

Analisis tarif sewa rusunawa Bekasi Jaya kota Bekasi = Rental rates analysis of Bekasi Jaya multistorey public house city of Bekasi

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Abstrak

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Salah satu permasalahan di Negara yang sedang berkembang adalah tingginya angka pertumbuhan penduduk di kota besar yang menyebabkan kebutuhan rumah tinggal meningkat. Pada sisi lain, terkendala lahan yang tersedia terbatas jumlahnya. Rusunawa adalah kebijakan pemerintah untuk dapat mengakomodasi kebutuhan rumah tinggal bagi MBR. Keterbatasan anggaran yang dihadapi pengelola menyebabkan pengelolaan rusunawa tidak optimal dan kualitas bangunan menurun. Salah satu cara menyelesaikannya adalah dengan penyesuaian tarif sewa yang merupakan sumber penerimaan rusunawa. Dalam menetapkan tarif sewa, pengelola harus tetap memperhatikan kemampuan bayar (ability to pay/ATP) dan kemauan bayar (willingness to pay/WTP) penghuni yang merupakan golongan MBR. Penelitian ini ditujukan untuk mengetahui nilai ATP dan WTP penghuni di Rusunawa Bekasi Jaya serta faktor yang mempengaruhinya. Hasil penelitian menunjukkan bahwa ATP rata-rata adalah Rp331.000 dan WTP rata-rata adalah Rp273.000. Faktor yang secara signifikan mempengaruhi WTP adalah jenis pekerjaan kepala keluarga dan persepsi terhadap rusunawa. Kenaikan tarif optimal adalah sebesar Rp40.000 dengan peningkatan kualitas layanan pengelola yang mempengaruhi persepsi penghuni, yaitu peningkatan keamanan, kebersihan, dan kenyamanan rusunawa.

Kata Kunci: Rumah Susun, MBR, Tarif, Ability To Pay, Willingness To Pay.

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ABSTRACT

One of the problems in developing countries is the high rate of population growth in large cities resulting increase in demand for housing. On the other hand, constrained by limited amount of available land. Multistorey public house is government policy to accommodate the needs of low-income homes. Budget constraints faced by government caused poor management and building quality decreased. Rental rate adjusment is consider as solution to increase the acceptance of multistorey public house. In pescribing rate, government must consider ability to pay (ATP) and willingness to pay (WTP) of low-income residents. This study aimed to determine the value of the ATP and WTP occupants in Bekasi Jaya Multistorey Public House and the factors that influence it. The results showed that ATP is Rp331.000 and WTP is Rp273.000. Factors that significantly influence the WTP is the type of work and the perception of public

house. Optimal rate increase amounted to Rp40,000 with improvement for quality of service such as safety, cleanliness, and comfort of public house.

Keywords: Public House, Low Income, Rate, Ability To Pay, Willingness To Pay.; One of the problems in developing countries is the high rate of population growth

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