

SUMMARY

REZKI TEGAR WIBAWA. Analysis of Interest in Purchasing an Apartment. Supervised by HARTOYO and SRI HARTOYO.

Limitations of land and increasing land prices continue to increase each year to make the City Government of Bogor suggested vertical shelter to meet the needs of the community will residence, so it can be said the growth of vertical housing offerings in the form of apartments associated with the existence of a fairly high demand from society to upper middle. Another factor contributing to this growth is the increase in population as population growth drives changes to the composition of space and shelter. The location of Bogor is quite strategic because it is close to Jakarta which is the economic center of Indonesia to make people consider it as the location of residence. Population growth in Bogor, which increases about one percent annually, comes from the migration of urban populations. So it can be stated that an increase in apartment construction will be very influential for people who need strategic shelter and close to the economic center. The purchase of an apartment can be identified early through the buying interest of the consumer. Interest in consumer purchases is closely related to the motivation it has for using or buying certain products.

The purpose of this study: (1) to identify consumer's preference of apartment product attributes; (2) to analyze the influence of attitude, subjective norm, and perceived behavioral control toward purchasing interest; (3) to analyze the influence of consumer's psychographical toward the interest of purchasing an apartment. This study used descriptive method to describe the characteristics of respondents, Respondents in the study amounted to 153 people. Respondents are people who have the interest and ability to own an apartment in Bogor City. Technique of data collecting in research done by filling questioner to respondent through online survey. Data were analyzed by using Structural Equation Modeling (SEM) method through Theory of Planned Behavior (TPB) approach. The study also required to know the interest of buying an apartment by grouping respondents based on lifestyle, the analysis used was factor analysis.

The result of the research based on Theory of Planned Behavior shows that based on apartment ownership, most respondents do not have apartments and respondents who already have apartments interested in returning to buy an apartment. The purpose of the apartment purchase is responder chooses to be leased back, with close consideration or being in the middle of the city. The ideal size of the required apartment is about 30-40 m² with the most desired facility is minimarket. Means of information about the apartment is through a property exhibition. Attitude and subjective norm variable influence the buying interest of the apartment, while the perceived behavioral control variable has no significant effect on the buying interest of the apartment.

Respondents were classified in to three groups, that were cluster Gregarious Energetic, Brainy Cosmopolite and Modest Affectionate clusters claimed that clusters with the highest interest in apartment purchases were Cluster Brainy Cosmopolite, because respondents had a lavish lifestyle and had an interest in new products. Cluster Modest Affectionate has an interest in purchasing the second highest apartment where in determining the interest of respondents prefer to buy

something that is really needed and functional. Furthermore Cluster Energetic Gregarious respondents liked the outdoors activities in both the vacation and leisure time activities.

Keywords: apartment, purchase intention, psychographic, TPB

