

ABSTRACT

BUDI ANTONY “CONSUMERS’ PREFERENCES TOWARDS SATISFACTION FACTOR IN MAKING DECISIONS TO PURCHASE SUBSIDIZED HOUSING IN THE KARAWANG AREA”

CASE STUDY : PERUM BHUMI BARU INDAH PERSADA, PERUM TAMAN PALUMBON ASRI, PERUM GRIYA INDAH

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In the conditions of competition among subsidized housing developers, attention should be given to the determinants of consumer satisfaction in the purchasing process of subsidized housing products, especially in Karawang. The authors chose Karawang as research sites, because the growth of the industry and the price of land that is still feasible to build a subsidized housing, where the feasibility of subsidized housing development is greatly influenced by land price factor. The low price of land in Karawang is expected to stimulate developers to build subsidized housing. This is in line with the Million House Program from Kemenpera, which provides a very low 5% price subsidy and a constant interest rate over the tenor of credit. However, this does not automatically make consumers buy subsidized houses built in Karawang. Therefore, the authors conduct research by distributing questionnaires directly to residents in Taman Palumbon Asri housing, Bhumi Baru Indah Persada and Griya Indah which is all located in Karawang. The purpose of this research is to identify the influence of price factor, location, condition of environment and condition of building to decision making of purchase and to identify consumer satisfaction toward subsidized housing, with sample 3 subsidized housing in Karawang. The result of this research shows that Taman Palumbon Asri housing has Index Compatibility Level of 105%, with highest score on location and price factor, thin difference with design factor and environmental factor. This means that the level of satisfaction of respondents in Taman Palumbon Asri Housing exceeds the level of interest, where respondents get more than they expect from all factors. Bhumi Baru Indah Persada ranks second with the highest value on price and design factors, but lacks the location factor where the distance to the highway is quite far, though to the city center closer and easier accessibility than Griya Indah housing. Griya Indah received the lowest TKI score despite its proximity to the Industrial Zone, due to the distance to the city center away and its accessibility is more difficult.

Keywords: Price, Location, Building, Environment, Consumer Satisfaction, Purchasing Decision, Index Compatibility Level