

## Analisis preferensi dan atribut-atribut penting dalam pembelian apartemen di Jabodetabek = Analysis of preferences and attributes importance on buying apartment in greater Jakarta area Jabodetabek / Lutfia

Lutfia, author

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### Abstrak

#### **ABSTRAK**

Penelitian ini menganalisis preferensi dan atribut-atribut penting dalam pembelian apartemen di Jabodetabek, dilakukan di area Jabodetabek dan jumlah sampel sebanyak 176 orang. Diadaptasi berdasarkan penelitian Opoku dan Abdul-Muhmin 2010 yang berjudul "Housing preferences and attribute importance among low-income consumers in Saudi Arabia", penelitian ini bertujuan untuk mengetahui hubungan antara tujuan pembelian apartemen, preferensi tipe unit dan sosial demografi konsumen. Dari hasil penelitian menggunakan uji factor analysis didapat enam faktor atribut-atribut penting dalam pembelian apartemen di Jabodetabek, yaitu faktor umum, ruangan, kualitas bangunan, view, jarak dan entrance.

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#### **ABSTRACT**

The focus of this study is to examine the important attributes and preferences in the purchase of apartments in Greater Jakarta Area Jabodetabek. This research was conducted in Jabodetabek Jakarta, Bogor, Depok, Tangerang and Bekasi, with total of 176 respondents by using factor analysis test. Adapted from the research of Opoku and Abdul Muhmin 2010 titled "Housing Preferences and Attribute Importance among Low Income Consumers in Saudi Arabia", this research aims to determine the relationship between the purpose of purchasing apartment, unit type preferences and social demographics of consumers. As a result, there are six factors of important attributes in purchasing apartment in Jabodetabek, which are general, rooms, building quality, view, distance and entrance.