

ABSTRACT

**CHARLESCIAN ANGGI : “FACTORS AFFECTING THE DECISION
OF PURCHASE AFFORDABLE HOUSING”
CASE STUDY : SUB-DISTRICT PARUNG PANJANG,
BOGOR**

Number of Pages : Roman numerals + 13 Pages + 94 Images + 14
Tables + 38 Diagram 16

Advisor : Dr.Ir. Nurahma Tresani, MM.,MPM
Ir. Liong Ju Tjung, M.Sc

The need for affordable landed houses increases however the supply in the downtown of Jakarta is no longer possible due to the higher price of land, therefore, the demands are met outside the city of Jakarta, such as in the surrounding areas of Jakarta's buffer cities including the Parung Panjang sub-district, Bogor. Affordable land prices and the availability of mass transportation of electric rail (KRL) makes the development of simple housing in Parung Panjang successfully absorbed by the market. The high interest of the community to have affordable house occupancy in the Parung Panjang area has made residential property developers compete to offer their property products to the public. This research is made to examine the factors that influence consumers on the purchasing decisions and the relationship of the consumer characteristics to the decision of purchasing affordable houses in Parung Panjang, Bogor. This research is a descriptive quantitative study, using descriptive analysis methods on occupant profiles by using likert scale analysis and one sample t-test to determine the factors that influence purchasing decisions. The results showed that the location factors (proximity to public transportation, schools and hospitals), design factors & quality of buildings (building specifications, building quality, workmanship), economic factors (sales price, free of charge - purchase agreement fees, down payment , availability of bank credit), and environmental factors (elegance and comfort of the environment, environmental safety, far from pollution, availability of playgrounds) are factors that plays a very important role on the decision to buy an affordable house in Parung Panjang. In addition to that, some demographic factors such as age, occupation, income and number of family members in the household have a certain degree on the decision to purchase an affordable house in Parung Panjang

Keyword : settlements, simple housing, purchasing decisions, location factors, building design & quality, economy, environment.