FACTORS AFFECTING DECISION-MAKING OF YOUNG FAMILY IN CHOOSING A RESIDENCE IN SURABAYA

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ABSTRACT

Population growth of productive age in Surabaya has increased, causing the demand for houses increased too. This phenomenon is also influenced by the emergence of estates in Surabaya that offering many options and a different housing character according to the housing locations. The decision to buy a dwelling houses by young families, they have several factors to consider as they begin married life cycles, and increasing of family members.

This thesis aims to identify and explore the factors that influence the selection of dwelling houses according to the preferences of young families in Surabaya. The consumer purchasing preferences studied by applying direct measurement with questionnaires and interviews, followed by descriptive statistics methods, inferential statistics methods analysis, and exploratory factor analysis to answer the research questions. Questionnaire was prepared and distributed to consumers who would buy a dwelling houses in Surabaya.

The results of the thesis through descriptive statistical analysis concluded that land clarity factor, infrastructure and housing prices are the most influential factor. The results of the exploratory analysis factor formed ten groups of factors that affect young families in dwelling selections in Surabaya. They are a building design and environment; psychology and social environment; environmental facilities and public utilities; environmental conditions and worship facilities; public, social, and cultural facilities; legality and leisure environment; trade and commerce facilities; housing prices and values; communication networks; location and public service.

Keywords : selection factors homes, young families, consumer decision