INFLUENTIAL FACTORS IN THE SELECTION OF SITES FOR HOUSING IN THE BORDER CITY OF SURABAYA

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ABSTRACT

Dynamic economic development in Surabaya, indirectly influence the development of housing and urban settlements in border areas, namely Sidoarjo, Mojokerto and Gresik. The development of housing and settlement are rapidly increased in recent years, especially in Sidoarjo and Gresik. Surabaya itself provides a variety of low-cost housing and subsidized housing projects. However, many people of Surabaya prefer to stay and chose a house in the border region.

The study aims to determine the underlying reasons people decision to live in housing and urban frontier settlements. Post Occupancy Evaluation of the residents of housing in the border area of Surabaya. The method used are qualitative and quantitative methods with descriptive approach. Quantitative approach carried out by Chi-square analysis to obtain the relationship between dependent factors and independent factors. The research was carried out by categorizing the people decisions in accordance with the lifestyle segmentation of Activity, Interest, and Opinion (AIO) community (Engel, 1990).

The main factor underlying the residents decision to stay in the border city of Surabaya is due to factors such as employment.

The main factor underlying the residents decided to stay in the border city of Surabaya is mainly due to factors such as employment and affordability. Workplace location and the majority working in Surabaya city and frequently visited Surabaya. Factors driving housing residents to visit Surabaya is to visit family, shopping and recreation. Some residents complained about the lack of availability of clean water and inadequate infrastructure facilities.

Key words: Border Region, Site selection factors, Housing