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Factors Affecting Demands for Development Housing Area in Regency West Lombok

Riska Ananda Putri[1], Himawan Sutanto[2], Irwan Suriadi[3*]
Mataram University
Corresponding Author: Irwan Suriadi irwansuriadi@gmail.com

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A B S T R A C T

This research aims to analyze the influence of price, income, distance, facilities, and family size in a way that is both damn and simultaneous to request development housing in West Lombok Regency, Labuapi District. The type of research used in this research is an associative quantitative method. Testing was carried out on 43 respondents spread across four housing complexes, namely Grand Muslim Housing, Lingkar Muslim Housing, Lingkar Asri Housing, and Griya Taman Sari Housing. Data was obtained by distributing questionnaires and taking research samples using the purposive sampling method. Results analysis show that, in a way, from the five variables used in this research, there are three variables that have a positive effect and are significant, namely prices with a significant value of 0.001 < 0.05, income with a significant value of 0.000 < 0.05, and facilities with a facility value of 0.038 < 0.05. Meanwhile, the distance variable with a significant value of 0.532 > 0.05 and the number of families with a significant value of 0.668 > 0.05 have an insignificant effect on the demand for housing construction in West Lombok Regency, Labuapi District.

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INTRODUCTION

Indonesia is the largest archipelagic country in the world with a fairly dense population compared to other countries. According to data from the Central Statistics Agency (BPS), Indonesia's population will increase again, reaching 275.77 million people in mid-2022. This number is up 1.13% from 272.68 million people last year. This number is quite high for a country with an archipelagic form, but if you look at it from facet territory, Indonesia has a wide 1,916,906.77-kilometer rectangle. If you see projections to the front with an increasing number of residents and a wide region, it will create new problems for the government, and meeting needs will become increasingly difficult, so creativity and adequate resources are needed to meet these needs. Basic human needs are very diverse, but there are three basic needs that humans need, including clothing needs in the form of clothes; related food needs with food and drink, and a main human need in the form of a place to live. Among these basic needs, the need for housing is the most difficult to fulfill. This is different from the needs for clothing and food, which are easy to obtain because the prices are affordable. This is because the value or price of a house increases from time to time, no matter the cause. Because of this situation, demand continues to increase, but the availability of goods and land is limited, resulting in high house prices, making it difficult to meet the need for a house or place to live. Currently, the need for housing is starting to change. This is because human needs are increasing as well as competition and lifestyles are starting to change, so what was originally just a residential building to meet basic needs has now become a house that is required to bring more satisfaction and profit to its owner. Such as a strategic location, access to the city center, sturdy buildings, and a comfortable environment. According to Law No. 1 of 2011, Article 1 Number 7 concerning housing and area settlement, a house is a building that functions as a habitable residence, a means of family development, a reflection of the dignity of its occupants, and an asset for its owner. Thus, the government must issue policies and regulations that can help people get the house they want, especially for low-income people, by meeting their housing needs. Therefore, the number of requests for houses will ebb and flow, as will the demand for house subsidies and non-house subsidies. The request for housing is limited by level of income, cost, or price to build a house, especially subsidized houses, while non-subsidized houses are considered expensive for housing demand and a little far from the city center. For the conditions of West Lombok Regency, Labuapi District is designated as a large-scale housing development structure (Diskominfo West Lombok Regency, 2013), however, because the location is still relatively far from the city center, transportation and time are more expensive for traveling to the center city, which is the center of economic activity. So the researcher is interested and considers it important to carry out research with the title Factors that Influence the Demand for Housing Development in West Lombok Regency (Case Study in Labuapi District).

THEORETICAL REVIEW

Demand Theory

According to economics, demand is all types of goods and services demanded by buyers at various possible prices during a certain period of time in the market. Demand theory explains the characteristics of the relationship between quantity demanded and price. Based on the characteristics of the relationship between demand and price, it can be made graphically by a demand curve (Sri Rahayu, 2019). Therefore, in demand theory there is a relationship between the amount or quantity demanded of an item and the price of that item.

Law of Demand

The law of demand is a statement that assumes that everything is the same or constant and the amount or quantity of an item decreases as the price of an item increases (Mankiw, 2000). This relationship is then formulated according to the law of demand (The law of downward sloping demand / first law of demand). The law of demand states: "If the price of a good rises, the quantity of the good demanded or purchased decreases and conversely, if the price of a good falls, the quantity of the good demanded or purchased increases."

Understanding Housing

Housing is a group of houses that function as a residential environment or residential environment which is equipped with environmental infrastructure and facilities. Housing characteristics are competition, private property rights, differences in desires, topography, transportation and original structure. Residential property can be categorized into several types, namely elite houses, simple houses, cheap houses and flat houses.

Factors Affecting Demand

According to Suryawati (2005), there are several factors that explain why consumer demand for goods changes:

1. The price of a good changes while other factors remain constant, this change only causes a shift along the demand curve.
2. One or more other factors change (ceteris paribus no longer exists), this change causes the entire demand curve to shift.
3. Income, when consumer income increases, demand increases and vice versa.
4. Number of consumers in the market, an increase in the number of consumers will increase the demand for a good in the market.
5. Consumer tastes, if consumer demand for a good increases, consumption will increase.

METHODOLOGY

Technique Analysis Data

Technique Analysis Data In study, this method analysis data was used is regression logistics (logit), which was processed using SPSS. as for form equality Which used in study this is :

$$\ln\frac{P}{1-P} = \beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \beta 5X5 + e \ldots\ldots (1)$$

Where :

P = Opportunity consumer in buy House higher

1 – P = Opportunity consumer in buy House more low Subsidies = 1
Non Subsidies = 0

β0 = Constant

β1, β2, β3, β4, β5 = Coefficient regression For X1, X2, X3, X4, X5

X1 = Price (Rp)

X2 = Income (Rp) X3 = Distance (Km)

X4 = Facility (Scale Likert)

X5 = Amount Family (Person)

e = Error

Another test is the Logistic Regression Model Parameter Test (Logit) which has three tests among them Evaluate Whole Model (Overall Model Fit), Test Appropriateness Regression Model (Goodness of Fit test) And Coefficient Determination (Nagelkerke's R Square) as well as test statistics namely the Likelihood Ratio Test (Simultaneous F Test) and Wald Test (Partial t Test)..

RESULTS

Test Appropriateness Model Regression (Goodness of Fit Test)

Table 1 Results Goodness Test of Fit test)

Step	Chi-square	df	Sig.
1	,000	5	,098

Table 1 explains that the significance value obtained is 0.098 ≥ 0.05, so it is concluded that there is no difference between the model and the observed value. So the Goodness of Fit Test or suitability of the model is said to be good and can predict the observation value Coefficient Determination (Nagelkerke's R Square)

Coefficient Determination (Nagelkerke's R Square)

Table 3 Results Likelihood Test Ratio Test
Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	56,255	5	,000
	Block	56,255	5	,000
	Model	56,255	5	,000

Table 3 explains that the chi-square value is 56.255 with the level of significance obtained being 0,000, which is not enough from 0.05. thereby, we can conclude that variable independent, which used influential significant in a way together on the dependent variable variables in the equations

Variables in the Equations

Table 4 Result Logistict Regressioan

B			S.E	Wald	df	Sig.	Exp(B)
Step 1 [a]	log_x1	840,852	62581.960	1,557	1	,001	,000
	log_x2	401.210	29422.643	1,689	1	,000	,000
	log_x3	- 6,107	41868.767	.138	1	,532	,002
	log_x4	165,988	23145.076	3,217	1	,038	,000
	log_x5	147,997	13428.770	,002	1	,668	,000
	Constant	655,186	60256.594	,043	1	,991	3.496E+284

Based on table on, variable price (X1) own mark significant as big as 0.001 < 0.05. So we concluded that variable X1 is influential and significant in a way, damn, to request housing construction so that Ho is rejected while Ha is accepted. Based on the table,, variable income (X2) has a significant mark as big as 0.000 < 0.05. So it is concluded that the variable X2 has a significant partial effect on the demand for housing construction,so Ho is rejected while Ha is accepted. Based on table the variable distance (X3) has a mark as significant as 0.532 > 0.05. So it is concluded that, based on the table above, the facility variable (X4) has a significant value of 0.038 < 0.05. So it is concluded that the variable X4 has a significant partial effect on the demand for housing construction, so that Ho is rejected while Ha is accepted. Based on the table above, the variable number of families (X5) has a significant value of 0.668 > 0.05. So it is concluded that the variable is: Referring to the estimated parameter values (B) in Table 4.6, you will get the general equation for the binary model as follows:

ln P/(1-P) = 655,186 + 840,852 (X1) + 401,210 (X2) – 6,107 (X3) + 165,988 (X4) + 147,997 (X5) + e……. (2)

On equality show that :

a. When the price (X1) increases, then the consumer's probability of choosing a subsidized or non-subsidized house is 8.4%.
b. When income (X2) increases, the probability of an of an opportunity consumer choosing subsidized or non-subsidized housing increases by 4%.
c. The more Far distance (X3), so probability opportunity consumer in choose House subsidies or non-subsidies of 0.06%.

When a facility (X4) is affordable, the probability of consumer opportunities in subsidized or non-subsidized housing is 1.6%. when the number of families (X5) increases, the probability of consumers choosing subsidized or non-subsidized housing is 1.4%

DISCUSSION

1. The Effect of Price (X1) on Demand for Housing Development in West Lombok Regency (Case Study of Labuapi District) . Based on the results of the analysis carried out, it can be explained that the price variable (X1) has a positive and significant effect on the demand for housing construction in West Lombok Regency, Labuapi District, This is shown by the test results of the price variable (X1) having a probability value of 0.001 < 0.05. Based on the results of the logistic regression equation, the parameter value (B) is 840.852. That is, when price (X1) increases, the probability of an of an opportunity consumer choosing subsidized housing or non-subsidized housing is as big as 8.4%. Hence, when the price of a house increases, it is less likely that consumers will buy a house again.
2. The Influence of Income (X2) on Demand for Housing Development in West Lombok Regency (Case Study of Labuapi District) Based on the results of the analysis carried out, it can be explained that the income variable (X2) has a positive effect and significant impact on the demand for housing construction in West Lombok Regency, Labuapi District. This is shown by the test results of the income variable (X2) having a probability value of 0.000 < 0.05. Based on the results of the logistic regression equation, the parameter value (B) amounts to 401,210. That is, when income (X2) increases, so does the probability of consumer opportunities in choosing house subsidies or non subsidy by 4%. Thus, there is a there is a small possibility that consumers will buy houses again because of their income, not only to meet board needs but also to meet other basic needs.
3. The Effect of Distance (X3) on Demand for Housing Development in West Lombok Regency (Case Study of Labuapi District). Based on the results of the analysis carried out, it can be explained that the distance variable (X3) has a negative and insignificant effect on the demand for housing construction in West Lombok Regency, Labuapi District, This is shown by the test results of the distance variable (X3), which have a probability value of 0.532 > 0.05. Based on the results of the logistic regression equation, the parameter value (B) is -6.107. It means the greater the distance (X3), the greater the probability of an of an opportunity consumer choosing subsidized or non-subsidized housing is 0.06%. Thus, it is unlikely that consumers will buy another house that is far from their residential location for work or other activities.
4. The Influence of Facilities (X4) on Demand for Housing Development in West Lombok Regency (Case Study of Labuapi District). Based on the results analysis that was done, it can be explained that variable facilities (X4) have a positive and significant effect on the demand for housing construction in West Lombok Regency, Labuapi District, This is shown by the test results from variable facilities (X4) with a mark probability as big as 0.038 < 0.05. Based on the results of the logistic regression equation, the parameter value (B) is 165.988. This means that when facilities (X4) are affordable, the consumer's probability of choosing subsidized or non-

subsidized housing is 1.6%. Thus, it is unlikely that consumers will buy another house, because the housing facilities they currently live in are satisfactory and match the quality provided.

5. The Influence of the Number of Families (X5) on Demand for Housing Development in West Lombok Regency (Case Study of Labuapi District). Based on the results analysis that was done, it can be explained that the variable number of families (X5) has a positive and insignificant effect on the development demand housing area in Regency West Lombok Subdistrict Labuapi, This is shown by the results of the of the test of the variable amount of families (X5) with a mark probability of 0.668 > 0.05. Based on the results of the logistic regression equation, the parameter value (B) is 147.997. That is, when the number of families (X5) increases, the probability of a consumer choosing house subsidies or non subsidy is 1.4%. There is a small possibility that consumers will buy houses again, because if house prices increase and consumer income is not only enough to meet basic needs, consumers will also meet other basic needs.

The research results obtained in this study are in line with research conducted by Luluk Nur Azizah (2019), who found that the factors of price, income, and facilities are proven to influence a positive and significant request for house subsidy. Then study from Hairudin and Hasbullah (2023) that location factors do not have a significant influence on the purchase of subsidized housing and from research by Agus Luthfi (2017) that family size factors do not influence the demand for subsidized housing in Jember Regency

CONCLUSIONS AND RECOMMENDATIONS

1. Based on the results of the analysis, it can be concluded that partially the five variables used in study This, there are three variables that are influential, positive, and significant, i.e., price with a significant amount of 0.001 < 0.05; income with a significant amount of 0.000 < 0.05; and facility with a significant amount of 0.038 < 0.05. Whereas for the distance variable with a significant value of 0.532 > 0.05 and the number of families with a significant value of 0.668 > 0.05, there is no significant effect on the demand for housing development in West Lombok Regency, Labuapi District.
2. Based on the results analysis, it can be concluded that, in a way, simultaneous with regression, logistics shows that together, the independent variables (X) influence the demand for subsidized or non-subsidized housing construction with a significant value of 0.000. Meanwhile, the R value of 2 Nagelkerke shows that all independent variables are able to explain 87.70% of the dependent variable, and the remaining 12.30% is explained by other variables that are not in the model.

1. In this study, 56% of consumers chose to buy subsidized housing. The government can tighten supervision over the provision of subsidies by establishing more mechanisms. This involves implementing tighter controls to ensure that subsidies are actually given to those who qualify and need them rather than those with high incomes who expect

subsidized housing. These steps can help increase home ownership among people who want to own their own home.

FURTHER STUDY

for future researchers who will carry out the same research can be to develop it again, focus the study to be researched, increase the accuracy of its facet completeness data, and increase the number of respondents in the study so that it results in better research

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