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## **Quality Value Model Analysis: Perceptions Of Housing Residents**

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### **ABSTRACT**

This study pertains to the enhancement of understanding about the Quality Value Model, particularly concerning the strategic national issue of housing construction for the populace of Indonesia. The literature indicates that quality management science has been addressed in several prior research; nevertheless, it has not yielded complete insights specifically pertaining to the perception of quality, particularly from the perspective of housing users. The Indonesian populace badly requires this strategic housing initiative. Indonesia is presently experiencing a housing ownership dilemma. The elevated demand for housing has prompted the housing sector to expand and intensify competition among developers. This work aims to generate supplementary scientific references through a conceptual Quality Value model, serving as a complete strategy to elucidate current dynamics and foresee new challenges. This study employs a quantitative methodology. This research employs PLS-SEM as the analytical tool. The results of this research consist of a mapping of the Quality Value model. This research has two implications. The initial aspect is scientific, represented by a new reference from the Quality Value model on housing occupant perceptions. The second pertains to a reference or practical strategic consideration for stakeholders of the National Strategic Program: Housing Occupant Perceptions.

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**Keywords:** Functional value; housing; perceived quality; satisfaction; quality value.

## INTRODUCTION

Product quality is a crucial factor for consumers in selecting and utilizing a product, as superior quality affects purchasing interest; thus, its evaluation should be considered from the consumers' viewpoint, whose preferences shape their impression of quality (Hidayat and Faramitha 2022). Effective management of housing quality will influence satisfaction (Miharja, Tazliqoh, and Muzayanah 2025). Indonesia ranks as the fourth most populous nation globally. Indonesia's population is projected to reach 284.4388 million by 2025 (BPS 2025), with an anticipated continuation of the growing trend. This growth will affect the escalating demand for housing, a fundamental human necessity. West Java, a province in Indonesia, has the highest population, at 50.759 million individuals (BPS 2025). This aligns with the increasing need for houses in West Java Province. Karawang and Bekasi Regencies host the largest industrial estates in Indonesia, leading to significant urbanization in these regions. Consequently, the population in these regions has risen, along with the need for homes. The rise in housing demands has affected both quantity and quality, as well as affordability.

The elevated demand for housing has resulted in the sustained expansion of the housing sector and intensified rivalry among developers. Planning in housing development needs to follow established standards, taking into account the completeness of facilities and building quality in order to increase tenant satisfaction (Supriani, Mukhlis Islam, and Kiando Palas 2024). Companies ought to minimize service failures, as they signify a failure to deliver products or services that align with consumer standards and expectations (Mulyawan et al. 2024). This will affect the competitiveness of housing developers. Unfortunately, there are still developers who do not pay sufficient attention to housing quality. The negligence of home developers has resulted in significant financial losses for numerous tenants, as their property certificates have not been delivered after complete payment, rendering the houses unusable (Purnama 2025).

Housing developers prioritize and consistently enhance satisfaction by ensuring the quality of both service and product to sustain current satisfaction levels (Pandesia, Saerang, and Sumarauw 2017). (Huang and Du 2015) assert that the uneven and conflicting satisfaction among housing occupants may be associated with the housing preferences of individuals within diverse community groups. Consequently, it is essential to comprehend consumers' perceptions of housing quality and value to assess satisfaction as a component in evaluating housing quality management. This can be utilized to formulate a comprehensive housing development strategy to enhance the efficacy of the National Strategic Program "Construction of 3 Million Houses (National)".

This study seeks to empirically investigate the impact of Perceived Quality on Functional Value and evaluate the role of Functional Value in contributing to Satisfaction. This study intends to directly assess the impact of Perceived Quality on Satisfaction. This study aims to elucidate the mechanism of the Quality Value Model in influencing consumer satisfaction through the establishment of these objectives.

## THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

Research pertaining to quality management is always advancing, particularly in relation to the housing sector. Numerous further research on quality management housing satisfaction encompasses the works of (Fetry and Ali 2023; Miharja et al. 2025; Mouratidis 2020; Nastiti, Dewantoro, and Safitri 2025; Sakina and Setiawan 2023; Sevilmış et al. 2022; Slack, Singh, and Sharma 2020; Yum and Kim 2024; Zhou and Tan 2021). Figure 1 presents a summary of prior research.



**Figure 1. Significance to Prior Studies**  
Source: Analyzed data (2025)

Figure 1 illustrates the correlation among various variables from prior studies. The correlation between perceived quality and functional value, as well as between functional value and customer satisfaction, is evident. Nevertheless, no targeted research has been undertaken about this Quality Value Model within the housing sector. This underscores the originality of this study in using the Quality Value concept inside Indonesia's housing sector.

### Perceive Quality

Perceived quality refers to consumers' assessments of a brand's quality and utility. This view encompasses product quality as characteristics that characterize the brand, along with the emotional or social value derived from it, such as perceived status or societal power (Husic 2009). Initially, perceived value was generally regarded as functional value, specifically the benefits or tangible attributes that consumers obtain from a product. As research advanced, this concept evolved to include customers' social and subjective experiences. Consequently, buyers assess things not solely on functionality, but also on the prestige, image, and social significance they associate with them. This is substantiated by (Husic 2009), who demonstrates that consumers in the luxury products sector view quality as a brand characteristic and link it to the emotional and social values recognized by society. Functional value may be affected by perceived quality, since it influences the evaluation of a product's utility or real quality. According to (Benlian 2011) and (Flanagin 2014), consumers' judgments of a product or service's quality augment their assessment of its overall functioning qualities.

(Husic 2009) asserts that perceived quality underpins the assessment of functional value while also reflecting customers' own judgments of quality. Consumers typically infer that a high-quality product has enhanced functional advantages regarding performance, durability, and user-friendliness. Consequently, perceived quality significantly influences

consumers' assessment of user usefulness. (Husic 2009) defines perceived quality as consumers' assessments of a product's excellence and utility, irrespective of the product's alignment with their expectations. This view includes both the tangible attributes of the goods and the symbolic and emotional significance linked to the brand. Customers tend to be satisfied when they perceive a product as high quality, as they anticipate that their efforts will yield advantageous outcomes. Consequently, customer satisfaction is directly affected by perceived quality via positive experiences with products or services.

### **Functional Value**

Functional value refers to the advantage that an individual gains from a good, service, or activity that directly satisfies their functional requirements. (Tukker 2004), asserts that this value emphasizes the outcomes or advantages attained rather than the ownership of the product. In the Product-Service System (PSS) model, functional value denotes the system's capacity to provide outcomes efficiently and with a user-centric approach. Functional value, as defined by (Clary 1998), is a motivational mechanism that propels specific activities, such as assisting others, to attain psychological rewards aligned with individual requirements. The philosophy of functionalism underpins the concept of functional value.

Functional value is intricately linked to perceived quality. As per (Tukker 2004), consumers evaluate the functional value of a product or service based on their perception of its capacity to fulfil the claimed functional outcomes. Perceived quality is positively associated with the functional value recognized by consumers. Consequently, perceived quality is crucial in enhancing consumer comprehension of functional value, as consumers evaluate the functional value of a product or service based on their perception of the product's capacity to fulfil the promised functional outcomes. Functional value, alongside its correlation with perceived quality, also affects customer satisfaction. As stated (Clary 1998), consumer pleasure arises when the benefits obtained align with the anticipated functions or values of customers. (Tukker 2004) asserts that in business, consumers experience satisfaction when a service provides concrete advantages, including efficiency, time savings, and enhanced convenience. Consequently, functional value is crucial for customer satisfaction as it delivers functional benefits that align with customer needs and expectations.

### **Satisfaction**

Satisfaction is described as a comprehensive evaluation of customer experience, reflecting the extent to which perceived value and quality align with or surpass expectations (Chen 2010). Satisfaction arises after clients evaluate the quality of service against their previous expectations. According to (Cronin 2000), customer satisfaction rises when individuals perceive that the service rendered aligns with their expectations. (Baker 2000) asserts that the assessment of service performance causes specific emotional responses. Satisfaction arises when there is a link between actual outcomes and

expectations. (Chen 2010) discovered that favourable judgments of quality are bolstered by beneficial service experiences, subsequently manifested in pleasure.

As stated by (Chen 2010), customer happiness arises from both perceptions of quality and the functional advantages clients derive from utilizing the service. Satisfaction emerges as a recognition of the perceived functional value when a service delivers benefits deemed equivalent to the time, expense, and effort invested. (Cronin 2000) asserts that service value significantly impacts satisfaction, while (Baker 2000) contends that positive quality judgments enhance views of functional value. Satisfaction can thus be described as the convergence of perceived excellence and functional value that delivers genuine significance and advantages to consumers.

According to the foregoing literature review, the hypotheses formulated in this study are:

H1: Perceived Quality influences Functional Value.

H2: Functional Value Influences Satisfaction

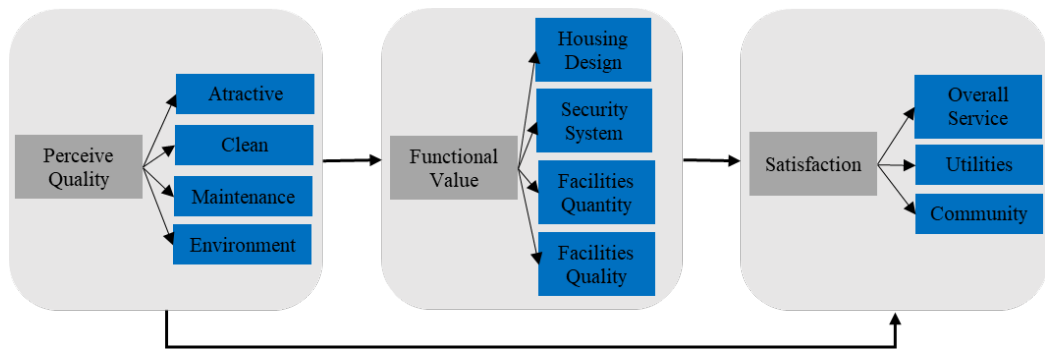
H3: The Perceived Quality significantly influences Satisfaction.

H4: The Perceived Quality affects Satisfaction via Functional Value.

## **RESEARCH METHODS**

The employed study methodology is quantitative, utilizing descriptive analysis and partial least squares structural equation modelling (SEM-PLS). The descriptive method is employed to delineate the attributes of the observed population. The SEM-PLS approach is employed to examine both direct and indirect correlations among the observable variables. The choice of the SEM-PLS model was predicated on the nature of the data included in the investigation, specifically latent variables. Latent variables are those that cannot be directly measured or observed; therefore, indicators must exist to represent these latent variables, rendering the SEM-PLS model the suitable analytical instrument for this investigation.

This study utilizes primary data, encompassing all housing users in Purwakarta Regency, Karawang Regency, and Subang Regency. The sample size in this study is determined by the formula proposed by (Hair et al. 2020), which entails multiplying the number of indicators by 10, resulting in a minimum of 110 respondents. The sampling strategy employed was non-probability sampling, utilizing the purposive sampling method for sample selection. The data was collected using a survey methodology. Data collection was conducted by a survey method involving the distribution of questionnaires to respondents. This study utilized three categories of variables: exogenous latent variables, endogenous latent variables, and intervening latent variables. The exogenous latent variable was perceived quality, the endogenous latent variable was functional value, and the mediating latent variables were functional value and customer satisfaction, as depicted in the subsequent research model:



**Figure 1. Model Penelitian**  
Source: Processed data (2025)

## RESULTS AND DISCUSSIONS

### Result

#### 1. Measurement Framework

The measurement model constitutes a component of the SEM-PLS framework. The measurement model demonstrates the validity and reliability of each indicator and construct inside the SEM-PLS framework. Consequently, an assessment must be conducted to evaluate the validity and reliability of the measurement model. (Hair et al. 2020) delineate four criteria for assessing measurement models: indicator reliability, internal consistency reliability, convergent validity, and discriminant validity.

##### a. Indicator Reliability

Indicator reliability can be assessed by the outer loading value in the measurement model (Hair et al. 2020). The criterion stipulates that an outer loading value exceeding 0.7 indicates the reliability of the indicator. The outcomes of the evaluation of the indicator reliability criteria are presented in detail in Table 1 below.

**Table 1. Indicator Reliability**

Indicator <- Variable	Outer loadings	Criteria	Result
X1 <- Perceive Quality	0,899	0,700	Reliable
X2 <- Perceive Quality	0,894	0,700	Reliable
X3 <- Perceive Quality	0,878	0,700	Reliable
X4 <- Perceive Quality	0,874	0,700	Reliable
Y1 <- Functional Value	0,906	0,700	Reliable
Y2 <- Functional Value	0,875	0,700	Reliable
Y3 <- Functional Value	0,893	0,700	Reliable
Y4 <- Functional Value	0,892	0,700	Reliable
Z1 <- Satisfaction	0,845	0,700	Reliable
Z2 <- Satisfaction	0,866	0,700	Reliable
Z3 <- Satisfaction	0,892	0,700	Reliable

Source: Processed data

According to the findings shown in Table 1, it can be concluded that all indicators exhibit reliability, hence affirming their capacity to accurately reflect or measure each variable. This suggests that the indicators of Attractiveness, Cleanliness, Maintenance, and

Environment can represent the variable of Perceived Quality. The indicators of Housing Design, Security System, Facilities Quantity, and Facilities Quality can represent the Functional Value variable. The Overall Service, Utilities, and Community indicators can represent the Satisfaction variable.

b. Internal Consistency Reliability

Cronbach's alpha is a metric employed to assess the criterion of Internal Consistency Reliability. A construct is considered credible if the Cronbach's alpha coefficient exceeds 0.7. Table 2 below provides a detailed overview of the Internal Consistency Reliability criterion evaluation results.

**Table 2. Internal Consistency Reliability**

<b>Variables/Constructs</b>	<b>Cronbach's alpha</b>	<b>Composite reliability</b>	<b>Criteria</b>	<b>Result</b>
Functional Value	0,914	0,914	0,7	Reliable
Perceive Quality	0,909	0,910	0,7	Reliable
Satisfaction	0,836	0,839	0,7	Reliable

Source: Processed data

According to Table 2, the three variables—Perceived Quality, Functional Value, and Satisfaction—exhibit Cronbach's alpha and Composite reliability (rho\_a) values exceeding 0.7, indicating that these latent variables satisfy the criteria for Internal Consistency Reliability, thereby confirming their consistency and reliability.

c. Convergent Validity

Convergent Validity assesses the strength of the relationship between latent variables and their indicators, indicating that this validity evaluates constructs represented by several indicators that consistently reflect the same phenomenon. The metric employed to assess convergent validity is Average Variance Extracted (AVE). If the AVE value exceeds 0.5, the criteria for Convergent Validity is satisfied. The detailed results of the Convergent Validity criterion assessment are presented in the subsequent Table 3.

**Table 3. Convergent Validity**

<b>Variables/Constructs</b>	<b>Average variance extracted (AVE)</b>	<b>Criteria</b>	<b>Result</b>
Functional Value	0,795	0,5	Reliable
Perceive Quality	0,786	0,5	Reliable
Satisfaction	0,753	0,5	Reliable

Source: Processed data

According to Table 3, it can be inferred that the three variables—Perceived Quality, Functional Value, and Satisfaction—satisfy the criteria for Convergent Validity. This signifies that the Perceived Quality variable accounts for 79.5% of the variance in its indicators. The indicators of the Functional Value variable account for 78.6% of its explanation. The indications of the Satisfaction variable can be elucidated by 75.3%.

d. Discriminant Validity

Discriminant validity seeks to assess the degree of differentiation among constructs, demonstrating that each construct or latent variable is distinct and able to encapsulate

phenomena not represented by other constructs within the model. The Fornell-Larcker Criterion serves as a potential criterion. The outcomes of the Discriminant validity criterion assessment are presented in detail in the subsequent table 4.

**Table 4. Fornell-Larcker Criterion**

<b>Variables/Constructs</b>	<b>Functional Value</b>	<b>Perceive Quality</b>	<b>Satisfaction</b>
Functional Value	0,892		
Perceive Quality	0,887	0,887	
Satisfaction	0,883	0,867	0,868

Source: Processed data

According to Table 4, the square root of the AVE for the Functional Value variable exceeds that of the perceived quality and satisfaction variables, indicating the validity of the functional value construct. The perceived quality variable exhibits a greater square root of the AVE than the satisfaction variable, indicating its validity. Consequently, it may be asserted that the requirement for discriminant validity is satisfied, indicating that the three constructs are distinct; therefore, the functional value construct encompasses phenomena not covered by the perceived quality and satisfaction constructs. The perceived quality construct can encapsulate phenomena not covered by the functional value and satisfaction constructs. Likewise, the satisfaction construct might encapsulate things that are not encompassed by the functional value and perceived quality constructs.

The evaluation results of the measurement model indicate that the indicators and constructs satisfy the four requirements, confirming that the measurement constructs are both valid and reliable. Consequently, the investigation may go to the evaluation of the structural model.

## 2. Structural Model:

### a. Collinearity Test for the Structural Model

Collinearity testing can be performed using the VIF value. If the VIF value for the construct is below 5, it can be said that there is no collinearity in the structural model, so it can be ascertained that collinearity does not have a significant effect on the structural model estimation. The results of the VIF value test can be seen in Table 5.

**Table 5. Variance Inflation Factor (VIF)**

<b>Model</b>	<b>VIF</b>
Functional Value -> Satisfaction	4,681
Perceive Quality -> Functional Value	1,000
Perceive Quality -> Satisfaction	4,681

Source: Processed data

According to Table 5, the three constructs have VIF values below 5, indicating the absence of collinearity in the structural model. This indicates that each foreign construct fulfills a distinct purpose and contributes uniquely to the endogenous construct. This requirement signifies that the model has robust estimation stability.

b. Importance Evaluation of Structural Model Interrelationships

The significance test seeks to ascertain the degree of significance and the nature of the link between latent constructs posited in the research hypothesis. The test is conducted by examining the coefficient value with the t-count or P-value derived from the bootstrapping technique in the SmartPLS program. The testing requirements involve comparing the t-count value to the t-table or the P-value with a significance threshold ( $\alpha$ ) of 5%. If the t-count exceeds the t-table value or the P-value is below  $\alpha$  (0.05), the null hypothesis may be rejected, indicating an effect of exogenous variables on endogenous variables. Table 6 presents the outcomes of evaluating the relevance of the structural model relationship.

**Table 6. Uji Signifkansi Koefisien Jalur**

Model	Path coefficient	t-stat	P values	t-table	Result
Functional Value -> Satisfaction	0,535	5,537	0,000	1,960	Signifikan
Perceive Quality -> Functional Value	0,887	49,296	0,000	1,960	Signifikan
Perceive Quality -> Satisfaction	0,393	4,086	0,000	1,960	Signifikan

Source: Processed data

The test results in Table 6 indicate a significant link between functional value and satisfaction, since the t-value (5.537) exceeds 1.96 and the P-value (0) is below 0.05, hence rejecting the null hypothesis. This indicates that functional value directly influences pleasure at a significance level of 5%. The correlation between perceived quality and functional value is substantial, since the t-value (59.296) exceeds 1.96 and the P-value (0) is below 0.05, hence rejecting the null hypothesis. This indicates that perceived quality directly influences functional value at a 5% significance level. The correlation between perceived quality and satisfaction yields significant findings, as the t-value (4.086) exceeds 1.96 and the P-value (0) is below 0.05, so refuting the null hypothesis. This indicates that perceived quality directly influences satisfaction at a significance level of 5%. The direct correlation between perceived quality and functional value, along with the direct correlation between functional value and contentment, suggests an indirect correlation between perceived quality and satisfaction via functional value. A test of the indirect link coefficient between perceived quality and satisfaction was undertaken to demonstrate this indirect association. Table 7 presents the outcomes of this indirect association analysis.

**Table 7. Uji Signifkansi Koefisien Jalur Indirect Effect**

Model	Path coefficient	t-stat	P values	t-table	Result
Perceive Quality -> Functional Value -> Satisfaction	0,474	5,557	0,000	1,960	Signifikan

Source: Processed data

The findings in Table 7 indicate that the test results for the indirect impact are significant, since the t-value (5.557) exceeds 1.96 and the P-value (0) is below 0.05, hence rejecting the null hypothesis. Consequently, it can be inferred that perceived quality exerts

an indirect influence on satisfaction via functional value at a significance level of 5%. Table 8 illustrates the extent of both the direct and indirect effects of each construct.

**Table 8. Direct Effect dan Indirect Effect**

<b>Model</b>	<b>Pengaruh Langsung</b>	<b>Pengaruh Tidak langsung</b>	<b>Total</b>
Functional Value -> Satisfaction	0,535	-	0,535
Perceive Quality -> Functional Value	0,887	-	0,887
Perceive Quality -> Satisfaction	0,393	0,474	0,867

Source: Processed data

According to Table 8, the indirect effect of perceived quality on satisfaction via functional value surpasses the direct effect of perceived quality on contentment.

### c. Structural Model Robustness

The structural model strength test assesses the robustness of the relationship between latent variables or constructs within the structural model. A method to evaluate the robustness of the structural model is the coefficient of determination ( $R^2$ ). The coefficient of determination quantifies the degree to which external latent factors account for the variance in endogenous latent variables. If  $R^2$  exceeds 0.75, the model's strength is considered robust. A  $R^2$  value ranging from 0.25 to 0.75 indicates moderate model strength. A  $R^2$  value below 0.25 indicates weak model strength. Table 9 presents the value of the coefficient of determination within the structural model.

**Table 9. Koefisien Determinasi**

<b>Model</b>	<b>R-square</b>
Functional Value	0,786
Satisfaction	0,813

Source: Processed data

According to Table 9, the perceived quality model for functional value is robust, since the  $R^2$  value exceeds 0.75. The perceived quality variable accounts for 78.6% of the variance in functional value, with the remaining 21.4% attributed to external factors not included in the model. The model linking perceived quality and functional value to satisfaction is robust, as evidenced by an  $R^2$  value exceeding 0.75. The variability of the satisfaction variable described by perceived quality and functional value is 81.3%, with the remaining 18.7% attributed to external factors not included in the model.

**Table 10. f-square**

<b>Model</b>	<b>f-square</b>
Functional Value -> Satisfaction	0,328
Perceive Quality -> Functional Value	3,681
Perceive Quality -> Satisfaction	0,177

Source: Processed data

Table 10 illustrates that the degree of influence on each link between constructs varies, with some exhibiting substantial influence and others modest influence. Perceived

quality significantly affects functional value, since the  $f^2$  value (3.681) exceeds 0.35. Simultaneously, functional value exerts a moderate impact on satisfaction, as indicated by the  $f^2$  value of 0.328, which falls within the range of 0.15 to 0.35. The correlation between perceived quality and satisfaction exhibits a modest effect, as indicated by the  $f^2$  value of 0.177, which is within the range of 0.15 to 0.35. The structural model illustrating the relationship among perceived quality, functional value, and satisfaction is depicted in the path diagram in Figure 2.

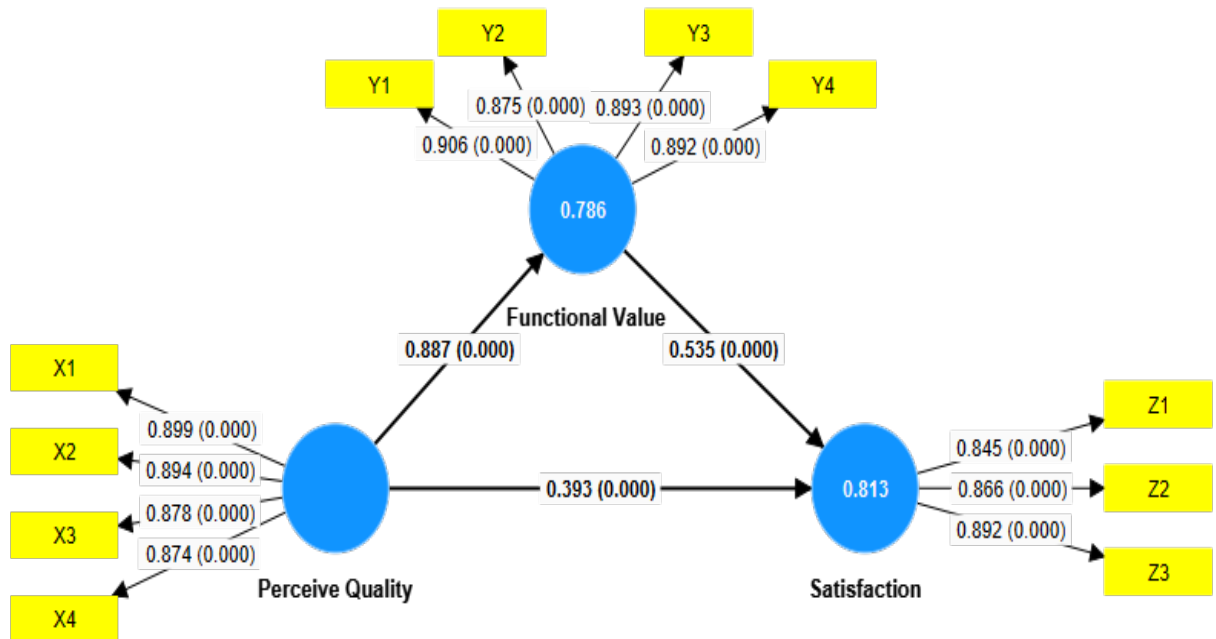


Figure 2. Structural Model Path Diagram

Source: Processed data

## Discussion

### The Impact of Perceived Quality on Functional Value

The examination of the path coefficient for the Perceived Quality variable in relation to Functional Value yielded significant outcomes. This signifies that at a 5% significance level, Perceived Quality exerts a statistically positive influence on Functional Value of 0.887. These findings align with the primary premise. Functional Value is affected by Perceived Quality, as this element informs consumers' evaluations of a product's utility and performance. When customers see a product or service as high quality, their evaluation of its functioning and utility will likewise rise (Benlian 2011). This aligns with the findings of (Sevilmiş et al. 2022), which indicate that perceived quality influences functional value. According to (Tukker 2004), the perceived quality of a product or service is positively correlated with consumers' evaluation of functional value, as the product's capacity to fulfill its promised functional outcomes is interpreted through the quality perceived, rendering perceived quality a crucial element in influencing consumers' comprehension of functional value.

### **The Impact of Functional Value on Satisfaction**

The examination of the path coefficient for the Functional Value variable concerning Satisfaction yielded significant results at a 5% significance level. Perceived Quality exerted a statistically significant positive influence on Functional Value, quantified at 0.535. This finding aligns with the research conducted by (Williams and Soutar 2009), which indicates that functional value significantly influences consumer happiness. As stated by (Chen 2010), customer satisfaction is derived not only from perceived quality but also from the functional benefits experienced during service utilization, reflecting the acknowledgment that the value delivered by the service corresponds with the time, cost, and effort invested.

### **The Impact of Perceived Quality on Satisfaction**

The analysis of the path coefficient for the Perceived Quality variable in relation to Satisfaction yielded significant results at a 5% significance level. Perceived Quality exerted a statistically significant positive influence on Functional Value, quantified at 0.393. These findings align with other prior research. Customer satisfaction occurs when the benefits gained align with the anticipated functions or values (Clary 1998). (Tukker 2004) elucidates that, within a commercial setting, pleasure arises when services deliver real advantages such as efficiency, time savings, and enhanced comfort, hence rendering functional value a critical component in fulfilling customer wants and expectations.

### **The Impact of Perceived Quality on Satisfaction via Functional Value**

The data processing results indicate a substantial impact of Perceived Quality on Satisfaction via Functional Value at a 5% significance level. The extent of this indirect effect is 0.474. The findings align with (Baker 2000) research, which elucidates that favorable quality perceptions enhance functional value perceptions, so indicating that contentment can be regarded as a synthesis of perceived quality and functional value that yields actual benefits for customers.

## **CONCLUSION, SUGGESTION, AND LIMITATION**

The results of this study demonstrate that Perceived Quality significantly influences Functional Value. Perceived quality significantly influences satisfaction. Moreover, Functional Value exerts a substantial influence on Satisfaction. The indirect influence of Perceived Quality on Satisfaction via Functional Value is more substantial than the direct influence. Functional value may serve as a mediator between Perceived Quality and Satisfaction. Housing managers must prioritize addressing quality perceptions, as they influence functional value and resident satisfaction. Factors to consider about quality assessments encompass appearance, cleanliness, maintenance, and the surroundings. This conclusion will be significant for future study about quality value and satisfaction by incorporating more quality value components. This study has two implications: first, it contributes academically by introducing a new reference to the

Quality Value model regarding housing tenants' perspectives; second, it offers a practical strategic consideration for stakeholders involved in the Strategic Program.

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