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# Factors Influencing Community Preferences for Subsidized Housing Ownership in the Outskirts of Makassar City

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### ABSTRACT

*Makassar City is experiencing a crisis in the need for home ownership, especially among Low-Income Communities (MBR). This study aims to identify factors that influence community preferences for subsidized housing ownership in suburban areas of Makassar City. The research method uses a deductive approach with quantitative analysis, involving the distribution of questionnaires to residents of subsidized housing. The analysis results indicate that location, facilities, environment, building design, price, family size, and length of residence influence the decision to own subsidized housing. In conclusion, a better understanding of community preferences regarding subsidized housing can improve the quality of life and satisfaction of residents, as well as help design subsidized housing that suits community needs.*

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## 1. INTRODUCTION

As the population of a city grows and the level of prosperity increases, the need for home ownership will increase and continue to increase. Makassar City, for example, is the largest city in the Eastern Indonesia region and the seventh largest city center in Indonesia and is also one of the four main growth centers in Indonesia, with an area of approximately 175,77 km<sup>2</sup> (Wikipedia, 2023) where the current population has reached 1,432,189 people with a growth of 0.60% compared to 2022 (BPS Kota Makassar, 2023) This has resulted in house prices over the past few years continuing to experience a significant increase, recording the highest annual increase, namely 10,2% (Nurdifa, 2023) so this phenomenon makes Makassar City have its own target to attract investors in the property sector.

From the phenomena that have been stated above, the city of Makassar is experiencing a backlog or crisis in the need for home ownership. The Ministry of Public Works and Public Housing (PUPR) is trying to overcome the shortage of backlog housing and encourage low-income communities (MBR) to have decent housing. One way is by innovating to provide adequate housing for low-income or informal residents. Indonesia currently faces a housing backlog of 11 million. Of the 93% housing ownership backlog, the majority are Low-Income Communities (MBR) at 33% and poor communities at 60%, and all are dominated by the informal MBR segment.(Kementerian PUPR, 2022) One of the factors causing this backlog is the high price of residential property due to limited land in urban areas. The mayor of Makassar stated that land availability in Makassar is increasingly limited. Of the city's total area, approximately 60% is already occupied. The remaining 40% is allocated for public facilities, with 20% for public facilities. The remaining 20% can only be filled with integrated developments, not massive developments (itaibnu, 2014). This is also what causes city residents to experience difficulties in accessing housing in the Makassar city center. From this problem, the government in this case is trying and continuing to try to fulfill the housing needs of the people of Makassar city, especially for low-income people (MBR) by developing simple houses. The subsidized healthy housing (RSS) program, developed by Perum Perumnas, operates in Makassar, Maros, and Gowa. The program began in 2015 in Makassar and the surrounding areas.(Marwati, 2021) . The government, especially the Ministry of Public Works and Public Housing (PUPR), is working with regional governments, housing developer associations, banks and other stakeholders to realize the one million homes program.(Kementerian Pekerjaan Umum dan Perumahan Rakyat, 2022).

Based on the description above, it is necessary to conduct more in-depth research/surveys related to comprehensive consumer behavior, especially in identifying factors that influence the decisions that determine community preferences in determining ideal subsidized housing ownership, so that these factors can be used as considerations for aspects that must be provided by the government. Through this research, architects and designers of subsidized housing can better understand the community's preferences regarding subsidized housing. This allows them to design subsidized housing that suits the needs, desires and preferences of the community so that it can improve the quality of life and satisfaction of subsidized housing residents.

### 1.1. Literature Review

Public preferences for subsidized housing ownership are influenced by various factors. Residents of subsidized housing have their own backgrounds, characteristics, lifestyles, attitudes, cultures, and personality traits, resulting in varying perceptions of living in and experiencing subsidized housing (Amelia et al., 2023). Numerous factors influence the decision to purchase subsidized housing, including facilities, company image, and price,

which can have a positive and significant impact on consumer purchasing decisions (Siregar, 2021). To encourage purchasing decisions, when price and building quality are no longer the primary reasons for purchasing a home, service quality becomes the determining factor (Rahmi et al., 2022). Furthermore, prospective residents often consider location. Determining the location of a home involves considering various factors related to objectivity and subjectivity. Determining the right location for a subsidized home creates a unique appeal for consumers (Ernawati & Darmawan, 2017).



Figure 1. Subsidized Housing  
Source: propertiindonesia.id, 2023



Figure 2. Subsidized Housing  
Source: disperkintan.kalteng.go.id

Subsidized housing with a growing home concept only meets basic needs, thus providing opportunities for residents to expand their homes and creating a wide variety of subsidized housing developments (Hardy et al., 2021). Subsidized housing developments are designed without prior knowledge of who will live there and their specific activity needs, resulting in inadequate space requirements for some types of residents (Amelia et al., 2023). In some cases, subsidized housing programs are considered poorly targeted because ease of ownership is not targeted by the target consumer group (MBR), as indicated by the location of the subsidized housing, environmental facilities, and changes to the building's form

(Radwa & Megawati, 2022).

To ensure that the quality of subsidized housing produced by developers meets livable housing standards, the role of local governments needs to be optimized to conduct stricter oversight of the licensing and construction processes of subsidized housing developers (Bramantyo et al., 2019). Subsidized housing is developed by developers appointed by the Ministry of Public Works and Public Housing (PUPR), registered members of the Indonesian Association of Real Estate Infrastructure (REI) and the Indonesian Association of Residents (APERSI), and officially licensed (Ernawati & Darmawan, 2017).

## 2. RESEARCH METHOD

### 2.1. Data Collection Technique

In this research, a deductive approach was used with a quantitative analysis method. Research starts from existing theories and then looks at the reality in the field. In accordance with the research objectives, first of all, the theory related to the determining factors in selecting a housing location was strengthened. Next, the research variables are determined, which are then proven in the field and carried out through the submission of questionnaires. the type of choice for respondents, namely residents of subsidized housing Bumi Findaria Mas in Makassar city.

### 2.2. Research Location

The location of the observation object is in the Bumi Findaria Mas housing complex which is located on Jl. Poros Paccerakkang Mongcongloe, Mongcongloe village, Maros district. South Sulawesi, Housing for low-income communities (MBR) was built as many as 43 units with a building area of 36 m<sup>2</sup> with a plot area of 66 m<sup>2</sup>. The construction of Bumi Findaria Mas housing began in 2015. The price offered per unit is Rp156.500.000.



Figure 3. Aerial Photo of Bumi Findaria Mas Housing

Source: Google Maps, 2024



Figure 4. Entrance Gate Bumi Findaria Mas Housing Complex  
Source: sikumbang.tapera.go.id



Figure 5. Main Road in Bumi Findaria Mas Housing Complex  
Source: sikumbang.tapera.go.id



Figure 6. Subsidized type 36/66 house in Bumi Findaria Mas Housing Complex  
(Source: Sikumbang 2024)

### 3. RESULTS AND DISCUSSION

After going through several stages, the results of the discussion were obtained, including :

#### 3.1. Analysis of Housing Occupant Characteristics

##### 1) Place of Origin

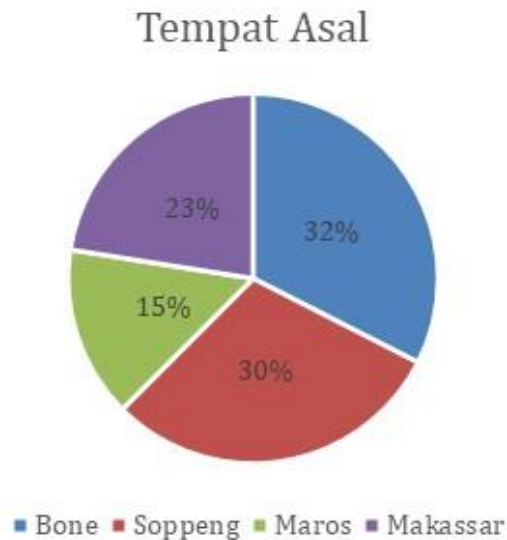


Figure 7. Place of Origin Analysis Diagram  
(source: Author, 2024)

Most of the housing residents come from outside the city of Makassar, namely 32% from Bone Regency, 30% from Soppeng Regency, 15% from Maros Regency, 23% from the native Makassar community.

##### 2) Age

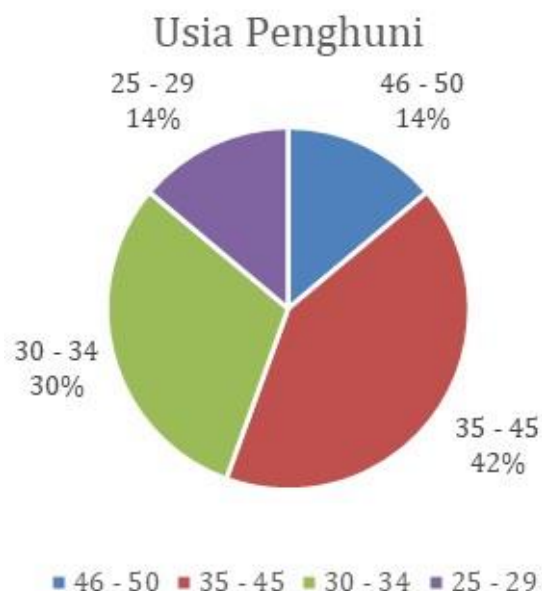


Figure 8. Occupant Age Analysis Diagram  
(source: Author, 2024)

Residents of the housing complex are mostly aged 35-45 years and above (54%) and aged 25-34 (45%). This indicates that the majority of residents in this housing complex are young families.

3) Level of education

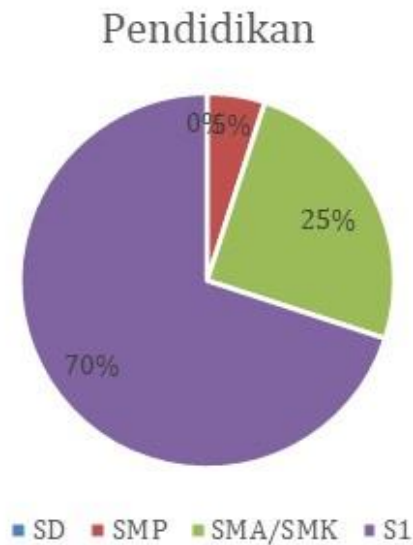


Figure 9. Analysis Diagram of Residents' Education Levels (source: Author, 2024)

Most of the housing residents are bachelor's degree graduates, as many as 70%. Based on this, it can be concluded that most of the housing residents have a good level of education.

4) Type of work

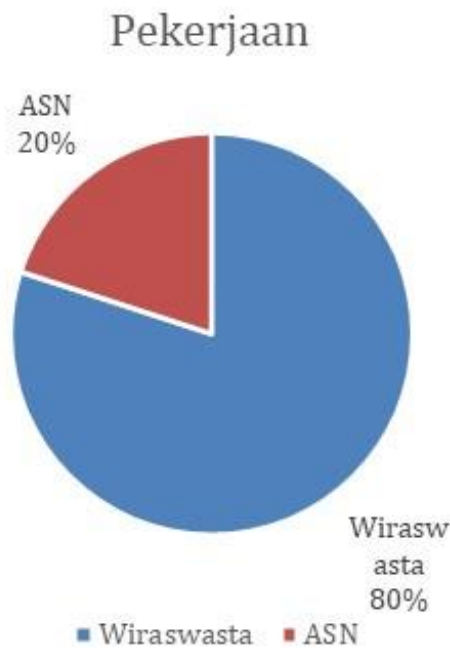


Figure 10. Occupant Occupation Analysis Diagram (source: Author, 2024)

Private sector employees make up the majority of housing residents, accounting for 80%. This is followed by civil servants and self-employed workers TNI/POLRI.

5) Number of Families

Most of the housing residents live in houses with 3-5 people living in each house, which is 58%, and there are several houses that are occupied by more than one family in one house.

## 6) Length of Stay

Most of the housing residents have lived in this housing complex for more than 3 years, namely 67%, and there are several residents who have only lived there for less than a year.

### 3.2. Factors Influencing the Decision to Own a Subsidized Home

The results of the test analysis show that the influence of location factors on purchasing decisions, as shown in the graph above, only shows results of 58.82% agree on location considerations in selecting subsidized housing.

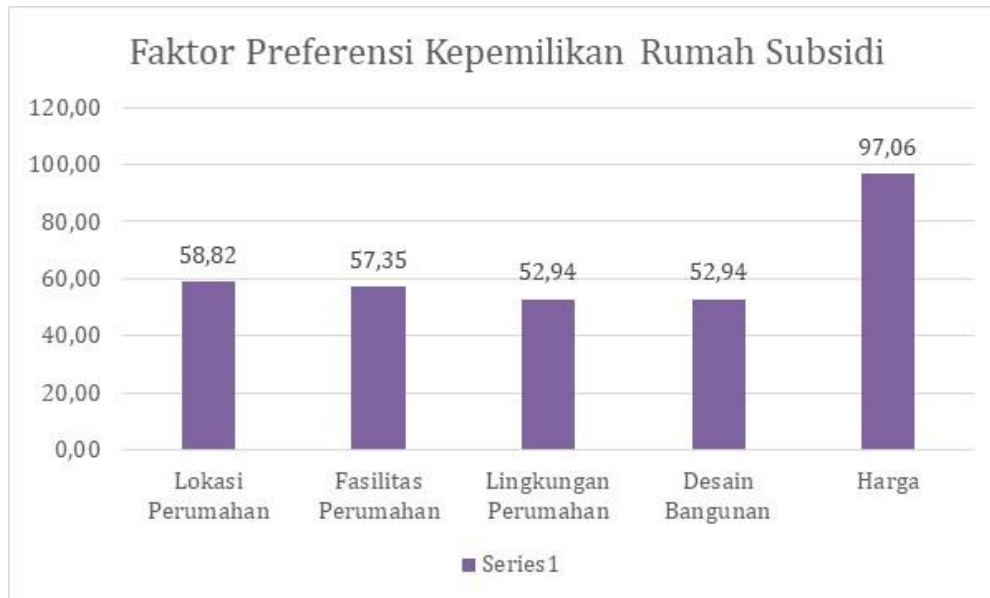


Figure 11. Preference Factor Diagram  
(source: Author, 2024)

Meanwhile, for housing facilities amounting to 57,35% Respondents also gave reasons for their preference for choosing subsidized housing. Meanwhile, environmental factors and building design are sufficient, with 52.94% of respondents making them prefer to own subsidized housing. And the most important factor related to the development of the Bumi Findaria Mas housing community is the price 97.06% respondents gave preference to subsidized home ownership. This is also in line with previous data that 80% of Findaria Mas housing residents are private workers whose income is uncertain.

## 4. CONCLUSION

Most housing residents stated that the price of residential housing was the factor that most influenced housing residents to choose subsidized housing in the Findaria Mas Housing Complex rather than other factors, this was stated by 97.06% housing residents. The price of residential houses in Bumi Findaria Mas Housing is cheaper than the price of houses in surrounding housing complexes, which is the basis for residents' consideration in deciding to choose Bumi Findaria Mas Housing Complex.

The location factor of the housing is in second place regarding the factors that influence the decision of housing residents to buy and live in Bumi Findaria Mas Housing. The location factor of housing related to the distance from the location of the daily activities of housing residents is not a priority for residents in choosing housing because residents are more concerned with the price and quality of the housing environment.

The quality of the housing environment is the third factor that most influences residents' decisions to buy and live in Bumi Findaria Mas, this was stated by 57.35% of

housing residents. The quality of the housing environment security system is the main factor for residents choosing to live in Bumi Findaria Mas Housing regarding the quality of the environment.

Residents' housing quality is not a priority when choosing a place to live in the Bukit Emerald Housing Complex. This is because residents prioritize housing price and the quality of the neighborhood as factors that influence their choice of residence.

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