MODEL PENGARUH KONDISIBANGUNAN PASAR DAN SUMBER DAYA PENGELOLA TERHADAP KEPUASAN PENGGUNA MELALUI MANAJEMEN PEMELIHARAAN

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The market's building is a place of public service where it must give satisfaction to its users. Maintenance is a need to maintain the condition of the building so it is not easily damaged and can function according to the expected goals of the community but require the management of the management of market's buildings.

From the model of influence of market's building condition and the Resources Management to user satisfaction through maintenance management can be known the direct and indirect effect of market's building condition, the Resources Management, maintenance management and user satisfaction with path analysis model of structural.

The selection of simple random sample, for a number of 14 objects of market's buildings located in 5 (five) areas of Jakarta from 153 buildings PD Pasar Jaya's building, with a classification of almost the same building.

Questionnaires distributed to kiosk users, visitors and management, also conducted the assessment of the condition of the building by using the check list form visually and objectively. The average value of market's building conditions is 78, meaning that the condition of the building is moderate with minor damage (Kimpraswil, 2004).

Furthermore the results of the data show:

(a). 33.9% Market's Building Condition (X1) is explained positively to the Resources Management (X2),

(b). 70.2% Maintenance Management(Y) is explained positively to the Resources Management (X2) and Market's Building Condition(X1), then from this model the total value, of direct influence with total indirect influence is 70.3%.

(c). 53.1% Maintenance Management(Y) explained positively to Market's Building Condition (X1).

(d). 57.8% Maintenance Management (Y) explained positively to the Resources Management(X2).

(e). 69.7% User Satisfaction(Z) is explained positively to Market's Building Condition (X1) and the Resources Management(X2), and negatively affect Maintenance Management(Y), then from this model is known total direct influence with total indirect influence is 69.82%.

(f). 69.7% User satisfaction(Z) is explained positively to Market's Building Condition(X1) and the Resources Management(X2), if with maintenance management(Y) not included, then from this model it is known that total direct influence with total indirect effect is 69.74%

It was concluded that the total direct and indirect influence of Market's Building Condition (X1) and the Resources Management(X2) is positively correlated strongly