THE FACADE DESIGN INFLUENCE ON CONSUMER INTEREST IN RESIDENTIAL REAL ESTATE IN THE PROBOLINGGO CITY

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ABSTRACT

The Indonesian property sector generally in 2013-2014 in the middle town had demand for increased residential real estate. Middle-class residential in Probolinggo had increased, but developers forgot the facade aspect as the most important aspect because it was the first assessed visually by the consumer. The aim of the study was to analyze the facade design influenced on consumer interest in residential real estate in the Probolinggo city and determined the residential sales level based on the analysis.

This study used qualitative descriptions and reinforced with quantitative methods to achieve the research objectives. The primary data obtained from structured interviews, documentation, and field observations to the respondents as well as the related management developer. The data were evaluated by descriptive analysis, quantitative, and qualitative. The result of this research is the design of the facade and consumer interest in residential real estate in Probolinggo had a positive relationship. Gates design, windows and entrance, ornaments, facade and roof were the most considered components by the respondents. While the facade composition that most affected the interests of the respondent were contrast and scale. The increased demand of residential real estate the consumer would be achieved if the product had a good quality. Good product quality should be clearly visible on the physical product especially in aesthetic facade design that fits the consumer needed and desired because it was the most easily assessed by consumers and it would have increased the consumer interest to the residential real estate. Facade design that fits the consumer needed and desired indicated in increased residential real estate sales.

Key word: facade design, consumer interest, real estate residential, medium-sized city