FACTORS THAT AFFECT MIDDLE RESIDENTIAL CONSUMERS IN SELECTING HOUSE LOCATION IN EAST SURABAYA

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ABSTRACT

Location is one of factors that affects consumers in housing selection. For big city consumers such as Surabaya, residenitals required to have a good location accessibility, considering the rush of adult society who need simplicity in daily activities, so that the access roads are fast and easy, proximity to downtown, and easy public transportation, become a major consideration of consumers. In fact, the limitedness of land and housing needs make a lot of new housing locations shifted to suburban areas with inadequate public transport. Developers will also looking for a large and cheap land where is not a lot of property business to be made as residential. With all these constraints, the location remains an important factor for consumers. Consumers will try to find the best residential locations according to their criteria. Therefore, this thesis is structured to determine the factors of location that have strong influence on consumers in choosing middle housing in East Surabaya.

This research uses factor analysis to determine the factors that influence the selection of residential location with survey methods (questionnaires) and getting the most dominant of factor selection of residential location.

The results obtained the dominant factor in the selection of housing location. The factors are the utility factors and environmental conditions, consisting of the comfort and security of a residential neighborhood, availability of electricity, telephone network, water supply network, drainage network, the availability of the waste system, noise-free residential areas, land tenure, availability of the telephone network, and proximity to educational facilities.

Keywords: dominant factors, the choice of location, East Surabaya