ABSTRACT

The background of this research is to know the concept of The Springhill Golf Residence, to analyze the concept, and build the concept awareness among the customers.

The Objectives of this research is knowing the correspondence between the Green Building concept of The Springhill Golf Residence with the customer, knowing the concept improvement of The Springhill Group’s next project.

The design of this research applies to the residents of The Springhill Golf Residences and the questionnaires were spread away to 63 residents by using descriptive statistical analysis and also to interview some of the top executives about the product dimensions.

The result of this research shows that Springhill Group will keep maintain its concept for the next projects that can be seen from the results of the questionnaires that on average the residents agreed that The Springhill Golf Residence are their criteria in buying a house.

Keywords: Product Dimension, Green Building Concept Analysis.