

ABSTRACT

**SURYANTO. “FACTORS AFFECTING CONSUMERS CHOOSING AN
APARTMENT”**
**CASE STUDY : EQUINE APARTMENT, SKYHIVE APARTMENT AND
LRT CITY APARTMENT IN EAST JAKARTA**

Number of pages roman numerals+9 page+66 image+13 table+19 diagram+27

*Adviser : Dr. Ir. Nurahma Tresani, MM., MPM
Ir. Nasiruddin Mahmud, S.Si., M. Sc*

Today's world is more urban than rural. DKI Jakarta, the largest city in Indonesia, has a population of 10 million, and the largest population is in East Jakarta. Population growth indirectly triggers housing needs. One solution for urban housing needs is the development apartment. Colliers International (2019), reported the number of apartment units developed in DKI Jakarta in 2018 was 201,817 units, and would add more than 20,150 units in 2019. 14% of the location is in East Jakarta. 1,982 apartment units marketed in the year 2019 (year to date) but only 360 units (18,2%) are absorbed (Salanto, 2019). The global economic currently slowing down but there are other factors that cause the low absorption of apartment units. It is necessary to know what factors affect the consumer in choosing an apartment, so that the model of apartment development is appropriate to the desired market. This research uses quantitative research methods with a descriptive survey research method. Questionnaire surveys used electronic surveys over the Internet. The findings of the 52 respondents who entered, in general there are 5 factors that affect consumers in choosing an apartment that is (1) Facilities of security apartment (Acces card), (2) certainty/timeliness of the handover unit apartment, (3) track record developer Apartment, (4) Adequate parking facilities and (5) Facilities Swimming Pool & Gym. Finding shows that the location factor is not the most influential factor for potential customers in choosing an apartment.

Keyword: Apartment, consumer, factors, East Jakarta