed data, 2021

On the table 4.10 can be seen results rotation where every variable produces a factor loading that leads to a factor certain, however to determine variable that can be used for interpretation factor, must be checked factor loading value. Calculated factor loading value must be more than the factor loading. factor loading based on the amount of sample for Fulfill criteria level significance 5% and power level 80%. For N=58 the value of factor loading table is results interpolation from N=50 and N=60, so that obtained the value of factor loading N = 58 is 0.71. So from that, for variables that have a loading factor below 0.71 can be ignored. Following is results recapitulation for variables that have a factor loading that meets and their grouping to seven factor that has been formed.

Table 4. 11 Recapitulation Variable with Loading Factor above 0.71

Variable	Faktor						
	1	2	3	4	5	6	7
Y09	0.763	-0.026	0.088	0.083	0.074	0.282	0.298
Y22	0.747	0.114	0.109	-0.057	0.072	-0.222	0.210
Y23	0.752	0.177	-0.142	0.121	0.121	0.114	-0.110
Y06	0.075	0.852	0.212	0.030	0.106	0.097	0.106
Y07	0.009	0.865	0.114	0.004	0.180	-0.064	-0.003
Y11	-0.015	0.051	0.773	0.095	0.181	0.052	0.075
Y12	-0.025	0.150	0.787	0.024	0.093	0.007	0.048
Y13	0.019	-0.052	0.307	0.781	0.076	-0.042	0.031
Y14	-0.155	0.028	0.123	0.843	0.011	0.160	-0.130
Y01	-0.084	0.043	0.167	0.100	0.802	0.074	0.257
Y17	0.110	0.090	0.155	0.133	0.870	0.238	0.012
Y18	0.171	0.171	0.017	0.140	0.766	0.145	-0.104
Y16	0.024	-0.044	-0.060	0.010	0.271	0.754	0.041
Y03	0.089	-0.004	0.229	-0.058	0.110	0.049	0.819

Source: Processed data, 2021

4.4.4. Interpretation Factor

Table 4. 12 Grouping Variable Based on Factor Formed

F	Factor Interpretation	Variable	
1	Insurance (23.64%)	Y09	The location of the boarding house for health service facilities
		Y22	Refer friends or family
		Y23	There is a Cost Order
2	Mobility (10.58%)	Y06	Cost accessibility
		Y07	The location of the boarding house to the place of work or school
3	Property Design & Layout (9.43%)	Y11	Bedroom design and layout
		Y12	Bathroom design and layout
4	Property Facility (8.06%)	Y13	Completeness of public space facilities
		Y14	Complete bedroom facilities
5	Service Convenience (7.52%)	Y01	Cleanliness of boarding house
		Y17	The environment and social conditions in the boarding house

		Y18	Friendliness of the boarding house
6	Curfew Flexibility (5.4%)	Y16	Curfew flexibility
7	Price (4.48%)	Y03	Cost monthly price

Source: **Processed data, 2021**

F1 factor capable explained 23.64% of the total variance. Factor this consist from cost location to means service health, reference friend or family and there are clear rules could give a sense of comfort to boarding house. See from component variables that make up factor this so could said if factor first means protection from something possible risk happen in the future. because of that, the F1 factor can be interpreted as insurance or guarantee.

F2 factor capable explain by 10.58% of the total variance. Factor this consist from where is the accessibility describe easy boarding location found and distance cost location to the place work or school occupant (a place which routine visited by residents). Factor F2 describes ability in move by free and easy. because of that, F2 factor can be interpreted as mobility factor or mobility.

F3 factor capable explain by 9.43% of the total variance. Factor this consist from design and arrangement location room bed and bathroom. because of that, factor F3 can be interpreted as property design & layout factor or design & styling property. The results of Kos Bu Tin's research show that: that Kos Bu Tin's customers are the majority is professional young and student consider design and arrangement personal space.

F4 factor capable explain by 8.06% of the total variance. factor this consist from completeness facility room public like machine washing, wifi, refrigerator, stove and accessories facility room bed (personal space) such as air conditioning, bed, table and chairs. because of that, Factor F4 is interpreted as a property facility or facility property. by general generation millennial is on stage collect money so that price will be noticed because of that, there is facility communal like stove and refrigerator in the kitchen, machine wash will Becomes their considerations in choose cost.

F5 factor capable explain by 7.52% of the total variance. Factor this consist from cost cleanliness overall, environment and conditions social in a cost that describes behavior between residents in the boarding house and friendliness cost manager who describes behavior cost manager for boarding house. because of factor F5 consists of from comfort and service so factor F5 can be interpreted as a service convenience or convenience service. in line with results Sanderson's research (2019) where factor convenience play a role in shape decision extend rent property commercial.

Factor sixth interpreted as a curve flexibility or curfew flexibility. Factor this capable explain by 5.40% of the total variance. Majority residents and ex occupant is professional young who have timetable activities that are not determined so that with existence curfew flexibility could help them arrange schedule, however curfew factor a related cost with values and norms the social environment around area that, by general score social is conception abstract inside self man about what counts good and bad whereas norm social has the meaning of a must run in life society.

Factor seventh is the price or price. Factor this capable explain by 4.48% of the total variance. Factor the price in question that is factor price monthly cost. in line with results study Septiana (2009) where variable price take effect in election boarding house. Majority customers who are students and professionals young with majority income between IDR 2,000,001 – IDR 8,000,000 makes factor price as consideration in choose cost.

5. Conclusions and Practical Implication

5.1. Conclusions

After conducted study so could concluded that satisfaction work influence performance, however no significant. Satisfaction work by significant influence involvement employees, and engagement employee by significant influence performance employees. It can also be said the more increase wages, promotions, supervision, benefits, rewards to results work, procedure surgery, comrade work, characteristics work, and communication then, employee will the more passion, dedication, and employees the more integrated into the company. When employees passionate, dedicated, and united in the company, the employee will produce a large volume of work, quality good work and time fast work. This proves that satisfaction work no could direct affect performance employees but must

through involvement employees. Satisfaction work no could direct influence performance however must through involvement employee showing that involvement employee mediate satisfaction work and performance employees.

In research this could concluded that no whole population research on food distributors light that has satisfaction work confirmed have performance good. Employees with satisfaction high work not yet of course have good performance. However, employees with satisfaction high work and involved in the company have good performance. This shows that theory this only confirmed part on character subject research.

5.2. Practical Implication

Table 5.1 Practical Implication

No	Factor	Before Study	After Study
1	Insurance	<ul style="list-style-type: none"> 1. Miss Tin's cost yet have standard related protocol good health and right, while majority residents who are net-generation of course already understand the correct health protocol. 2. Miss Tin's cost yet have control to application protocol health, is it obeyed or not by residents, guests occupant nor cost employee. 3. None yet map pointer related facility health closest. 	<ul style="list-style-type: none"> 1. Bu Tin's boarding house will to do update against the rules residents and guests with addition rule protocol 5M health (wearing a mask, washing) hand, take care distance, away crowd, reduce mobility 2. Bu Tin's boarding house will arrange repeat position chair table (seating distance +- 1m) at once gift bulkhead acrylic for prevent spread of the virus. 3. Rules new will socialized repeat to residents and will pasted in the room guest. 4. Bu Tin's boarding house will install CCTV in the room guest and room eat where for monitor performance employee in remind protocol health. 5. Bu Tin's boarding house will install picture map health facility nearest and number phone important (home Sick, Police Station) in each cost building. 6. On the side marketing, Bu Tin's boarding house will include the rules protocol health in the ad.
No	Factor	Before Study	After Study
2	Mobility	<ul style="list-style-type: none"> 1. Majority the residents of Bu Tin's boarding house who are generation millennials and gen-z often utilise online motorcycle taxi facilities, some online motorcycle taxis often have the wrong address because no there is a signage fee. 2. Majority residents who are professional young and have busy schedule, so guide election route fastest will help them while moment this still not yet there is. 	<ul style="list-style-type: none"> 1. Miss Tin's cost will be provide helpful map occupant choose route best for reach something location from Bu Tin's cost point. 2. Assessment where to install interactive screen occupant later could enable screen the as map electronic giver direction in the morning day (information Street stuck, directions route best, estimate time and distance reach goal) and become TV at night day. 3. Miss Tin's cost will be provided pointer Street in the form of signs in front of the alley and make signage in the form of <i>banner</i> in front boarding house so easy recognized customer nor visitor customer.
3	Property Design & Layout	<ul style="list-style-type: none"> 1. Majority rooms for rent at Kos Bu Tin are not has a toilet in it and specifications various boarding rooms example anyone have window some do not. 2. Miss Tin's boarding room yet apply draft <i>small private space</i>, even though majority residents who are generation millennials and gen-z consider Thing the in choose cost. 	<ul style="list-style-type: none"> 1. Bu Tin's boarding house will carry out a survey of preference design boarding house. 2. New boarding house design and arrangement will accommodate design <i>small private space</i> where could make room stay small person feel big with way: <ul style="list-style-type: none"> a. Use of reflective materials in composition design (ceramic <i>glossy</i>, mirror) b. The use of furniture that has multifunctional (such as combined chairs with wardrobe in section bottom and side) c. Thinking furniture scale, for room small table with small area but enough tall could make effect big room. d. High ceiling so that room feel big.
4	Property Facility	<ul style="list-style-type: none"> 1. Miss Tin's cost yet realize majority occupant is consumer where is <i>value pricing</i> expect price paid in accordance with product obtained. 2. Not yet timetable <i>maintenance</i> facility by routine. 3. Expenditure on cost <i>maintenance</i> not yet documented with good. 4. None yet checking routine to facility <i>accidental</i> like first aid. 	<ul style="list-style-type: none"> 1. Bu Tin's boarding house will to do cross check to facility property. 2. Bu Tin's boarding house will update felt equipment already no worthy maintained. 3. Bu Tin's boarding house will to do care periodically with stage timetable <i>maintenance</i>. 4. In control implementation of maintenance, Mrs. Tin's cost will be added maintenance card every bathroom and room public.

			<ol style="list-style-type: none"> 5. In control expenditure Bu Tin's <i>maintenance fee</i> will be make book history <i>maintenance</i> so that could see reasonable whether expenditure that. 6. Miss Tin's cost will be provided stock of general <i>maintenance</i> materials (lamps, faucets). 7. Miss Tin's cost will be to do procurement and control on drugs general (P3K).
5	<i>Service Convenience</i>	<ol style="list-style-type: none"> 1. Factor friendliness employee still not yet controlled even though majority occupant is consumer <i>value pricing</i> expect service employee in accordance with the price they pay, so sometimes there is dispute Among employee with occupant. 2. None yet box service voice or proper complaint. 	<ol style="list-style-type: none"> 1. Bu Tin's boarding house will share questionnaire to satisfaction service. 2. Bu Tin's boarding house will to do attitude and motivation training to cost clerk. 3. Miss Tin's cost will be provided column complaint or complain through the QR code that will pasted in the room public.
6	<i>Curfew Flexibility</i>	<ol style="list-style-type: none"> 1. For moment this curfew limit only apply for guests, so no there is curfew ban from cost manager, however no rare, resident forgetfulness leave boarding house keys at the office, so they still could sign in with help occupant other, but no could enter room because key duplicate only held by party cost management. 	<ol style="list-style-type: none"> 1. For increase flexibility residents, Bu Tin's boarding house will try use <i>smart lock</i> where door could open use password or resident <i>fingerprint</i>.
7	<i>Price</i>	<ol style="list-style-type: none"> 1. Majority residents who are professional real young concern to cost, however with busy schedule sometimes they need service instant, while price monthly offer moment this only covers facility machine washing and ironing alone but no there is service <i>laundry</i>, so they have to pay <i>laundry</i> by independent. 	<ol style="list-style-type: none"> 1. Bu Tin's boarding house will map service service what only often worn residents outside from cost (eg. <i>laundry</i>). 2. Bu Tin's boarding house will give service optional like washing clothes and ironing, making food and drinks simple like noodles instant, where 's the coffee cost addition the charged per event.

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