Young consumer preferences of the housing environment in Makassar City

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Abstract. The increasing number of residents (youth) who have migrated in urban areas triggers various problems, one of which is the problem of providing housing. This study aims to look at the preferences of young consumers towards the residential environment residing in the city of Makassar. The research approach used is a quantitative approach with the analytical method used is factor analysis to reduce several indicators in several variables such as the physical condition of housing, accessibility, facilities, infrastructure, and social environment around the housing into a set of indicators that represent the preferences of young consumers. This research was conducted in Makassar City with a sample of 350 respondents. Sources of data obtained from library research and interviews using data collection tools, namely questionnaires. The results showed of 23 indicators (indicators of type of house, house design, house price, type of house, location of house, availability of public transportation, proximity to the city center, proximity to workplaces, educational facilities, health facilities, trade facilities, sports facilities, facilities green open space, availability of water, availability of electricity, availability of telecommunications, availability of security, neighboring environments, availability of fences / bars / walls, noise disturbances, interference with air pollution and physical road conditions) related to preferences reduced to eight indicators namely indicators of water availability, availability of electricity, and availability of telecommunications, ease of access to public transportation, proximity to the city center, proximity to workplaces and sports facilities and prices are summarized into three factors/components (infrastructure components, components of sports accessibility and facilities, and price components).

1. Introduction

Urban society, in particular, is faced with the intensity of population growth caused by the migration of people to urban areas or often referred to as urbanization. The increase in population due to urbanization can cause various problems, especially the problem of the availability of adequate residential areas. In the last few decades, the world has experienced rapid urbanization. In 1950 only 30% of the total world population lived in urban areas. However, now it grew to 55 percent in 2018 and it is predicted that in 2050 will be 70% of the total world population [1]. Communities do urbanization to work or get an education which is usually better in urban areas. Also, the level of ease in obtaining facilities is a determining factor in the attractiveness of urbanization. The more or more complete service facilities in urban areas the stronger the attractiveness of the population to carry out
urbanization. [2] Not infrequently they choose to live in the city to reduce the cost or cost of travel to and from their destination. This problem caused the growth of housing demand to surge in urban areas compared to rural areas. In [3], a concept of child-adult relations is mentioned that shows the condition of the movement of people from rural to urban areas, namely that it is not the farmers who leave agriculture to move to the city, but the children of farmers who decide not to follow the work of their parents and moved to the city to find non-agricultural work. It was even stated that the younger generation in rural Indonesia did not seem to be interested in the future of agriculture and intended to join the movement towards urban areas [4].

The youth population also contributes to the increasing number of urban movements. At present, Indonesia has a large enough number of youths so that in the Central Statistics Agency report a demographic bonus makes youth as a factor in policymaking. To date, the number of youth in Indonesia is 63.82 million, spread from the west to the eastern part of Indonesia and constitutes almost a quarter of Indonesia's population (24.15 percent). For the percentage of youth in South Sulawesi of 25.67% or in other words, 1 in 4 people sitting in South Sulawesi is youth. This shows a fairly large number and can influence policy, whereas in the city of Makassar itself is even greater the number of youth which is 496,409 people or about 33.34% of the total population of Makassar city [5].

Every person, young or old or at a certain age or generation, has different characteristics and criteria. In terms of the selection of housing or residential, everyone has their preferences, especially with youth. Preference can mean preferences, choices or something that consumers prefer. This preference is formed from consumers' perception of the product. Preference is also interpreted as the choice or interest of someone to express like or not to a product [6].

Housing environmental conditions are a very influential part in the decision to choose a residential or house. In urban areas, the percentage of a person's activities in the room reaches 80% [7]. Further explains in his analysis that the housing environment includes infrastructure facilities and services available in and around the environment, facilities that are in and near the environment, and social capital in the environment [8]. A high-quality housing environment can convey a sense of well-being and satisfaction to its residents and increase the quality of human through characteristics such as physical (style and condition of housing, landscaping, facilities available), social (neighborliness, ethnicity, race, or economic composition), or symbolic (sense of identity, prestigious values) [9]. However, at this time many things happen, the housing environment does not accommodate the occupants' satisfaction such as lack of infrastructure, difficulty in accessing public transportation, or lack of security in the housing environment. So that this causes movement to locations that can accommodate the desires or satisfaction of residents, for example, to parks, shopping places, or schools that are far away or difficult to access around the housing environment. The increasing number of youth and housing needs are not followed by the availability of homes following the wishes or preferences of the youth themselves. The purpose of this study is to determine the preferences of young consumers towards the housing environment in the city of Makassar.

2. Research Method
Research is a scientific activity to obtain correct knowledge about an issue [10]. This research is a type of opinion research that is research on facts in the form of opinions or opinions of people (respondents), the aim is to investigate the views, perceptions or evaluations of respondents on certain problems in the form of respondents' responses to the respondent's self or environmental conditions [8].

2.1. Research
Location The research location is in Makassar City, South Sulawesi Province with a research period of 1 month (March - April 2019).
2.2. Data Sources
Type of data collected in this study is primary data and secondary data. Primary data obtained through observation and in-depth interviews with respondents obtained based on predetermined variables. Whereas secondary data is obtained through the internet and related books. Includes youth data, consumer preferences, and housing environment in the form of journals, standards, theories, etc. namely Makassar in Indonesian Youth Figures and Data Statistic.

2.3. Data Collection
Techniques sampling techniques namely non probability sampling namely sampling techniques that do not provide equal opportunities for each element of the population to be selected as sample members. The number of respondents was 350 respondents with a population of 482,019 people. Determination of respondents using a technique purposive sample that is taking subjects based on certain objectives. For this technique, the purposive sample condition is that the sampling must be based on certain characteristics that reflect the population [10]. This technique is done based on the characteristics of the age of the youth (16-30 years) based on Law no. 40 of 2009 concerning Youth.

2.4. Data Analysis Techniques
Analysis techniques used in this study are factor analysis using the SPSS (Statistical Package for Social Science) program 16.0. Factor analysis is a statistical analysis tool that is used to reduce the factors that affect a variable to a set of indicators, without losing significant information [11].

The steps of factor analysis are: conducting the KMO test (Kaiser Meyer Olkin) and Bartlett's test of sphericity or statistical tests for the overall significance of all correlations in a correlation matrix, which is characterized by significance is also often referred to as an indication of sample adequacy (p-value <0.05) [11]. Test Bartlet Thesis conducted to find out the correlation matrix value is an identity matrix or not. Furthermore, the KMO value per variable can then be seen from the diagonal anti-image correlation. KMO values are recommended for more than 0.5 for each variable. If a KMO value is found on a variable less than 0.5 it is recommended to exclude the variable, then do a factor analysis without the variable in question. In addition to the test anti-image, if all the extracted variables are displayed, it can be seen that the sum of the squares of loading for each row shows the total amount of variance of each item that can be explained by the extracted component. This is called item communality. Communalities is the number of variants contributed by a variable with all the other variables in the analysis. Furthermore, an analysis of the total variance explained data containing the eigenvalues associated with each linear component (factor) before extraction, after extraction, and after rotation. Rotating factors using the Varimax method by rotating the factor axis from the center to the destination point of 90 or called orthogonal rotation. The purpose of this rotation is to maintain a state where there is no correlation between the extracted factors. The results of this rotation will show indicators that have significant values formed from one, two or more factors.

3. Results
To find out the preferences of young consumers towards the housing environment in Makassar City, factor analysis is carried out to reduce which indicators are most significant to be used as a factor for young consumer preferences. In determining these indicators, a series of tests are conducted on all variables. In the first test value, the KMO value is 0.831 (shown in table 1). The expected value is above 0.5. Because the value is 0.831> 0.5, factor analysis can be used for further analysis.

In table 2 values of communality or communalities show all the variables showed values> 0.4 can be interpreted as data that can be analyzed to the rest of the variables. After processing data with KMO and Bartlett Test Sphericity, the next step is to look at the correlation between variables that can be seen in the table Anti Image Matrices by taking into account the value of Measure of Sampling Adequacy (MSA). Based on table 3 shows that the value of MSA (diagonal number on Anti Image Correlation or numbers that have the letter a) 0.5, then the value of each factor can be predicted and analyzed further. In determining new factors, it can be done by looking at the value of Initial
Eigenvalues on the value of Total Variance Explained. The number of factors that will be formed based on component 1 has a value of 6,547 and is able to explain the variance of 28,467% and component 2 has a value of 2,066 and is able to explain the variance of 37,449%, component 3 has a value of 1,556 and is able to explain a variance of 44,215% and so on until the sixth component. Thus the six components can explain the variance of 59,993%.

Furthermore, the value of the Component Transformation Matrix shows the number of significant or feasible components used to form factors based on previous analyses. The Component Transformation Matrix value is greater than 0.5, then the component can be called significant to be used as a factor or variable that accommodates the indicators that result from factor rotation. Based on table 4 shows three components namely 1, 5 and 6 which have significant values to be used as factors/variables because they have a value of > 0.5 on the components and table 5 shows the results of the rotation of the indicators that have been done.

4. Discussion
This study shows that component 1 consists of indicators of water availability (0.839), electricity availability (0.804) and telecommunications availability (0.706). Because all the indicators in component 1 are infrastructure, this component is called the housing environment infrastructure component. All of these indicators are infrastructure that must be available in a housing complex. In the guidelines for planning procedures for urban housing environments, these three indicators are basic in planning a housing environment. Water, electricity, and telecommunications have become the most basic things in a series of housing needs.

Component 5 consists of indicators of ease of access to public transportation, proximity to the city center, proximity to workplaces and sports facilities. The indicator in component 5 consists of the accessibility and sports indicators, so this component is called the accessibility and sports component. Accessibility is defined as the ease of transportation or the ease of someone traveling because of the availability of the necessary means of transportation [12]. The availability of transportation, the distance to the workplace and the city center are very attractive to urbanites. Therefore, the concept of mix used or mixed in the development of an urban area is often found in several big cities to meet the desires of the urbanites who are currently dominated by young people. In addition to its accessibility, the availability of sports facilities also illustrates the desires or preferences of youth in choosing a residential environment. Sport has its meaning for youth because it provides opportunities for interpersonal interaction and the development of social bonds [13]. Therefore, sports activities are often used by young people as a place to gather or look for a new social environment. They still lack sports facilities in some of the main residential areas in Makassar City makes the availability of these facilities one of the important preferences in choosing a residential environment.

Component 6 consists of only one indicator, namely price (0.81). Because the indicator in component 6 is only an indicator of house prices, this component is called the component price. According to [14] to get a product or service consumers must spend money following the agreed price. Based on this, the price affects consumers in purchasing a product. Just as housing is a product sold by the developer, house prices also affect consumers in their preferences for housing.

5. Conclusions and Suggestions
The conclusions from the factor analysis found three components consisting of eight preference indicators. Based on this, the preferences of young consumers towards the housing environment consist of an assessment of water availability, availability of electricity, availability of telecommunications, ease of access to public transportation, proximity to the city center, proximity to workplaces and sports facilities and home prices. The results of this study are expected to be a reference for further in-depth research related to the preferences of young consumers towards the housing environment.
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