ABSTRACT

Analysis of the Real Estate Consumers’ Behavior in Respect to the Development of Kota Wisata Cibubur Residential

Many residential areas exist in JABOTABEK district, which make customers are more careful to decide which area is excellent for living. Consumers’ behavior toward residential product is variety and it depends on the orientations. Therefore, the understanding of consumers’ behavior in respect to the residential product is very important to Developer. The purpose of this research is to: (1) analysis the attributes which influence consumer in deciding or choosing Kota Wisata Cibubur residential, (2) evaluate the suitability product of Kota Wisata Cibubur residential against to consumers’ desire (residents of Kota Wisata). The research method was using Survey Method. The primer data was obtained through questionnaire and by interviewing Kota Wisata Cibubur’s residents. Choosing respondents in this research by using Proportional Random Sampling Technique. The amount of respondent is 95 people; gained by Slovin principle with 10% level of errors (critical point). The entire data was examined by Descriptive Analysis in order to profile the respondent clearly. Thurstone’s Method was used to grade down the respondents’ base on particular attributes. Correspondent analysis was applied in this research for understanding the relationships between each attribute, positioning and perceptual mapping from a residential area. Chaid analysis was brought to determine the significant factors or attributes concerning consumer satisfaction in Kota Wisata Cibubur residential.

In general, Kota Wisata Cibubur residents assess that a pleasant and comfortable environment is the main attribute for choosing residential area. In particular, residents between 25 – 44 years old, put easy access of location in the second level of the importance’s level attribute, behind pleasant environment, while price and facilities are in the third and fourth level. Whereas, the residents who are above 44 years old, point out facilities and services attributes as the third most important aspect from the importance’s level attribute after pleasant environment and price, while the easy access of location is in the fourth level. Each person has different priority in determining a place for living. In this case, Kota Wisata Cibubur’s residents choose the price and type of the house as the first and second priority. Especially, residents between 25 – 44 years old, place a price and a figure of the house as the first and third priority. On the other hand, price does not become the important priority for the residents above 44 years old.

The pleasant and comfortable environment as well as the high security guarantee is the biggest power attraction to consumer for choosing Kota Wisata Cibubur residential area for best place of living. The level of satisfaction against sport facilities shows consumers’ satisfaction of Kota Wisata Cibubur toward the entire facilities and services. The towering desire of sport club in the neighborhood, reveal that development in Kota Wisata Cibubur has to be directed to build up sport facilities which also enclose children recreation facilities. The ease in getting to the residential location is also essential factor for prospect consumer; the easiest access is the highest power of attraction of one residential. Since Cibubur – Cileungsi access is not able to accommodate traffic transportation anymore, therefore some alternatives have to be made by: (1) Adding Cibubur – Cileungsi traffic line, from 2 lines into 3 lines for each direction (2) Adding alternative access, through Jalan Outer Ring Road (JOR), which is presently its road construction has reached up Jati Warna, Pondok Gede.

The difference of importance in selecting a residential and house between consumers age 22-44 and consumers above 44 years old has to be the major attention of a company or developer. These two groups have to get different treatment in form of product and promotion development.