CHAPTER 7
CONCLUSION AND RECOMMENDATION

7.1 Conclusion

This research determines four consumer characteristics as the main aspect to find the understanding of market in sustainable development, mainly in gender, age, highest education level, and occupation of the residents. The actual data discover that female participants have larger amount than male, majority of the residents are in 25 until 44 years old. There are many residents graduated from bachelor degree and high schools than graduate degree, while the occupations of the residents are mostly housewives, entrepreneurs, and students.

Market understanding is determined by Bloom’s understanding criteria which are connected to sustainable criteria from GREENSHIP Home assessment (Appendix 3). It is classified in specific level according to the score. The most understood criteria in accordance to questionnaire result are Green Area, Community Accessibility, and Storm Water Management aspects in Appropriate Site Development criteria, Heat Reduction aspect in Energy Efficiency and Conservation criteria, Prefab Material, Regional Material, and Waste Management aspects in Material Resource and Cycle criteria, Fresh Air Circulation, Minimized Pollutant Material, Visual Comfort, and Acoustic Level aspects in Indoor Health and Comfort criteria, and Environmentally Friendly Activity, Building Guide, Security, Innovation, and Future Development Management in Building Environment Management criteria. The least understood criteria are Public Transportation (ASD 5), On Side Renewable Energy (EEC 5), Rainwater Harvesting (WAC 2), Old Material Usage (MRC 2), Environmentally Friendly Material (MRC 3), and Certified Wood (MRC 5) aspects. However, all of the least understood criteria have similar reasons according to the actual condition from the study area.

Therefore, the GREENSHIP criteria are correlated with participants’ characteristics as the representative of consumers’, to find whether characteristics have effect on the understanding. According to the characteristics,
it is discovered that in gender characteristic, no male or female significantly affects the understanding of sustainable development in GREENSHIP criteria. It is also occurred that in age characteristic, no age completely affects sustainable development understanding and in highest education characteristic, no specific education level affect the understanding in each GREENSHIP criteria, as well as in occupation characteristic which has no particular career affects the understanding of sustainable development. However generally, male participants, participants in age 45 to above 65 years old, participants with graduate level of education, or retired participants and those who work as professionals have higher understanding than other characteristics.

Detailed on the least understood GREENSHIP criteria, it is also correlated with paired characteristics to find out specific characteristics that affect the less understanding level in each aspect. It is discovered that no male or female with particular age, education, or occupation has influence on the understanding of sustainability. However, in specific age groups paired with education and occupation or specific education levels paired with occupation could give significant influence on participants’ understanding of sustainable development.

On the other hand, the understanding some GREENSHIP criteria which have relation with consumer characteristics can be applied in the stages of residential real estate development, especially in property management stage. Providing public transportation, managing waste, and rainwater harvesting should be more concerned as the part of real estate management. Developers could provide public transportation which connects resident’s house to public facilities inside housing area. Waste management can also be a reference for developers providing trash bin with different wastes or scheduling waste pick up with different type of wastes for residents house. Rainwater harvesting is also important to decrease the usage of clean water. Developers can provide a tank for rainwater to be used by the residents for watering plants.
7.2 Recommendation

Developing real estate should be begun from market research, market analysis, and market feasibility. The result of those three aspects is discovering market demand by examining want and ability of market to purchase certain projects, as well as sustainable development project in real estate. This research has discovered the influence of consumer characteristics on the understanding of sustainable development in residential. It can assist the aspect of market demand before finding segmented market who definitely wants the sustainable concept for residential.

Therefore, for future research, it is suggested to discover more about market demand and also promotion strategy of sustainable real estate.