IMPORTANCE PERFORMANCE ANALYSIS
ENVIRONMENTAL ATTRIBUTES TO BUYERS
PERCEPTION AT
RIVERSIDE RESIDENTIAL MALANG

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ABSTRACT

The competition field of housing in the city of Malang, which takes the theme of “Green” is getting tougher. As well as increasing consumer awareness of the impact of Global Warming so that the environmental attributes of occupancy to be one consideration in choosing their homes.

Relation to the above the developer is also expected to be more responsive to the issue so it needs to know the attributes of residential environments whether that be an important factor (importance) for customers to buy house in Riverside. Likewise, performance improvement can be associated with the attributes of the environment to enhance buyer interest.

Importance Performance Analysis (IPA) determines the level of Importance and Performance of the environmental attributes outlined in the tabulation that can be known the level of Importance and Performance of the attributes of the residential environment for consumers.

From this study the results obtained for the small house type attributes of residential environments that have the perception (of high importance, less performance) is the transport and the cleanliness of residential areas. As for the Medium house type attributes of residential environments that have a perception (of high importance, less performance) is the availability of electrical energy sources other than PLN can harness the potential of a local nature such as
streams or wind, then the use of material building materials can be recycled. While other attributes according to the respondents (high importance, both performance) is landscaping, indoor water quality.

**Key Word:** Environmental attribute, home purchase, IPA (Importance Performance Analysis), Riverside residential.