

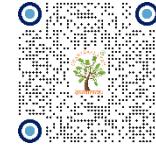
Original Article

## ANALYSIS OF FACTORS THAT INFLUENCE CONSUMERS' CHOICES OF HOUSING IN PURBALINGGA REGENCY

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### ABSTRACT

Housing developers determine housing locations based on factors that influence consumers' choices of housing. Therefore, a study to analyze the factors that influence consumers' choices of housing from the perspective of developers in Purbalingga Regency based on previous studies is needed. The study was conducted to determine the factors underlying developers' decisions regarding housing locations, to identify the factors that influence consumers' housing choices based on previous studies, and to determine the relationship between the two studies. The study was conducted at one of the housing developers in Purbalingga Regency, PT. Saka Qinarya, at the Griya Kalika housing complex. The study concluded that the factors underlying developers' decisions regarding housing locations are proximity to the workplace, a comfortable and quiet location, affordable prices, attractive home designs, and proximity to numerous public facilities. These factors align with those found in previous studies.

**Keywords:** Housing, Developer, Consumer, Griya Kalika Housing

### INTRODUCTION

Purbalingga Regency's population growth has increased over the past five years (2019–2024). The average annual growth rate during this period is 2.44%, an increase compared to the previous period (2014–2019), which is only 0.8%. According to statistics, the population is expected to reach 1.05 million in 2024 ([data.purbalinggakab.go.id](http://data.purbalinggakab.go.id)). The population increase in Purbalingga Regency has also led to an increase in housing demand. A house is a building that serves as a habitable place to live, a means of family development, a reflection of the dignity and worth of its occupants, and an asset for the owner (Government Regulation No. 14 of 2016; Government Regulation No. 12 of 2021; Government Regulation No. 64 of 2016). Choosing residential housing is a more practical option, which saves time, offers a guaranteed price, and reduces the stress of the construction process for those who want to move in immediately without the hassle of planning and construction supervision.

The handover of public infrastructure assets worth IDR 16 billion from 12 housing developers in 2023 is one of the indicators of housing growth in Purbalingga Regency (reported by the Purbalingga Regency Government). Numerous housing developers have registered housing projects, including Citra Perwira Gemuruh Housing, Citra Perwira Patemon, Grand Perwira Gemuruh, Ketujuh Emerald Wirasana, Permata Perwira Kalimanah Wetan, Argo Residence Klapasawit, Bina Griya Karangpule, Jetis Asri Kemangkon, Madina Premier Purbalingga Wetan, Palm Estate, Graha Kencana, Griya Kalika, Syarafana Kalikajar, and many more.

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The increasing number of developers in the property business and housing availability provides opportunities for people to choose house size, location, neighbourhood, and facilities. Some of the most important factors influencing home purchase decisions include price, location and neighbourhood, income, easy credit access, facilities, and the consumer's lifestyle.

The factors that influence people to choose a housing complex include three priority variables: accessibility, facilities and infrastructure, and general factors [Akhyar \(2011\)](#). The selling price set by the developer is one of the considerations for prospective homebuyers. For middle- and upper-class families, price is no longer the determining factor in purchasing a house; location, comfort, security, design, and facilities are more important. Easy financing and facilities are also important factors in deciding whether to purchase a home. Complete facilities such as security systems, sports facilities, parks, and places of worship will pamper residents' activities. The lifestyle of modern society tends to favour house designs and houses with complete facilities and good security systems.

The biggest challenge for developers is the intense competition in the property market; developers must provide housing with good quality, complete facilities, and a strategic location to attract potential buyers.

With intense competition and the growth of housing developers, in order to win the competition, developers need to know the dominant factors that influence consumers in their decision to purchase a house, namely location, facilities, income and lifestyle, which have a significant effect on demand. [Dirwan \(2014\)](#)

The price of housing is the most influential factor in choosing a house, followed by the condition of the housing environment, the location of the house, and the condition of the house [Putra and Rahayu \(2015\)](#).

The variables of price, location, building, and environment that were studied significantly influence purchasing decisions and collectively have a positive effect on purchasing decisions [Yusra and Saputra \(2019\)](#).

There are seven factors considered in the purchase of a mid-range house: design, location and infrastructure, brand and quality, legality and other technical factors, accessibility, quality of life, financing, and finally, promotion [Dewabrat et al. \(2023\)](#).

Housing developers determine the location of housing based on factors that influence consumers' choices of housing. Based on the previous description, many studies have been conducted on the factors that influence consumers' choices of housing. It is necessary to conduct a study by analyzing the factors that influence consumers' choices of housing from the perspective of developers and from the results of previous studies in Purbalingga Regency.

## OBJECTIVES

Based on the problem formulation, the objectives of this study are :

- 1) To find out the factors that underlying developers' decisions regarding housing locations
- 2) To find out the factors that influence consumers' choices of housing based on the previous studies.
- 3) To find out the relation between factors that influence consumers' choices of housing from the point of view of developers and previous studies.

## BOUNDARIES

The study was conducted in one of the housing developers in Purbalingga Regency, PT. Saka Qinarya of Griya Kalika Housing. The variables studied include external factors and internal factors.

## MATERIALS DAN METHODS

### MATERIAL

Housing is a collection of houses and other residential buildings equipped with facilities, infrastructure, and public utilities to form a residential environment.

According to Law Number 1 of 2011, housing is part of a settlement, both urban and rural, which aims to meet the need for livable homes.

According to SNI 03-1733-2004, housing location criteria must comply with the Regional Spatial Plan (RTRW) and local regulations, not be located in protected or hazardous areas, and consider accessibility, basic facilities and infrastructure such as roads, drainage and utilities, as well as social and economic aspects of the community.

The requirements for housing locations according to SNI 03-1733-2004 are:

- 1) In accordance with the Regional Spatial Plan (RTRW).

The location must be in accordance with the land use designated in the Regional Spatial Plan (RTRW) or other applicable planning documents.

- 2) Safety and Feasibility.

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The location must not be in a protected area, such as a water reservoir area, waste disposal area, or under high-voltage power lines, and should be free from the risk of flooding or natural disasters.

3) Accessibility.

The location must have good access to main roads, public transport, and be within easy reach of shopping centres, schools, and workplaces.

4) Availability of Facilities and Infrastructure.

The residential environment must be integrated with adequate infrastructure (roads, drainage) and facilities (schools, shopping centres, health facilities, electricity, clean water).

5) Physical Condition of the Environment.

Consider the physical condition of the environment, such as the atmosphere, cleanliness, comfort, and availability of public spaces.

6) Social and Economic Conditions.

Consider social aspects of the community, such as the socioeconomic composition, demographics, and cultural values that exist in the environment.

7) Availability of Utilities.

Basic facilities such as clean water, gas, electricity, and telephone networks must be available.

8) Usability.

Enabling every resident to use all public places or buildings in the environment without reducing their overall quality and quantity.

This standard also sets out technical health and safety criteria and administrative requirements, such as licensing in accordance with laws and regulations.

Factors that influence consumers' choices of housing in general are external and internal factors. External factors include strategic location, availability of public facilities, comfortable housing environment, promotion, and marketing. Internal factors include appropriate price, developer reputation, building and product quality, easy financing, personal factors, and social and cultural factors.

## **METHODS**

The research was conducted using descriptive analysis methods. Data collection techniques included interviews and field observations. Interviews and observations were conducted with the owner of PT. Saka Qinarya, the developer of Griya Kalika housing, to obtain information about the housing offered and information related to potential buyers. Observations were also made by analyzing the results of previous studies on the factors that influence consumers to purchase housing. The results of the interviews and observations were compared with the results of previous studies that had been conducted. The stages in this study were as follows:

- 1) Analyze the owner's perspective in determining the location of the housing complex. The analysis was carried out by identifying the factors that influence consumers' choices of housing from the owner's perspective.
- 2) Analyze the factors that influence consumers' choices of housing. The analysis was conducted by identifying the factors that influence consumers to purchase housing based on previous studies.
- 3) Analyze the relationship between the owner's perspective in selecting a housing location and the factors that influence consumers' choices of housing according to previous studies.

## **RESULTS AND DISCUSSION**

### **RESULTS**

The study results were obtained by conducting interviews and observations with the developer of Griya Kalika housing, PT. Saka Qinarya, and it was found that the land area used for housing is 26,660 m<sup>2</sup>. The types of housing offered are 40 commercial units and 197 FLPP (Housing Financing Liquidity Facility) units. The types of houses offered are type 36 and type 33. Type 36 has a land area of 72 m<sup>2</sup> and a building area of 36 m<sup>2</sup>. Type 33 has a land area of 72 m<sup>2</sup> and a building area of 33 m<sup>2</sup>. The occupational background of the buyers includes entrepreneurs, civil servants, and private sector employees.

Based on interviews and observations conducted with the owner of PT. Saka Qinarya, the location of the Griya Kalika housing complex was determined by factors including:

- 1) The housing location is close to the workplace.

Griya Kalika Housing is located in the city centre and directly on the Purbalingga – Purwokerto provincial road. It is located in Dusun I Sokawera, Padamara District, Purbalingga Regency, Central Java. The distance from the housing location to the centre of Purbalingga city takes approximately 15 minutes by vehicle. The housing location is close to office areas and business premises. Buyers of Griya Kalika housing include entrepreneurs, civil servants, and private sector employees.

2) A comfortable and quiet location.

The housing complex covers an area of 26,660 m<sup>2</sup>, located in a quiet environment and designed for comfort with complete facilities such as a mini market, a place to worship, a garden, and wide road access.

3) Affordable prices.

Griya Kalika Housing Complex offers 40 commercial units and 197 FLPP-subsidised houses. FLPP is a Housing Financing Liquidity Facility, which is a subsidised housing financing assistance programme from the Indonesian government managed by BP Tapera to help low-income communities (MBR) own homes with benefits such as a fixed interest rate of 5% throughout the loan period and a loan term of up to 20 years. The prices offered for Griya Kalika housing are very affordable, with a down payment starting at 6 million rupiah and monthly instalments of around 1 million rupiah.

4) Attractive house design.

The houses in the Griya Kalika housing complex come in two types: type 36 with a land area of 76 m<sup>2</sup> and a building area of 36 m<sup>2</sup>, and type 33 with a land area of 76 m<sup>2</sup> and a building area of 33 m<sup>2</sup>, both featuring an attractive minimalist design.

5) The housing complex is located close to many public facilities.

The Griya Kalika housing complex is only a 5-minute drive from Sega Mas Market. The distance from the housing complex to major hospitals such as Siaga Medika Hospital and Dr. R. Goeteng Regional General Hospital is less than 5 km. Educational facilities ranging from kindergartens, primary schools, junior high schools, and senior high schools, as well as other public facilities, are located within a short distance from the housing complex.

## DISCUSSION

An analysis identifying the factors that influence consumers' choices of housing based on conducted study can be summarised in [Table 1](#) below:

**Table 1**

**Table 1 Recapitulation**

No.	Researcher	Study Title	Factors that influence consumers
1	<a href="#">Krisnadi (2011)</a>	Analisis Faktor – Faktor yang Mempengaruhi Konsumen dalam Pengambilan Keputusan Pembelian Rumah Sederhana (Studi Kasus di Perumahan Bukit Kalibago Indah, Banyumas)	1) Price 2) Quality. 3) Commercials
2	<a href="#">Akhyar (2011)</a>	Identifikasi Faktor – Faktor yang Mempengaruhi Konsumen dalam Memilih Lokasi Perumahan	1) Accessibility 2) Facilities and Infrastructures 3) General factors
3	<a href="#">Putra and Rahayu (2015)</a>	Faktor – faktor yang Mempengaruhi Pemilihan Perumahan dan Tipe Rumah di Perumahan Bukit Emerald	1) Price 2) Environment 3) Location 4) Residential condition
4	<a href="#">Yusra and Saputra (2019)</a>	Faktor – Faktor yang Mempengaruhi Konsumen dalam Membeli Rumah (Studi Kasus di Komplek Perumahan Indah, Aceh Besar)	1) Location. 2) Price. 3) Environment 4) Building
5	<a href="#">Dewabratia et al. (2023)</a>	Faktor – faktor yang Dipertimbangkan dalam Pembelian Rumah Tinggal Kelas Menengah Menurut Broker Properti di Surabaya	1) Design, location & infrastructure. 2) Brand & quality. 3) Legality and other technical factors. 4) Easy access. 5) Quality of life 6) Financing

6	Studies in (2025)	Faktor – faktor yang mempengaruhi konsumen memilih Perumahan di Kabupaten Purbalingga	7) Promotion. 1) The housing location is close to the workplace. 2) The location is comfortable and quiet. 3) The price is affordable. 4) The appearance of the house is attractive. 5) The housing location is close to many public facilities.
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Table 1 shows the relationship between the studies conducted by the Purbalingga Regency developer (point 6) and the results of previous studies (points 1 to 5).

**Table 2**

**Table 2 Study Correlation**

Study 6	Study 1	Study 2	Study 3	Study 4	Study 5
<b>Factor 1</b>	Factor 2	Factor 1	Factor 3	Factor 1	Factor 1
<b>Factor 2</b>	Factor 2	Factor 3	Factor 2	Factor 3	Factor 5
<b>Factor 3</b>	Factor 1	Factor 3	Factor 1	Factor 2	Factor 6
<b>Factor 4</b>	Factor 2	Factor 2	Factor 4	Factor 4	Factor 1
<b>Factor 5</b>	Factor 2	Factor 1	Factor 3	Factor 1	Factor 1

From Table 2, it can be explained that Factor 1 of the study conducted (Study 6), namely the factor of housing location close to the workplace, is in line with Factor 2 in Study 1, Factor 1 in Study 2, Factor 3 in Study 3, Factor 1 in Study 4, and Factor 1 in Study 5.

Factor 2 of the study conducted (Study 6), namely the factor of a comfortable and quiet location, corresponds to Factor 2 in Study 1, Factor 3 in Study 2, Factor 2 in Study 3, Factor 4 in Study 4, and Factor 5 in Study 5.

Factor 3 from the study conducted (Study 6) is the affordable price factor, in accordance with Factor 1 in Study 1, Factor 3 in Study 2, Factor 1 in Study 3, Factor 2 in Study 4, and Factor 6 in Study 5.

Factor 4 from the study conducted (Study 6) is the factor of attractive house design, which corresponds to Factor 2 in Study 1, Factor 2 in Study 2, Factor 4 in Study 3, Factor 4 in Study 4, and Factor 1 in Study 5.

Factor 5 from the study conducted (Research 6) is the location of the housing close to many public facilities in accordance with Factor 2 in Study 1, Factor 1 in Study 2, Factor 3 in Study 3, Factor 1 in Study 4 and Factor 1 in Study 5.

The results of the analysis of factors influencing consumers' choices of housing from the perspective of the Griya Kalika housing developer show consistency with the factors influencing consumers' choice of housing from previous studies. The only difference is in the order of priority, but it is not significant.

Of the interrelated factors, the most dominant is location. Location was the dominant factor in studies 2, 4, and 5. Comfort, price, and availability of public facilities were also priorities in previous studies, although the order differed.

The factors used as the basis for selecting the location of Griya Kalika housing were confirmed by previous studies.

## CONCLUSION AND RECOMMENDATIONS

### CONCLUSION

From the analysis that has been carried out, it can be concluded that the factors underlying developers' choices of housing location are proximity to work, a comfortable and quiet location, affordable prices, attractive house designs, and proximity to many public facilities. Meanwhile, according to previous studies, the factors that determine consumers' choice of housing are location, accessibility, price, building quality, facilities and infrastructure, environment, and advertising.

The factors that influence consumers' choices of housing from the perspective of developers and the results of previous studies are related and consistent. The factors considered by developers are confirmed by previous studies.

## RECOMMENDATION

Based on the study that has been conducted, further study needs to be carried out with different developers in Purbalingga Regency to confirm more specific factors that influence consumers' choices of housing in Purbalingga Regency.

More extensive study is also needed to determine more specific factors that influence consumers' choices of housing.

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