

ABSTRACT

DEWI *“THE FACTORS THAT INFLUENCE THE DECISION of LOW
INCOME SOCIETY TO BUY RUSUNAMI IN BEKASI CITY”*
CASE STUDY **SENTRALAND BEKASI & VIDA BEKASI**

Number of page roman numerals +11 pages +91 table +34 figure +21 diagram +24

Lecture : 1. Dr. Ir. Nurahma Tresani, MPM
 2. Ir. Nasiruddin Mahmud, S.Si, M. Sc

Rusunami is one of the government's efforts to provide decent housing, especially for low income society and to overcome the backlog of home ownership that occurred in major cities in Indonesia. Bekasi city which is one of city buffer capital of Jakarta also affected by backlog of home ownership. Increasing the number of residents about 4% each year and limited land for housing make rusunami becomes very important in Bekasi City. Currently, in Bekasi City already has about 5 rusunami and some of them are Sentraland Bekasi developed by Perumnas and Teras Alun Alun, Vida Bekasi developed by Gunasland. One hundred percent of sales of Stage 1 Sentraland Bekasi are absorbed by the MBR group. While Teras Alun Alun only absorbed about 58,5%. In addition, the majority of buyers of Teras Alun Alun are upper middle class and investors. This study will examine the factors that influence the decision to buy in Sentraland Bekasi and the factors that influence the decision of lost customers do not buy in Teras Alun Alun. This research uses quantitative method which then will be explained descriptively. The results of identification and analysis in this study found that the majority of buyers in Sentraland Bekasi is a group of millenials or those aged 21-35 years old. Factors influencing the buying decision in Sentraland Bekasi are the selling price that is affordable under Rp 200 million / unit, the credibility of Perumnas as a trusted developer, and the concept of Sentraland Bekasi which is integrated with malls and offices. While the factors that affect the lost customers do not buy in Teras Alun Alun is the selling price is too expensive that is above Rp 300 million / unit, its location is not strategic, and there are still some residential tread options within a radius of 15 km from Teras Alun Alun with the price which is cheaper than Teras Alun Alun. One of the causes of the selling price of the Teras Alun Alun is too expensive is because of its large unit area of 36 m2. So Teras Alun Alun needs to provide units with a smaller unit of 21-36 m2 or a maximum selling price of Rp 250 million / unit.

(Keywords : Public Housing, buying decision, low income society, Bekasi)