

Preferensi konsumen terhadap pemilihan unit hunian pada perumahan hijau di Depok = Consumer preference of dwelling unit choice on green housing in Depok / Yola Rosa Bella Harum Utami

Yola Rosa Bella Harum Utami, uathor

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Abstrak

[ABSTRAK

Tesis ini membahas preferensi konsumen yang memilih unit hunian pada perumahan hijau di Depok, yaitu Perumahan Telaga Golf Sawangan, Tamansari Puri Bali, dan Greenland Forest Park. Setelah melakukan observasi dengan residential image method serta studi literatur, ketiga perumahan tersebut belum secara holistic (menyeluruh) menerapkan parameter hijau pada perumahannya. Perumahan Telaga Golf telah dihuni 700 keluarga, Puri Bali 700 keluarga, dan Greenland 300 keluarga. Peneliti mendapatkan 64 responden yang dipilih dengan menggunakan metode convenience sampling, yaitu 26 responden dari Telaga Golf, 26 responden dari Puri Bali, dan 12 responden dari Greenland. Dari hasil wawancara dan kuesioner dapat diketahui bahwa variabel dengan nilai rata-rata tertinggi adalah kualitas udara lingkungan. Hal ini berarti bahwa hipotesis “parameter hijau berupa luas ruang terbuka hijau (RTH) berbanding lurus terhadap besarnya preferensi konsumen untuk memilih unit hunian pada perumahan hijau” diterima karena RTH juga cukup menjadi pertimbangan konsumen serta kualitas udara yang dihasilkan berasal dari luasnya RTH pada perumahan tersebut.

Dengan adanya perbedaan penerapan parameter hijau di setiap perumahan, juga terjadi perbedaan preferensi responden dengan lokasi perumahan yang berbeda. Dari 64 responden, terdapat 4 responden dengan penghasilan kurang dari Rp 5,2 juta per bulan (kelas menengah ke bawah), 19 responden dengan penghasilan Rp 5,2 juta hingga Rp 12 juta per bulan (kelas menengah), dan 41 responden dengan penghasilan lebih dari Rp 12 juta per bulan. Responden kelas menengah ke atas memiliki preferensi yang lebih besar terhadap parameter hijau jika dibandingkan dengan responden kelas menengah dan menengah ke bawah. Setelah melakukan kalkulasi biaya dengan metode meter persegi (square meter method) dapat diketahui bahwa harga rumah dan tanah memiliki harga yang lebih tinggi sebesar 15% dari harga pasar rumah di Depok. Namun konsumen merasa bahwa harga tersebut sesuai dengan kualitas lingkungan dalam perumahan tersebut. Dengan penerapan parameter hijau pada proyek perumahannya, pengembang perumahan juga tetap dapat memperoleh keuntungan dengan bisa menjual unit huniannya dengan harga yang lebih tinggi walau memerlukan modal yang cukup besar di awal pelaksanaannya. Selain itu, dengan menggunakan bantuan perangkat lunak SPSS (Statistical Package for the Social Sciences) 17

peneliti juga dapat mengetahui bahwa RTH memiliki korelasi terhadap kualitas udara lingkungan sebesar 71,2 %.

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ABSTRACT

This thesis discusses the preferences of consumers who choose a dwelling unit on green housing in Depok, namely Telaga Golf Sawangan, Tamansari Puri Bali, and Greenland Forest Park. After observing by residential image method, they are not applying the green parameter on their housing holistically yet. Telaga Golf has occupied by 700 families, Puri Bali 700 families, and 300 families in Greenland. Researcher get 64 respondents that selected using convenience sampling method, i.e. 26 respondents from Telaga Golf, 26 respondents from Puri Bali, and 12 respondents from Greenland. From interviews and questionnaires can be seen that the variable with the highest average score is the environmental air quality. This means that the hypothesis "green parameters in the form of breadth green open space is directly proportional to the consumer preferences to choose a dwelling unit on the green housing" was accepted because green space also reasonably be considered by consumers as well as the air quality comes from the breadth of green space in these housing.

With the difference in the application of green parameters in each housing, there is a difference preferences of respondents with different housing locations as well. Of the 64 respondents, there are 4 respondents with an income of less than Rp 5.2 million per month (lower middle class), 19 respondents with an income of Rp 5.2 million to Rp 12 million per month (middle class), and 41 respondents with income more than Rp 12 million per month (upper middle class).

Respondents from upper middle class have a greater preference towards green parameters when compared to middle and lower middle class respondents. After calculating the cost by square meter method, can be seen that the price of the house and the land has a higher price of 15% from the market price of a house in Depok. However, consumers feel that the price is in line with the quality of the environment in their housing. With the implementation of the green parameter on housing projects, housing developers also can still get profit by being able to sell the housing units at a higher price even require substantial capital in the initial implementation. In addition, by using SPSS (Statistical Package for the Social Sciences) 17 researcher also know that green space has a correlation to the environmental air quality by 71.2%, This thesis discusses the preferences of consumers who choose a dwelling

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