

ABSTRACT

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**"STUDY OF THE OCCUPANTS PREFERENCES
ON FACTORS THATS EFFECT OWNERSHIP
OF FLATS "**

CASE STUDY

**KEBAGUSAN CITY, BANDAR KEMAYORAN,
SENTRA TIMUR.**

Number of pages of Roman numerals+11 pages+108 tables+38 drawings+41 diagrams+22

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Residential or residence is the basic need of every human being as a place of refuge and means of fostering the family. Flats are a solution to the need for occupancy. The 1000 tower program initiated by Vice President Jusuf Kalla in 2007 with a target of low-income (MBR) and unemployed communities, which only 13.8% (Dna & Hen, 2015) is constrained by land availability and no institution is appointed to implement the program.

The selling price of the flats is determined by the government (KepMenPUPR552, 2016) depending on the region each having different selling prices ranging from Rp 9.3 million per m² (Central Jakarta), up to Rp 9.6 million per m² . On the other hand the occupant's preference in determining ownership on location is one of the occupants' preference for accessibility, proximity, or the environment. Determining the ownership of flats is usually based on various factors such as physical building (structure, finishing, unit area) as well as pay and non-payment facilities, and management. Location is one of the residents' preferences related to accessibility, proximity and the environment.

This study uses SPSS program using one sample t test and crosstabulation with the intention of obtaining values that affect the occupants' preferences in the ownership of the flats based on physical and non physical factors.

The results of the analysis of the characteristics of the inhabitants consist of buyers who have similarity in age, marital status, last education, local origin, shopping for meals per month. While for renters have the same marital status, occupation, previous occupancy and for fresh water, electricity and service charge per months. Factors affecting influencing occupants' occupations are accessibility factors, proximity, pay and manager facilities.

While influence of occupant preference factor to ownership in buyer in the form of proximity factor with work place variable and center of commerce & services. Renters on managerial factors with security variables.

Keywords: Preferences Occupants, Ownership, Locations