

ABSTRACT

HENDY VIANDRA REZA **“THE KEY FACTORS INFLUENCING
CUSTOMER’S LEVEL OF SATISFACTION
IN SUBSIDIZED HOUSING IN PARUNG
PANJANG DISTRICT, BOGOR REGENCY”**

CASE STUDY : PURI HARMONI 8 HOUSING

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House as a one basic human need is a place to live. The need for housing has never diminished and continues to grow every year. The number of decent and affordable houses is limited so that a backlog occurs. To overcome the housing problem the government created a One Million Houses Program (PSR), where with this program, government provide subsidize the housing development which the development itself could be carried out by the public and private sector. Based on Bank Indonesia's data, region with the largest FLPP in Indonesia occur in West Java, where the specific region with the highest real estate sector GRDP occurs in Bogor Regency. Parung Panjang as a sub-distric in Bogor have massive housing subsidized in the past 5 years. There are 7 subsidized housing developement in Parung Panjang. As the purpose of this thesis, Puri Harmoni 8 in Parung Panjang is choosen as the subject of study. Puri Harmoni 8 is completed in 2016 with starting price 148 mio/unit, however occupancy rate is only 30% .Therefore, this study aims to determine the main factors that influence the level of satisfaction in subsidized housing in Puri Harmoni 8, Parung Panjang. The method used in this study is PCA (Principal Component Analysis). This method aims to simplify the observed variables by reducing their dimensions. This is done by eliminating the correlation between the independent variables through the transformation of the original independent variable into a new independent variable that does not correlate at all. As the results, there are several factors influencing the level of satisfaction in subsidized houses in Puri Harmoni 8, Parung Panjang, which are environmental, social and education facilities (factor 1) consisting of cleanliness, residents' activities, housing privacy and distance to school; commercial and internal facilities (factor 2) consists of distance to commercial, waste management, room size, and citizen interaction; and house and surrounding infrastructure (factor 3) consists of accessibility, house size, economy around and distance to the station,

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