# ABSTRACT

***ASSESSMENT OF THE EFFECTIVENESS OF BUILDING INFORMATION MODELING (BIM) IMPLEMENTATION USING IBM SPSS SOFTWARE CASE STUDY: CITRA GARDEN SERPONG RESIDENTIAL HOUSING.***

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*This research aims to identify the factors influencing the effectiveness of Building Information Modeling (BIM) implementation in residential construction projects and to evaluate BIM using IBM SPSS software in the Citra Garden Serpong housing project. The key factors used as research methods are developed into six variables: Organization (X1), Application (X2), Equipment (X3), Project Team (X4), Process (X5), and Business Model (X6). These six variables consist of 101 indicators facilitating the research through questionnaire surveys and evaluating the effectiveness of BIM implementation. The study was conducted in the construction industry in Indonesia. The data obtained were analyzed using descriptive tests, validity tests, reliability tests, normality tests, and One-Way Anova tests. The presence of BIM provides differences in effectiveness in the Citra Garden Serpong housing project and has a positive impact because BIM facilitates coordination, especially in the factors of Organization, Application, Equipment, Process, Project Team, and Business Model.*

***Keywords:*** *Building information modeling (BIM), Assessment of BIM implementation, Construction projects.*

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