Preference of settled according to young families’ perception in choosing residence in Namo Rambe District, Deli Serdang Regency, Indonesia

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Abstract. Young families in the productive age require a home to live in new social environments, self-actualizing, and through the process of family development. Therefore, the space needed for young families is an area that adheres to the principles of efficient, practical, flexible, multifunctional by placing the working principle as the main principle. Also, every individual has different desires. Therefore, the preference according to the perception of young families in choosing a residential house in a different housing. The purpose of this study was to identify the characteristics of the desire (preference) of young households in the choice of a home stay. The research method used is the descriptive quantitative method. This study uses Likert Scale to measure the respondents' assessment of some housing in Namo Rambe District through the questionnaire. The results of this study indicate that comfort is a pull factor in the selection of homes for young families in the Namo Rambe District in terms of physiological needs, in addition to proximity to the means of trade and the use of good building materials. While the completeness of social facilities is a push factor that influences the choice.

Keywords: preference, perception, young families, home stay

1. Introduction
The consumer of the productive age is a user whose life cycle is growing and developing into a new phase/cycle of family life and having children. So in the fulfillment of housing needs, they have considered.

For young families, housing is a container of psychological development and learning media regarding managing new households independently in urban areas. People need accommodation in the early stages of their families by allowing them to save in the long term to obtain a more suitable home With a need at the later stage of household development [1].

Young families in the productive age require a home to live in new social environments, self-actualizing, and through the process of family development. But on the other side, sometimes they have difficulty in obtaining a suitable home and support the psychological aspects of family development that is being passed [2].

Namo Rambe District chosen because based on data from REI (Realestat Indonesia) in this area there is much simple housing, and this area is directly adjacent to Medan Johor District which is one district on the outskirts of Medan City with the highest number of housing is 92 housing. By the assumption is that young families in their marriage age with lower economic
income still live in modest housing. The purpose of this study is to identify the characteristics of the desire (preference) of young families in choosing a home.

2. Literature Review

2.1. Preference and perception
Preference comes from English "preference" which is something preferred, one's first choice, greater liking, giving of priority advantage to something, [3], which means something more desirable, a primary option, is a priority requirement and provides better returns. Preference is a thing that should take precedence, and preferably over others, priority, choice, tendency and preferably [4].

Residential options can also be interpreted as a desire to choose and have a condition of housing attributes with the occupants as a decision maker so that it contains the meaning of a process of inhabitants realize the desired home conditions. Preferences relate to behavior, perceptions, responses, and responses in decision-making or some choice. Individual opinions in the environmental context distinguished by environmental perception or preference, environmental cognition and ecological perception [5].

Preferences relate to behavior, attitudes in decision-making over several choices. Individual preferences influenced by information derived from people's perceptions and interactions with other societies based on different levels of needs and interests [6].

2.2. Characteristics of young families
The life cycle of the family divided into four groups, in the example, families without children (young families), families with small children (one or more), families with independent children, and elderly families (with independent children) [6]. Young families are families with married couples, families with infants, and families with pre-school age children [7]. Young families are a group of household development stages that require economic stabilization because they are just starting a life, while on the other hand young families are expected to improve the quality of household members that includes improving the quality of coupling of husband and wife character and improving the quality of parenting and child care. The economic pattern in the development of this young family will have an impact on the demands of change in meeting the needs of his residence [8].

Space required for young families is an area that adheres to the principle of efficient, practical, flexible, multifunctional by placing the working principle as the main principle. A safe residential environment against the threat of safety and security of children, acting as a place for mother and child interaction outside the home and equipped with public and social facilities that can meet the needs of young families [9].

2.3. Pull factor and push factor
Factors that affect the preference of living divided into two groups, namely, pull factor and push factor [10]. The pull factor is an external factor that causes a place or activity to be preferred. While the push factor is an internal factor that causes something to be abandoned [11]. The push factor is the things that come from the respondent’s self.

3. Research Methodology
This research uses the quantitative descriptive method. The study begins with theoretical studies concerning the factors that determine the choice of occupancy in the home and
identify the variables that will prove in the field by using a questionnaire. Furthermore, the data obtained will be analyzed using the descriptive method to conclude.

The variables in this study divided into four sections with each indicator. The variables in this study, namely: 1) physiological needs, with indicators: comfort, cleanliness, beauty, security, and completeness of facilities and infrastructure; 2) socioeconomic needs, with indicators: education level, type of work, income level, number of family members, housing prices, and completeness of social facilities. 3) preference, with indicators: building materials (foundations, floors, walls, sills, ceilings, roofs, fences) and home space (space function, space, space composition); 4) location, with indicators: close to the workplace, close to educational facilities, close to health services, close to trading facilities, and ease of public transportation.

The criteria to be sampled are the houses in the area which is a planned housing in Namo Rambe Sub-district of Deli Serdang Regency has built over the last 10-20 years, has the type 36/38 and 45/46 inhabited by families with the age of marriage 1 - 5 years. Residential complexes sampled, among others; Taman Harapan Permai Housing, Bumi Johor Asri, Namori, Cluster Pondok, Namorambe City, and New Pratama Asri.

Determination of sample by using snowball sampling. By using the sampling technique, obtained a sample of 88 couples young families with different distributions in each housing. Data analysis methods used are quantitative and qualitative. One of the primary data sources for this research is data from questionnaire results. The next step is to display organized, coordinated, and patterned information in an easily understandable illustration, such as chart tables and the like, and comes with detailed narrative descriptions. The last stage is to draw a tentative conclusion.

4. Findings
The findings in this study divided into four groups. The first group is the profile of respondents covering, age, occupation, education level, and income level. The second group is occupancy characteristics which include, the number of core family members, land status, home ownership status, the way of house purchase, the length of residence, previous residential location, and daily transportation. The third group is towing factors including, physiological factors, location factors, and pretensions. The fourth group is push factors, including socio-economic factors.

4.1. Profile of respondent
Based on the data from the questionnaires, it concluded that the respondents dominated by residents aged 26 to 30 years old, with the type of work as self-employed, the level of education of young majority families of stratum 1 (undergraduate). While the income level between two to three million rupiahs.

4.2. Occupancy characteristics
It concluded that the majority of young families in Namo Rambe Sub-district consisted of three members of the main family. Almost all of the respondents had occupancy certified. The majority of the occupancy was self-owned and the purchase of the house by way of dominance. The residents living in the study area housing is still relatively old occupied housing. Half of the residents are residents Deli Serdang, and the rest comes from the city of Medan. Almost all respondents already have a private vehicle for use as daily transportation.
Factors that affect the preference of living divided into two groups, the pull factor and the push factor [10].

4.3. Pull factor
The pull factor is an external factor that causes a place or activity to be preferred.

4.3.1. Physiological factors

| No. | Indicator                                  | Mean | Median | Modus | Order | Total Mean |
|-----|-------------------------------------------|------|--------|-------|-------|------------|
| 1.  | Comfort                                   | 4.56 | 5      | 5     | I     | 4.31       |
| 2.  | Cleanliness                               | 4.41 | 4      | 4     | II    |            |
| 3.  | Beauty                                    | 3.95 | 4      | 4     | V     |            |
| 4.  | Safety                                    | 4.28 | 4      | 5     | IV    |            |
| 5.  | Completeness of facilities and infrastructure | 4.33 | 4      | 5     | III   |            |

Based on the average value obtained then the most influential factor of physiological factors is comfort.

4.3.2. Location factor

| No. | Indicator                                | Mean | Median | Modus | Order | Total Mean |
|-----|------------------------------------------|------|--------|-------|-------|------------|
| 1.  | Close to workplace                        | 3.78 | 4      | 4     | IV    | 3.72       |
| 2.  | Close to educational facilities           | 3.85 | 4      | 4     | III   |            |
| 3.  | Close to health services                  | 4.10 | 4      | 4     | II    |            |
| 4.  | Close to the means of trading             | 4.11 | 4      | 4     | I     |            |
| 5.  | Convenience of public transport           | 2.79 | 3      | 3     | V     |            |

Based on the average value obtained then the most influential factor of the location factor is close to the means of trading.
4.3.3. *Preference factor*

| No. | Indikator                             | Mean | Median | Modus | Order | Total Mean |
|-----|--------------------------------------|------|--------|-------|-------|------------|
| 1.  | Use of good building materials       | 4,14 | 4      | 5     | I     | 3,91       |
| 2.  | Space function as needed             | 3,79 | 4      | 4     | IV    | 3,91       |
| 3.  | Wide space according to need         | 3,87 | 4      | 4     | II    | 3,91       |
| 4.  | Good room arrangement                | 3,84 | 4      | 4     | III   | 3,91       |

Based on the average value obtained then the most influential factor of the preference factor is the use of good and quality building materials on foundations, floors, walls, sills, ceilings, roofs, fences.

4.4. *Push factor*

The push factor is an internal factor that causes something to be abandoned. The push factor is the things that come from the respondent's self.

| No. | Indicator                                               | Mean | Median | Modus | Order | Total Mean |
|-----|---------------------------------------------------------|------|--------|-------|-------|------------|
| 1.  | Completeness of social facilities                      | 4,12 | 4      | 4     | I     | 4,07       |
| 2.  | House prices are in accordance with economic capability | 4,03 | 4      | 4     | II    | 4,07       |

Based on the average value obtained, the most influential factor of socio-economic factors is the completeness of social facilities.

5. *Discussion and analysis*

![Diagram 1](image1.png)

**Figure 1.** Round diagram of comparison of respondents agreement against type of work, level of education and respondents' income level.
Based on data from findings where work, education, and income levels have a very close relationship (figure 1). The more able people in the work that backgrounded by education will affect the more income will be earned.

The financial ability of the community will determine how much capacity to meet the physical needs of the house that can be done [12]. The economic capabilities of the affected communities are the income level of young low-income families who have a very close relationship with employment and education levels, as the more capable the community at work motivated by knowledge, it will affect the results received by low-income young families [13].

Figure 2. Round diagram of percentage of respondents against how to purchase respondent’s house

Figure 3. Round diagram percentage of number of core family members

The level of income earned by young families will be related to the way home purchases. Where in general, people with lower middle-income households will buy a house by way of installments (figure 2). In this study obtained the conclusion that the purchase of homes by way of more dominant answer. The suggests that applying for credit to buy a home is not difficult when the purchase of a home is related to the level of income earned by a young family couple.

In the study by Triyuly and friends (2011) about low-income families in Palembang city obtained the conclusion that families who have children 1-2 people are the most dominant. While in this study received the conclusion that the majority of young families consist of three members of the nuclear family (figure 3). In the Family Life Cycle concept, couples with 1-2 children are the third stage, a young couple with dependent children (the fullness I) [14].

5.1. Pull factor

The pull factor divided into three, in example physiology factor, location factor, and preference. Physiological factors assessed from five indicators relating to environmental conditions, and the completeness of facilities and infrastructure (table 1) and which ranks first in physiological factors is convenience.

There is a relationship between comfortable characteristics according to respondents when viewed from the profile of respondents who the majority of young couples are aged 26-30 years. Respondents feel comfortable if they have a place to live close to their fellow young couple.

Location factors assessed from five indicators relating to the environmental conditions surrounding the dwelling (table 2). The proximity factor with the means of trading ranks first in the location variable. In the area around the housing found some means of trade in the form of traditional markets or market Pekan that can be visited to buy daily necessities. But in the surrounding area, has not found the means of trading in the form of supermarkets and the like because the district is still not too developed compared with urban areas. Therefore, most
young families prefer to shop for daily necessities outside Namo Rambe Sub-district, such as in Medan Johor.

Preferences in choosing a residence provide an overview of the residential housing conditions that are needed by young families in addition to three pull factor factors in the pre-selected housing selection. The preferences include; The use of right building materials and quality, space function by the needs, the extent of the area by the needs, and the arrangement of safe space.

Building materials is a major factor supporting the quality of the house, so the preference of building materials significantly affect the overall quality of the home. The quality of construction materials will positively affect the interior and exterior quality of construction materials, so the preference of building materials is related to the choice of low-income young families. Construction materials used only as a complementary element, not an aesthetic element, so the quality of building materials used to adjust to the ability of young families to pay (Triyuly et al., 2011)

But at the time of interviewing some young family couples complained that the building materials used in the construction of such housing could be said not worthy and not by the price of the house itself. Just as in Bhumi Johor Asri Housing, with the age of occupancy classified as newly occupied by one of the young family, but the building has suffered a lot of damage here and there. However, in some other housing, such as Namori Housing, Namorambe City and New Pratama Asri have used the quality of building materials is quite good. The building looks more solid than in other housing.

5.2. Push factor
The push factor in this research is socioeconomic factor consisting of two indicators covering completeness of social facilities and house price by economic capability. In an earlier study conducted by Sherly Chandra (2014) located at Cemara Asri Housing entitled, Preferred Occupants in Choosing a Residence, the completeness factor of social facilities is the first indicator of social needs and ranks first in that factor. While in this study, the integrity of social services is one indicator of the variable socioeconomic needs that also ranks first.

It shows that indeed the completeness factor of social facilities is a major factor for young families in the selection of houses. Adequate facilities can encourage young family interest in mapping out options for residents.

6. Conclusions and Recommendations

6.1. Conclusions
Factors that affect the preference of living are divided into two groups, namely pull factor and push factor.

6.1.1. Pull factor. Comfort factor ranks first in physiological factors. Based on interview results, the comforts obtained from the respondents is a warm, friendly community environment and kinship. In contrast to urban communities who seem more indifferent. Also, there is a relationship between comfortable characteristics according to respondents when viewed from the profile of respondents who the majority of young couples aged 26-30 years. Respondents feel comfortable if they have a place to live close to their fellow young couple.

Close to the means of trading ranks first in the location factor. Proximity to trade means is directly proportional to the findings of the majority of young families in Namo Rambe sub-
district as entrepreneurs. Trading is a work done by many people in the study area other than farming.

Which ranks first in the preference factor is the use of good and quality building materials on foundations, floors, walls, sills, ceilings, roofs, fences. Building materials is a major factor supporting the quality of the house, so the preference of building materials significantly affect the overall quality of the home. The quality of construction materials will positively affect the interior and exterior quality of construction materials, so the preference of building materials is related to the choice of low-income young families.

6.1.2. Push Factor. The push factor of the characteristics of young families in choosing a home is the socioeconomic factor.

Socioeconomic factors assessed from two indicators relating to social and economic conditions. These two indicators, namely; Completeness of social facilities and housing prices. While the indicators that go into the characteristics of residents, including; Level of education, occupation, income level and some core family members.

The completeness of social facilities ranks first in socioeconomic factors. It shows that indeed the integrity factor of social services is a major factor for young families in the selection of houses. Adequate facilities can encourage young family interest in mapping out options for residents.

6.2. Recommendations

Referring to what the active consideration can apply to other areas. Characteristics of young families, desires, tastes, and preferences can use as a reference for the developers of simple housing complexes to deliver housing by the wishes of consumers. For the developers not only to look at the economic aspects of profit-oriented but also regarding social functions.

The sample of research selected in this study is young families that categorized according to the type of house inhabited. Therefore, researchers recommend that further research can develop by taking a more accurate sample, such as by land and building area. By way of sampling, it expected that the results obtained will be more representative of the actual occupant's preferences.

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