CONSUMER CHARACTERISTICS INFLUENCE IN MARKET UNDERSTANDING OF SUSTAINABLE HOUSING (BASED ON GREENSHIP CRITERIA)

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ABSTRACT

Building construction industry is the third largest sector that affects global warming. It is also related to the number of real estate development, specifically for residential. Currently, sustainable development concept has been applied by the developers for their real estate projects and it is offered to the society. However, demand from the society, as targeted market, cannot be determined because the concept is still premature, particularly in Indonesia.

Hence, understanding of market is essential to be discovered as supporting data of market demand, especially for sustainable housing. Stage of market understanding is significantly affected by consumer characteristics. It is addressed to find the appropriate consumer characteristics for the application of sustainable development in real estate. The sustainable development aspects are adapted from Indonesia sustainable building certification as GREENSHIP certification criteria.

This study is surveyed on awarded sustainable housing in CitraLand Surabaya, Golf Avenue cluster. Qualitative research method which is combined by quantitative method is applied to gain analytical result between the influences of market understanding.

As the result, this research reveals that each consumer characteristics have no influences on the understanding of sustainable development criteria. However, if the characteristics are paired, it is found that age-education, age-occupation, and education-occupation have an effect to the understanding of sustainable development. Furthermore, it can be applied in real estate development, especially in planning, marketing, and operating phase.

Keywords: sustainable development, consumer characteristics, market understanding, GREENSHIP, housing