ABSTRACT

ARIF DARMAWAN.   **"RESIDENT PREFERENCES AGAINTS FACTORS THAT INFLUENCE TO LIVE IN CLUSTER AND NON-CLUSTER RESIDENTIAL AREA OF CITRAGARDEN CITY, WEST JAKARTA"**

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This study aims to analyze the influences of location, public facilities, environment, accessibilities, products, prices and brand developers on resident preferences in making decisions to stay in cluster and non-cluster in the CitraGarden City Jakarta residential area. Based on development stages, CitraGarden City residential area started in 1984 and developed by Ciputra Residence in Kalideres District, West Jakarta, naturally or gradually, was formed by the concept of a residential environment that follows trends of housing developments in Jakarta or currently known with the concept of cluster and non-cluster environments. In this research, it was found that the most of the residents who live in the CitraGarden City residential are mostly ethnic Chinese or Chinese who have occupied the area from the beginning, who have legality or ownership of land and buildings becomes a form of trust of the residents who live in the developer. The availability of adequate facilities becomes satisfaction and interests of the cluster and non-cluster residents who live. On the other hand, real estate management of CitraGarden City have some areas that are not developed anymore or it have been handed over to the local government. It means the responsibility for environmental management has been handed over to representatives of local communities where management has differences policies from other areas that controlled by estate management of CitraGarden City Jakarta.
This study uses descriptive analysis and describe by tables and diagrams which compared resident internal factors in terms of location characteristics, public facilities and facilities, environment, accessibility, products, prices and the brand of the developer. The primary data used in this study came from questionnaires distributed to respondents who lived in CitraGarden City. Descriptive statistical interpretations are also supported by the processing of questionnaire data, existing data or data from developers, both regional physical data and consumer buyer data and live in. The dependent variable in this study was held as descriptive data analyzed based on tables and diagrams compared to the independent variables. All independent variables in this study used Likert scale analysis of factors that influence the selection of housing locations as residence and relative rank index (RRI) analysis to determine the most dominant factors. The end of this research is expected to be useful as an improvement in the management services of CitraGarden City and as a reference for public to live in any residential area.

Keywords: **"Residential decision, Internal and External Factor, descriptive statistic"**