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The Effect Of Service Quality And Company Image On The Satisfaction Of Residents Of Bess Mansion Apartment In Surabaya

Viola Chriswenitha[1]
[1,]Business Administration Study Program , Faculty of Administrative Sciences
Dr. Soetomo University Surabaya, Indonesia
Liling Listyawati[2]
[2,]Business Administration Study Program , Faculty of Administrative Sciences
Dr. Soetomo University Surabaya, Indonesia
Damajanti Sri Lestari[3]
[3,]Business Administration Study Program , Faculty of Administrative Sciences
Dr. Soetomo University Surabaya, Indonesia
Galuh Ajeng Ayuningtiyas[4]
[4]Business Administration Study Program , Faculty of Administrative Sciences
Dr. Soetomo University Surabaya, Indonesia

Corresponding Author : lilinglistyawati@unitomo.ac.id

Abstract

The development of vertical housing such as apartments in big cities, including Surabaya, is a solution to land limitations and increasing housing needs. However, an increase in the number of residences is not always followed by an improvement in the quality of services. This study is focused on examining the influence between service quality and perception of company image on the level of satisfaction felt by residents of BeSS Mansion Surabaya Apartment. The background of this research arises from the increasing need for vertical housing in big cities such as Surabaya, along with population growth and property price stability. However, a number of residents, around 60%, expressed dissatisfaction with the services provided. Therefore, this study tries to identify the causative factors to help management take strategic steps. The method used is a quantitative approach through a survey of all apartment residents. The number of respondents involved in this study was 96 people, which was determined through the application of the Cochran formula. Data were obtained from the deployment of electronic questionnaires and analyzed through a series of

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statistical tests, such as validity, reliability, multiple linear regression, as well as classical assumption tests. The findings show that both independent variables significantly and positively affect occupant satisfaction levels.

Keywords: Service Quality, Company Image, Resident Satisfaction

INTRODUCTION

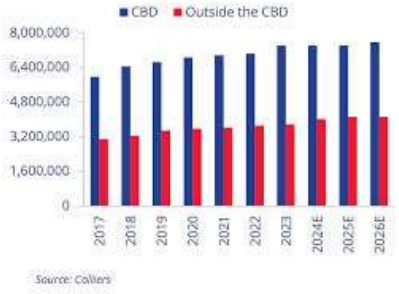
The three basic human needs are food, board, and clothing. Housing is an essential part of basic human needs. The demand for housing has surged, especially in big cities such as Surabaya. According to data from (BPS, 2025), the population of Surabaya reached 3.05 million people, Surabaya, as the second largest city after Jakarta, experienced population growth which had an impact on increasing housing needs. Apartments are a solution to land limitations. This development is in line with the increase in property prices and rents recorded consistently from 2017 to the 2026 projection. Data from Colliers shows that both properties in the CBD (Central Business District) and outside the CBD have seen an increase in value. This information shows that the property sector in general, including apartments, still has high attractiveness and continues to experience growth in big cities such as Surabaya.

As the population increases and urban areas develop, the demand for various types of properties, including vertical residences such as apartments, continues to show growth. Apartments are a promising alternative option for urban communities because they are able to provide housing in the middle of the city with modern facilities and space and location efficiency. The emergence of apartments in strategic areas such as the Central Business District (CBD) such as Surabaya illustrates the changing needs of the community for housing that is not only functional, but also supports mobility and practical lifestyles.

Based on data from (Colliers, 2025), there has been an increase in property prices and rents in the CBD area and outside the CBD from 2017 to the projection of 2026. This information illustrates that the property sector in Surabaya has a stable and growing attractiveness, including residential properties such as apartments. This increase in property values shows that there is a consistent demand and even tends to increase for housing in urban areas.

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Picture 1 Property Prices and Rental Developments in the CBD and Beyond the CBD



Source: https://www.colliers.com/id-id/research/colliers-quarterly-property-market-report-h2-2024-surabaya-apartment

However, this phenomenon is also accompanied by challenges in apartment management. BeSS Mansion Apartment in Surabaya, for example, faced a number of complaints from residents related to cleanliness, building damage, and service costs that were considered high. Based on the results of a survey by researchers, around 60% of some residents are dissatisfied with the services provided. This situation reflects the importance of improving service quality and strengthening the company's image in order to be able to respond to the expectations of residents (Setiawan, 2024).

This research was carried out to reveal the impact of service quality and company image on the level of satisfaction of residents of BeSS Mansion Apartment in Surabaya. By knowing the factors that affect satisfaction, the management is expected to be able to formulate the right strategy to create a comfortable living environment that meets community expectations.

LITERATURE REVIEW

Quality of Service

Service quality is an important element that determines the level of customer satisfaction, which reflects how well their needs and expectations are met appropriately (Tjiptono, 2019). Meanwhile, according to (Kasmir, 2017) Service quality is a form of action from organizations and individuals in order to provide a satisfactory experience for customers or service users.

Five main indicators of service quality (Tjiptono, 2019)that is:

1. Tangible: This indicator reflects the physical quality of the services provided, including facilities, infrastructure, equipment, and the appearance of staff. In the context of BESS Mansion Apartments, the condition of public facilities such as the cleanliness of the lobby,

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the completeness of the equipment, and the comfort of the swimming pool area are important indicators that can affect the perception and level of satisfaction of residents.

2. Empathy: Empathy refers to the extent to which service providers show care and concern for the individual needs of customers. At BESS Mansion, the friendly attitude, concern of the staff for the personal needs of the residents, and personalized communication can enhance the living experience and create higher satisfaction.
3. Reliability: Reliability refers to the ability of management to provide services on time, accurately, and as promised. If BESS Mansion consistently fulfills the maintenance services of the unit or shared facility without delay, then the occupant will assess the company as a reliable service provider.
4. Responsiveness: This indicator is related to the speed and readiness of the management in responding to requests and complaints from residents. The speed of response to damage reports, requests for assistance, or complaints will reflect the level of good service and directly impact the satisfaction of apartment residents.
5. Assurance: Assurance includes the ability of staff to convey information in a professional, confident manner, and a polite and respectful attitude. At BESS Mansion, residents' trust can be increased if staff demonstrate competence and understand adequate service standards, which are obtained through training and good work ethics.

Company Image

Company image is the public's perception and view of a company, which can influence customers' decisions to use the services or products offered. A company's image is a strategic intangible asset that reflects the overall impression of the company, which influences the trust and decision-making of stakeholders (Amruddin et al., 2024).

Some indicators of a company's image include public perception of reputation, credibility, communication, and the company's relationship with consumers (Rangkuti, 2009) Include:.

a. Personality: It is a comprehensive representation of the character or identity of the company as perceived by the community or target market. These characteristics reflect the image embedded in the public's mind regarding how the company positions itself.
b. Reputation: Reputation is formed from the personal experience of the public or customers in interacting with the company, especially in the context of services or transactions. This perception develops over time based on the consistency of the company's performance.

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c. Valuelhic: The core values held by the company—including the organizational culture—are reflected in the responsiveness of employees to customer complaints or requests, as well as management's concern for customer satisfaction. These values are the basis for building a positive relationship between the company and customers.
d. Corporate identity: Refers to visual elements that make it easier for the public to recognize the company, such as logos, distinctive colors, slogans, and other symbols that are characteristic of the company. This identity plays a crucial role in shaping the initial perception and recognition of the brand in the minds of consumers.

CUSTOMER SATISFACTION (RESIDENTS)

According to (Kotler & Keller, 2016), Customer satisfaction arises from their evaluation of the product or service that has been received. At BeSS Mansion, this is greatly influenced by the quality of service and the Company's image. Meanwhile, according to (Arinda, 2021) Resident satisfaction is the result of a subjective assessment of the gap between initial expectations and actual performance after enjoying the service.

Research on the satisfaction of previous apartment residents by (Runtuwarow et al., 2021)and (Irawan, 2003) said Customer satisfaction measurement can be done with various techniques, ranging from surveys, interviews, to direct observation, namely:

1. Satisfaction with the products and services that have been provided, describes the extent to which customers feel satisfied or dissatisfied after receiving products or services from the company. This satisfaction arises from the perception that the quality received has met or exceeded customer expectations.
2. Satisfaction is achieved when customer expectations are met by the quality of the product or service accordingly.

A sign of customer satisfaction can be in the form of repeat purchases, recommendations to others, and loyalty in using products or services consistently.

The indicators of resident satisfaction according to (Sugiarto et al., 2025), as follows:

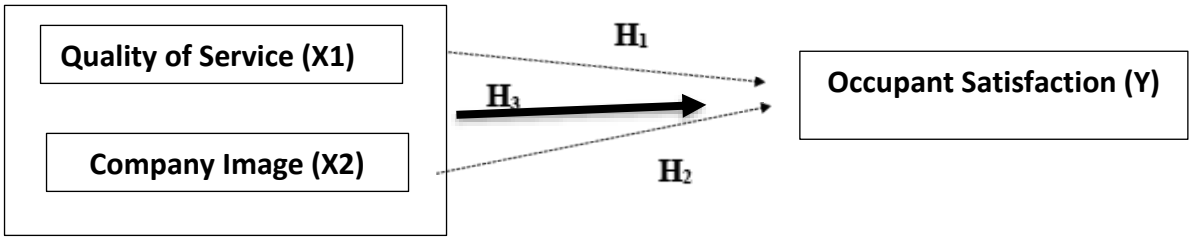
1. **Expectations vs. Reality Conformity**: Measures the extent to which the reality of the services received by residents matches their initial expectations.
2. **Loyalty & Repurchase**: Measures the extent to which the reality of the services received by residents matches their initial expectations.
3. **Lack of** Complaints: Satisfied residents generally do not submit serious complaints, as their needs and expectations have been adequately met.

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RESEARCH FRAMEWORK

Figure 1. Research frame of mind



Information

: influence of variable X_1 and X2 against Y partially

: the influence of variables X_1 and X2 on Y simultaneously

Hypothesis

The hypothesis is an initial conjecture of the relationship between variables that must be scientifically tested using the following data and statistical analysis:

H1: It is suspected that there is a significant influence of service quality on the satisfaction of residents of BeSS Mansion Apartment Surabaya.

H2: It is suspected that there is a significant influence of the company's image on the satisfaction of the residents of BeSS Mansion Apartment Surabaya.

H3: It is suspected that there is a simultaneous significant influence between the quality of service and the company's image on the satisfaction of residents of BeSS Mansion Apartemen Surabaya.

RESEARCH METHODS

Types of Research

Using the survey method in a quantitative approach, this study is intended to identify the relationship between service quality and the perception of company image on the satisfaction of apartment residents.

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Research Location

This research was conducted at the BeSS Mansion Apartment, which is located at Jl. Raya Jemursari No. 15, Jemur Wonosari Village, Wonocolo District, Surabaya City, East Java 60237, as the main location directly related to the object of study.

Population and Sample

The population in this study includes all residents of BeSS Mansion Apartments, both those who still occupy and those who have lived. Sampling was carried out using a simple random sampling method of probability sampling, which provides an equal opportunity for each member of the population to be selected. The number of samples is determined through the Cochran formula because the population size is as follows:

$$n = \frac{z^2 pq}{e^2}$$

Information:
n = number of samples used
z = 95% confidence level (z = 1.96)
e = margin of error of 10%
p = proportion of population assumed to be true (0.5)
q = 1 – p (chance of error = 0.5)

Using the formula mentioned above, the next calculation yields:

$$n = \frac{z^2 pq}{e^2}$$
$$n = \frac{(1{,}96)^2 (0{,}5)(0{,}5)}{(0{,}10)^2}$$
$$n = 96.04 = 96$$

Using calculations based on *the Cochran formula* above, the number of samples was calculated using the Cochran formula with a confidence level of 95% (z = 1.96), resulting in 96 respondents as the basis for data collection.

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Data Sources and Data Collection Techniques

The main data in this study was obtained directly from respondents through a digital questionnaire using the Google Forms platform, which contains written questions and is filled out independently by respondents online.

Data Analysis Techniques

Data analysis includes testing the validity and reliability of instruments, multiple linear regression, as well as testing classical assumptions such as normality, multicollinearity, and heteroscedasticity. Hypothesis testing was carried out through the F test, the t test, and the analysis of the determination coefficient (R^2).

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test Results

Variable	Question Items	Calculation	rtable	Ket
Quality of Service (X_1)	X1.1	1,000	0,1689	Valid
	X1.2	0,632	0,1689	Valid
	X1.3	0,712	0,1689	Valid
	X1.4	0,676	0,1689	Valid
	X1.5	0,506	0,1689	Valid
Company Image (X2)	X2.1	0,466	0,1689	Valid
	X2.2	0,548	0,1689	Valid
	X2.3	0,469	0,1689	Valid
	X2.4	0,469	0,1689	Valid
Occupant Satisfaction (Y)	Y1.1	0,633	0,1689	Valid
	Y1.2	0,629	0,1689	Valid
	Y1.3	0,591	0,1689	Valid

Source: SPSS Data Processing Output Results (2025)

Validity testing is carried out to measure the extent to which each item in the questionnaire is able to accurately represent the variables studied. The entire r-value count for each indicator is higher than the r-table (0.1689), indicating that the entire item is declared valid

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and usable.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Standard	Ket
Quality of Service (X_1)	**0,879**	**0,60**	**Reliable**
Company Image (X2)	**0,870**	**0,60**	**Reliable**
Occupant Satisfaction (Y)	**0,807**	**0,60**	**Reliable**

Source: SPSS Data Processing Output Results (2025)

The reliability of the instrument was tested using Cronbach's Alpha method with a minimum threshold of 0.60. The test results showed that all variables had an Alpha value above 0.60, which indicates that this research instrument is consistent and reliable.

Normality Test

Picture 2 Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.7500000
	Std. Deviation	3.15469411
Most Extreme Differences	Absolute	.085
	Positive	.085
	Negative	-.060
Test Statistic		.085
Asymp. Sig. (2-tailed)		.085[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS Data Processing Output Results (2025)

Testing the distribution of the data using the Kolmogorov-Smirnov method yielded a significance value of 0.85, greater than 0.05. This means that the data of the three variables in this

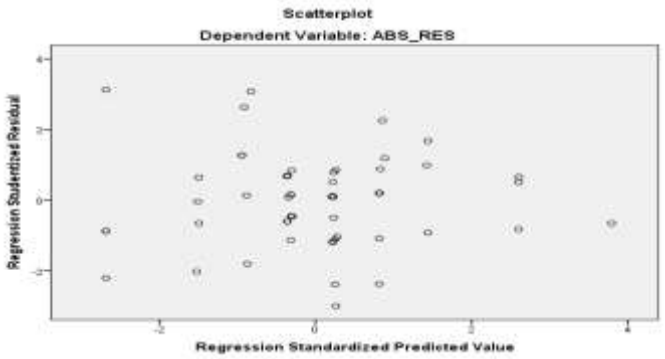
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study are normally distributed and can be used for further analysis.

Heterokedasticity Test

Testing with scatterplot graphs showed a random spread of dots above and below the horizontal line without a specific pattern, which indicated the absence of symptoms of heteroscedasticity. Thus, the regression model fulfills the assumption of homogeneity.

Picture 3 Scatterplot Test



Source: SPSS Data Processing Output Results (2025)

The scatterplot view shows that the data points are randomly spread around the zero horizontal line on the Y-axis without forming a specific pattern. This shows that there is no indication of heteroscedasticity, so the regression model meets the requirements of homoscedasticity and is suitable to be used to assess the influence of Service Quality (X1) and Company Image (X2) on the Satisfaction of Residents of BeSS Mansion Apartemen Surabaya.

Multicollegiate Test

Picture 4 Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	KUALITAS PELAYANAN	.538	1.859
	CITRA PERUSAHAAN	.538	1.859

a. Dependent Variable: KEPUASAN PENGHUNI

Source: SPSS Data Processing Output Results (2025)

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Furthermore, based on the data presented in the previous table, the following results were obtained:

1. The **value of the Variance Inflation Factor (VIF)** for the Service Quality variable (X1) is 1.859, which is still below 10. In addition, the **Tolerance value** is 0.538, which is greater than 0.10. Therefore, it can be concluded that the Service Quality variable does not contain symptoms of multicollinearity.
2. The Company Image variable (X2) also showed a **VIF** value of 1.859 and **a Tolerance** of 0.538, both of which met the requirement of no multicollinearity.

Thus, the two independent variables in this regression model were shown to be not subject to multicollinearity problems and could be used appropriately in further statistical analysis.

Multiple Linear Regression Test

Picture 5 Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.090	.869		2.405	.018
	KUALITAS PELAYANAN	.450	.048	.746	9.332	.000
	CITRA PERUSAHAAN	.079	.057	.111	1.786	.000

a. Dependent Variable: KEPUASAN PENGHUNI

Source: SPSS Data Processing Output Results (2025)

The resulting multiple linear regression model is:

Y = 2.090 + 0.450X1 + 0.079X2

Interpretation:

1. The constant of 2,090 indicates that if X1 and X2 are zero, then the occupant's satisfaction rate is 2,090.
2. An X1 coefficient of 0.450 means that a one-unit increase in service quality will increase satisfaction by 0.450 points.

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3. The X2 coefficient of 0.079 indicates that a one-unit increase in the perception of the company's image will increase satisfaction by 0.079 points.

Test F

Picture 6 F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.240	2	60.620	99.052	.000[b]
	Residual	56.916	93	.612		
	Total	178.156	95			

a. Dependent Variable: KEPUASAN PENGHUNI

b. Predictors: (Constant), CITRA PERUSAHAAN, KUALITAS PELAYANAN

Source: SPSS Data Processing Output Results (2025)

In tests **F**, The calculated F value of 99.052 is greater than the F of table 3.094 with a significance of 0.000, proving that the variables X1 and X2 simultaneously have a significant effect on Y.

T test

Picture 7 Test Results t

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.090	.869		2.405	.018
	KUALITAS PELAYANAN	.450	.048	.746	9.332	.000
	CITRA PERUSAHAAN	.079	.057	.111	1.786	.000

a. Dependent Variable: KEPUASAN PENGHUNI

Source: SPSS Data Processing Output Results (2025)

The t-statistical test yielded information that the Service Quality variable (X1) obtained a *calculated t-value* of 9.332, far exceeding the table*'s t-value* of 1.661, with a significance level of

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0.000 which is smaller than the limit of 0.05. This leads to the conclusion that X1 partially has a real and positive effect on Occupant Satisfaction (Y).

Similarly, the Corporate Image variable (X2) has a *calculated t-value* of 1.786, which is also higher than *the t* table, with an equally significant value below 0.05. Therefore, it can be said that X2 also makes a significant positive contribution to increasing the satisfaction of apartment residents separately.

CONCLUSION

Based on the overall results obtained from statistical analysis, it can be concluded that both the quality of service and the company's image have a positive and significant influence on the level of satisfaction of residents at BeSS Mansion Apartment Surabaya. The key dimensions of service quality such as tangible evidence, empathy, reliability, responsiveness, and assurance show a real contribution in shaping a positive experience for residents. Services provided with personal attention, punctuality, and adequate physical facilities have been proven to increase residents' positive perception of the apartment.

In addition, the company's image also plays an important role. Residents' perception of the reputation and credibility of apartment management, including commitment to service and building quality, affects the overall level of satisfaction. A positive image can create a greater sense of security and trust in the manager, thereby supporting the creation of loyalty and the desire of residents to stay for a longer period of time.

Thus, it is recommended that the management of BeSS Mansion continue to improve the quality of service and build a positive corporate image, both through effective communication, quick response to complaints, and improvement of the physical quality of the facility. This effort is essential to ensure that residents' expectations can be met and even exceeded, thus creating a satisfying and memorable stay experience.

SUGGESTION

1. Improvement of Service Quality: Bess Mansion management must evaluate and improve the quality of services provided, especially in terms of cleanliness, responsiveness to complaints, and service reliability. Training for staff also needs to be carried out to improve competence and service attitudes.
2. To improve the company's image, management needs to strive for open, honest, and effective communication with residents. In addition, the implementation of social activities and

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promotional programs involving the participation of residents will help strengthen the relationship between residents and apartment managers.

3. It is recommended that management routinely conduct resident satisfaction surveys to find out which service areas need to be improved, as well as obtain direct input from residents as a consideration in decision-making.
4. The provision of additional facilities such as recreation areas, gathering spaces, or community activities can create a more comfortable residential atmosphere. This step is also expected to be able to increase the level of satisfaction and loyalty of residents to the apartment.
5. Monitoring and Evaluation: Implement a monitoring and evaluation system on a regular basis to assess the effectiveness of the strategies implemented in improving the quality of services and the company's image.

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