

ANALISIS PREFERENSI ORANG ASING TERHADAP HUNIAN SEWA STUDI KASUS : LIPPO CIKARANG, KABUPATEN BEKASI

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Globalization nowadays is increasing the movement of capital flows and investments to the various part of the world, and it causing the migration of labour between countries. This is also happens in Indonesia especially in Bekasi Regency as the region with the largest industrial area in Indonesia. Lippo Cikarang is one the areas that having a high demand in residential, mainly from foreigners who come to work in Indonesia because of the amount of multinational industry there. Therefore, this study aims to determine the rental housing preference by foreigners along with the related factors, using descriptive quantitative methods, Likert scale and cross tabulation as the analytical tool.

The research result shows that the most the Foreigners at Lippo Cikarang live in a Studio/I-BR Apartment (39,4%) that have fully furnished facilities (100%), with around US\$ 2000 – US\$ 3000 per month for the current housing expenditure (30,3%). For the preference, a Studio/I-BR Apartment (36,4%) and Service Apartment (30,3%) become the dominant option. Service Apartment prefer by Japanese (46.7%), aged 45-55 years (40%), working as an Executive (66.7%), with length of stay in Indonesia between 2-5 years (40%), and having a single status (62.5%). Foreigners who have been live in Indonesia more than 5 years (83.3%) and who live with family and children (60%) is prefer to have a single-family housing. There is also preference for Japanese to buy housing in Indonesia, especially at Lippo Cikarang, which is 26.7% and preference to buy the house by foreigners who have lived in Indonesia for more than 5 years with a percentage of 50%. Moreover, the most determining factors for housing preference are: Security, Distance to Workplace and Proximity of Shopping Centers without significant differences between backgrounds.

Keywords: Preference, Foreigners, Rental Housing, Lippo Cikarang