

Factors in Selecting Rental Housing Based on ITERA Student Preferences

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ABSTRACT

The development of higher education institutions in Indonesia is increasing rapidly, one of which is at the Sumatran Institute of Technology or ITERA. One of ITERA's significant developments is the increase in the number of students. The increasing number of ITERA students certainly impacts increasing the need for supporting facilities around the ITERA campus. One of them is the increasing number of housing needs, in this case, rental housing. Because not a few ITERA students come from outside Lampung Province, rental housing is vital in the ITERA area. The rental housing around the ITERA campus has its type and criteria, so ITERA students have different preferences in choosing rental housing. This study aims to find out what factors are why ITERA students choose rental housing. Research data was collected through a survey process through online questionnaires using a mix-method method, namely a mixture of qualitative and quantitative methods. Meanwhile, data analysis uses content analysis and distribution analysis methods. The research results show a tendency for specific reasons toward the preference for choosing rental housing. ITERA students tend to choose boarding houses for privacy reasons, House in multiple occupation for facilities, and dormitory types for financing reasons. In general, ITERA students tend to choose rental housing for financial reasons.

Keywords: factors, ITERA, preferences, rental housing, students



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1 Introduction

The development of higher education institutions in Indonesia is increasing rapidly, one of which is at the Sumatran Institute of Technology or ITERA. ITERA is a university that was inaugurated in 2014, located in Jati Agung District, South Lampung Regency, Lampung Province. As a university that is still relatively new, ITERA is experiencing quite rapid development. This development can be seen from the increasing number of ITERA students from year to year. Namely, in 2020 ITERA accepted a total of 4,194 students. In 2021 accepted a total of 4,674 students. In 2022, 4,860 students were accepted; currently, the total number of active students at ITERA is 19,605. The growth in the number of students certainly impacts the increasing need for supporting facilities around the ITERA campus. One of them is the increasing number of housing

needs, in this case, rental housing. Because not a few ITERA students come from outside Lampung Province, rental housing is vital in the ITERA area.

Rental housing is a place to live for a certain period, either part or all of the building [1]. Preferences related to housing will continue to develop along with the dynamics of the behavior of residents and the demands of the times [2]. Research by Sakina & Kusuma [3] states that choosing suitable rental housing will impact the resident's willingness not to move. The rental housing manager will provide facilities that can comfort the residents [4]. In the research by Syafrina et al, [5] rental housing is classified into three types: boarding houses, house in multiple occupation, and dormitories. Boarding houses are arrangements of several-room units with shared facilities for rent, namely rental housing with units in the form of houses that one or more people can rent out simultaneously. Meanwhile, dormitories are rental housing with units in the form of shared rooms and facilities and generally have an activity program that all residents must follow. The selection of rental housing will depend on the occupants' background in determining the house, starting from finances, comfort, and residential environment [6]. The demand for rental housing for students will continue to exist, along with students coming from out of town [7].

Research by Reski & Tampubolon [8] revealed that there were 14 reasons for preference for the type of housing among students, namely independence, atmosphere, comfort, accessibility, social interaction, financing, freedom, ownership, information, maintenance, privacy, demands, private facilities, and housing condition. Another study by Hajar & Susilawati [9] study shows that seven factors influence student decisions in choosing boarding houses. The first most dominant factor is environmental factors, followed by boarding price factors, facilities factors, reference factors, location factors, security factors, and service factors. Rahmadyani et al [10] obtained seven factors for choosing rental housing, which are the preferences of ITB students. Priority factors include facilities, price, security, the distance of rental housing from campus, accessibility of rental housing to campus, environmental conditions around rental housing, and room area from rental housing. Rental housing is selected based on occupants' financial factors and ease of accessibility [11]. Research by Satria et al. [12] stated that strategic location determines student satisfaction in residing. Research by Sakina & Kusuma (2015) states that strategic location, affordable financing, and complete facilities are the added values of rental housing based on student perceptions [13]. Previous research on rental housing preferences yielded results that various factors influenced rental housing preferences. Therefore, this study aims to find out what factors are considered by ITERA students in choosing various types of rental housing, considering the dynamics of occupant behavior and the demands of the times are dynamic. The research that has been done is expected to be a source of reference in making rental housing so that it can accommodate the needs of ITERA students.

2 Methods

The research method used is mixed (combination). The combined research method is a combined method between quantitative methods and qualitative methods that are used together in conducting research

activities. According to Cresswell [14], qualitative research is a method used to find meaning in a social phenomenon. Meanwhile, quantitative research is a statistical-based approach to testing the relationship between variables [15]. In this study, quantitative data was obtained by distributing online questionnaires with closed questions to produce a rating of the types of rental housing. At the same time, qualitative data was obtained by distributing online questionnaires that provided open questions regarding the reasons for choosing rental housing so that several reasons for choosing rental housing were obtained. Qualitative analysis was conducted through content analysis, divided into three stages, open coding, axial coding, and selective coding, to obtain categories of reasons for choosing rental housing. Meanwhile, quantitative analysis is carried out through distribution analysis to obtain a ranking of the categories of reasons for choosing rental housing in general.

2.1 Method of collecting data

The data collection process was carried out with the help of Google forms which were distributed online. This online survey was distributed to all students of the Sumatra Institute of Technology (ITERA) using social media, namely WhatsApp. The online questionnaire contains questions about the respondent's data and two main research-related questions. The first question is a closed-ended question, "What kind of housing do you currently live in?" resulting in a ranking of rental occupancy types. The second question is open-ended, namely "Reasons for choosing the residence," so several reasons for choosing rental housing are obtained. This survey continues to be carried out until it reaches the desired target number of respondents. The questionnaire began to be distributed from Thursday, 10 November 2022, to 17 November 2022 and managed to collect 92 respondents.

2.2 Data analysis method

The data analysis process in this study uses two methods, namely qualitative methods, which are made by applying content analysis and quantitative methods, using distribution analysis. The content analysis method is divided into three stages: open coding, axial coding, and selective coding. The first stage, open coding, is making keywords from each respondent's answer. Then the axial-coding stage is the stage for grouping each keyword into a category that has been made before. The last stage in the data analysis process, namely selective coding, is finding a relationship between preferences for rental housing types and the reasons behind these preferences. At the same time, the distribution analysis is used to rank the categories of reasons for choosing rental housing in general.

3 Results and Discussion

Based on the results of the questionnaire, distributed with a closed-question system regarding the rental housing that is currently occupied. The ranking order for rental housing from 92 respondents was 42% answering boarding house, 31% answering house in multiple occupation and 27% answering dormitory. Questionnaire data can be seen in figure 1.

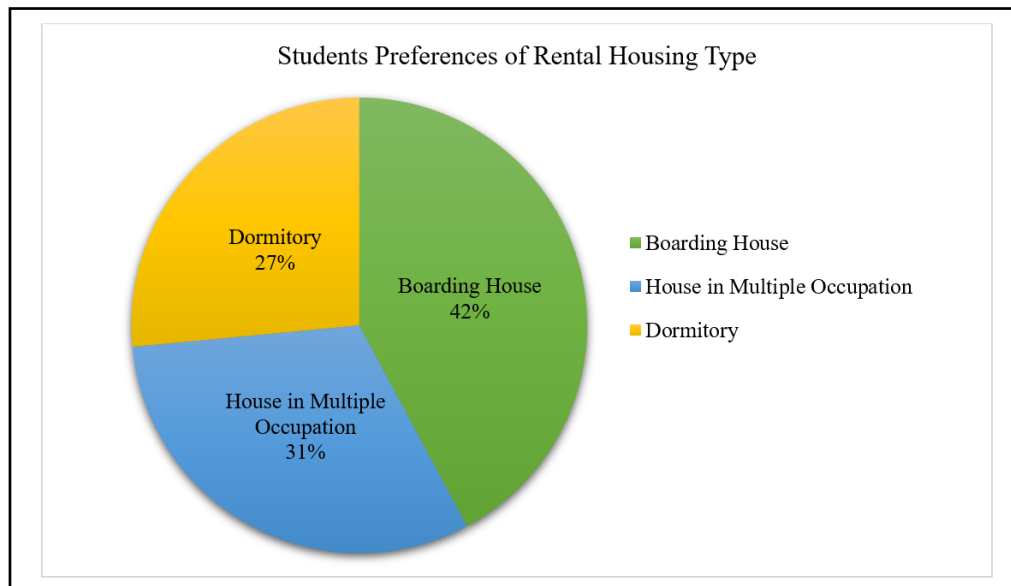


Figure 1 Diagram of the Ranking Order of Rental Housing Types

The results of the data obtained from open questions regarding the reasons underlying the choice of rental housing will be analyzed using content analysis. The first stage from the content analysis stage is the open-coding stage, namely, making keywords. The keywords obtained based on data from open questions will then be called variable one, shown in table 1.

Table 1 Keywords at the Open Coding Stage

No	Keywords
1	Near the campus area
2	Strategic location
3	Easy access
4	New buildings
5	Complete facilities
6	Large space
7	Have more than one room
8	Nice building
9	Cheap/affordable prices
10	Monthly rental system
11	Save cost
12	There is ventilation
13	Bathroom inside
14	wide parking lot
15	Live alone
16	Comfortable environment
17	Safe
18	Free
19	Not many rules
20	Practicing independent living
21	Away from the crowds
22	Orderly
23	Staying with friends
24	Like home
25	Parents recommendation

From the open-coding stage, 25 keywords were obtained, namely near the campus area, strategic location, easy access, new building, complete facilities, large space, has more than one room, lovely building, cheap/affordable price, monthly rental system, save costs, have ventilation, ensuite bathroom, spacious parking lot, live alone, comfortable environment, safe, accessible, not many rules, practice independent living, away from crowds, orderly, live with friends, like at home, and recommended parent. From the collected keywords, the second content analysis stage is carried out, namely axial coding, which will be referred to as variable 2. Categorizing keywords at the axial coding stage to find variable 2 can be seen in table 2.

Table 2 Keywords Categorization at the Axial Coding Stage

No	Variable 1	Variable 2
1	Near campus area	Accessibility
	Strategic location	
	Easy access	
2	New Building	Facility
	Complete Facilities	
	Large space	
	Bathroom inside	
	There is ventilation	
	Ample parking	
	Have more than one room	
3	Nice building	Financing
	Cheap/affordable prices	
	Monthly rental system	
4	Save on financing	Privacy
	Live alone	
5	Comfortable environment	Atmosphere
	Like home	
6	Safe	Security
7	Free	Freedom
	Not many requirements/regulations	
8	Practice independent living	Independence
9	Far from the crowds / not noisy	Quietness
	Orderly	
10	Stay with friends	Proximity to certain people
11	Parents recommendation	Recommendations/requests of certain parties

From the axial coding stage, 11 categories of reasons were obtained, namely accessibility, facilities, financing, privacy, atmosphere, security, freedom, independence, tranquility, closeness to certain people, and recommendations/requests of certain parties. Then the last stage of the content analysis stage is the selective coding stage, where respondents choose variables with tendencies based on the type of occupancy, which can be seen in table 3.

Table 3 The Trend of Reasons Based on the Preference of the Type of Occupancy

Occupancy type	Variable 2	Number of Respondents
Boarding House (39)	Accessibility	11
	Facility	10
	Financing	12
	Privacy	18
	Atmosphere	7
	Security	6
	Freedom	4
	Independence	1
	Quietness	3
House in Multiple Occupation (28)	Facility	18
	Privacy	2
	Financing	17
	Proximity to certain people	4
	Freedom	6
	Atmosphere	7
	Accessibility	1
Dormitory (25)	Financing	15
	Accessibility	9
	Security	5
	Proximity to certain people	1
	Atmosphere	1
	Recommendations/requests of certain parties	2
	Independence	2

From the selective coding stage, 9 categories of reasons for selecting boarding houses were obtained, 7 categories for choosing house in multiple occupation and 7 for choosing dormitory housing. There are 9 factors for selecting boarding houses, namely accessibility, facilities, financing, privacy, atmosphere, security, freedom, independence, and quietness. The determining factor most mentioned by respondents in choosing boarding houses is privacy with 18 respondents, both financing with 12 respondents, and the third is accessibility with 11 respondents. 7 factors in choosing a house in multiple occupation, namely facilities, privacy, financing, closeness to certain people, freedom, atmosphere, and accessibility, with the determining factors most mentioned by respondents in choosing a house in multiple occupation, namely facilities, namely 18 respondents, financing, namely 17 respondents, and atmosphere with 7 respondent. 7 factors in choosing a dormitory are financing, accessibility, security, closeness to certain people, atmosphere, recommendations/requests from certain parties, and independence. The determinant most mentioned by respondents in choosing a dormitory is financing, with 15 respondents, accessibility with 9 respondents, and security, with 5 respondents. After the content analysis, a distribution analysis is carried out to see trends in the reasons for choosing rental housing in general. The results of the distribution analysis can be seen in figure 2.

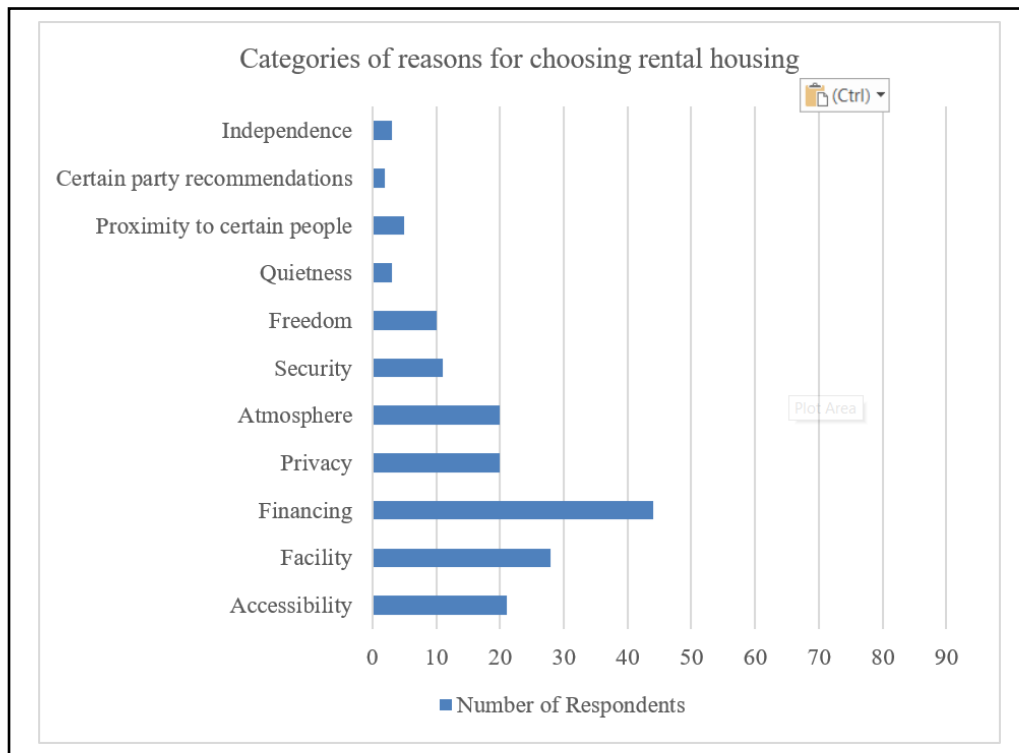


Figure 2 Categories of Reasons for Choosing Rental Housing

In all categories that have been analyzed, the results obtained with a percentage of independence 3%, recommendations/requests from certain parties 2%, closeness to certain people 5%, calmness 3%, freedom 10%, security 11%, atmosphere 16%, privacy 21%, financing 47%, facilities 30%, and accessibility 22%. The main factors chosen by respondents were financing (47% of total respondents), facilities (30% of total respondents), and accessibility (23% of total respondents).

4 Conclusion

Based on data from the questionnaire results, the level of preference for the type of boarding house is the highest with a percentage of 43%, the second is a house in multiple occupations with 30%, and the last is a dormitory with 27%. Specifically, there are 9 categories of boarding house selection, with the most frequently mentioned determinants being privacy with 18 respondents, second is financing with 12 respondents, and third is accessibility with 11 respondents. There are 7 categories of rental housing selection, with the determinants most mentioned by respondents being facilities with 18 respondents, financing with 17 respondents, and atmosphere with 7 respondents. In comparison, there are 7 categories of dormitory selection, with the determinants most mentioned by respondents being financing with 15 respondents, accessibility with 9 respondents, and security with 5 respondents. In general, there are 11 categories of rental housing selection, with the determinants most mentioned by respondents as financing (47% of the total respondents), facilities (30% of the total respondents), and accessibility (23% of the total respondents).

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