ISRG Journal of Economics, Business & Management (ISRGJEBM)

ISRG PUBLISHERS
Abbreviated Key Title: Isrg J Econ Bus Manag
ISSN: 2584-0916 (Online)
Journal homepage: https://isrgpublishers.com/isrgjebm/
Volume – II Issue-I (January- February) 2024
Frequency: Bimonthly

Analysis of Consumer Perceptions of Homeowners Based on Transit Oriented Development: Metropolitan Land Cibitung

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| **Received:** 25.01.2024 | **Accepted:** 29.01.2024 | **Published:** 30.01.2024

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Abstract

The convergence of social, economic, transportation and industrial sectors has driven growth in the Jabodetabek region. Urbanization has become a common phenomenon and is increasing every year. The demand of houses will also increase. Metropolitan Land Cibitung housing is unable to effectively utilize the opportunity in these conditions. Sales performance is still out of competition. In order to create marketing strategies, it is vital to track how consumers perception this type of dwelling. The research employed proportional random sampling to collect primary data from 100 consumers via a questionnaire. Double linear regression analysis is the analytical technique employed. The results of the study showed that home prices for Transit Oriented Development (TOD) and developers have no significant influence on consumer perceptions. Meanwhile, income, accessibility, facilities and buildings have a significant impact. This implies that consumer perception is more attached to the measurement of the utility it receives. The policy implications of this study are for both private and government developers to more freely offer value-added and benefits from housing for maximizing utilities, while also providing public services by monitoring capacity-building, conducting regular assessments of their products, and implementing marketing plans that will help them project a positive image.

Keywords: *Consumer Perceptions, Residence, Residential Area, Transit Oriented Development*

INTRODUCTION

The developmental disparity between rural and urban areas remains a problem for Indonesia (IDF, 2018). Differences in access to basic services, levels of economic productivity, and the well-being of the people are at stake. It becomes crucial considering that striking disparities will drive the urbanization of communities continuously increasing. The desire for urbanization will continue to emerge as urbanization can provide room for improved quality and self-capacity as well as well-being. According to World Bank

DOI: 10.5281/zenodo.10585832

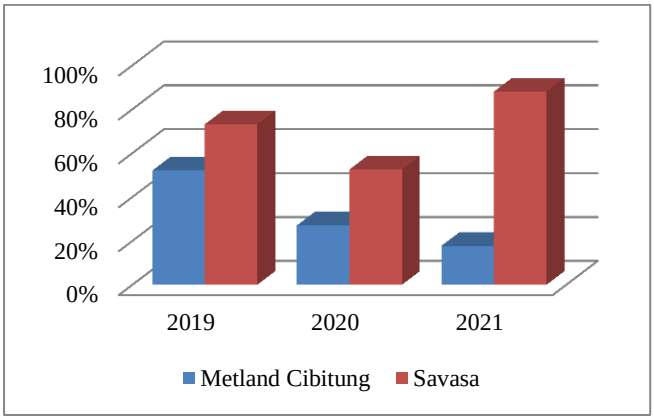
estimates, 68% of Indonesia's population will live in urban areas by 2025. The population growth rate will keep rising at a steady pace. In metropolitan regions, the amount of housing needed is also growing.

The convergence of social, economic, transport and industrial sectors has driven economic growth in the Jabodetabek region. Economic growth was initially centered in Jakarta, now it has spread to the satellite cities around it including the Bekasi district (Rusli, et al, 2009). The phenomenon of urbanization has become a commonplace in this region. The results show an increase from year to year.

Bekasi district is the region that receives the second highest current of urbanization in West Java (BPS, 2015). Many workers decided to remain in the Bekasi District due to the increase in land costs in Jakarta (Rusli, *et al*, 2009). The impact, development and competition of property is massive in the district of Bekasi. Based on data from Indonesia Property Market Index, property search index and property offer index in Bekasi district occupies the highest position in Jabodetabek regionalization. It indicates a high community and developer animo in the property market. In making a decision to buy a home, consumers will consider many aspects (Buchori, 2018). The goal is to obtain maximum utility while consuming it. According to the Property Affordability Sentiment Index (2020), accessibility is the top factor that buyers look for in a home. Furthermore, a Federal Transit Administration analysis projects that by 2030, the need for accessible housing would have doubled to 14.6 million units (Thorne, *et al*, 2008).

Metropolitan Land Cibitung is one of the products of PT Metropolitan Land, Tbk that offers accessibility as its excellence. Transit-Oriented Development is the idea. a notion that integrates housing, business amenities, healthcare, education, transportation, jogging trails, waterland, and other amenities into a one location (Calthorpe, 1993). PropertyGuru's Best Connectivity Housing Development award recognizes this accessibility development as high-quality. Given the enormous market potential, plans to develop residential units are continuously being announced through 2022. But throughout his travels, the marketing sales showed are still less competitive with its replacement products in Bekasi district..

Figure 1. Marketing Sales from Metland Cibitung and Savasa, 2019 – 2021, Quartal 1



Source: Public Expose from PT Metropolitan Land, Tbk and PT Puradelta Mas, Tbk

Savasa products are products that are in the same level with the main focus offer smart house. Anjani and Mudakir (2012) have proven that product demand can be influenced by product competition with subtitles in the same region even though the products have different priorities of superiority. Figure 1 shows an inconsistency between the sales income obtained from the TOD house and the background conditions that support it. At least TOD houses get more attention than potential consumers and have a higher demand than products that do not outweigh accessibility. In-depth analysis of consumer perceptions after consuming home TODs is needed to improve marketing performance.

Previous research has analyzed factors that influence housing demand in Indonesia (Buchori, 2018; Suryawardana and Yani, 2017; Wardhani, *et al*, 2015; Dahmiri, 2010). Price and location are strongly influencing the demand for houses (Buchori, 2018; Suryawardana dan Yani, 2017). The other finding of the research by Wardhani, *et al* (2015) is that demand is unaffected by pricing, location, or promotions. Furthermore, a research by Ke and Konstantina (2019) in North Carolina clarifies that a lot of communities are hesitant to buy homes close to stations due to the area's higher rate of habitation. It differs significantly from the Federal Transit Administration's forecast that transit-oriented development (TOD) housing will become increasingly significant in the future. The discrepancy between the results of the analysis and the scope of research that is still limited to addressing housing products is commonly the conclusion of previous research. Given the estimates of high demand for TOD houses in the future, the study focuses on the analysis of consumer perception after consuming TOD housing as a marketing strategy preparation material, evaluation and overview of the aspects that are a priority of the community in consuming the TOD house. By focusing on Metropolitan Land Cibitung, this study offers a different insight from existing researches.

LITERATURE

Bid-Rent Theory

The Bid-Rent theory was introduced by William Alonso in his book "Location and Land Use". The essence of Alonso's theory is that location selection is considered by transportation costs calculated based on the distance between the Central Business District (CBD) and business or social activities carried out at the price of the land used. There are two options in the bid-rent theory that are the comfort offered with greater space and convenience as well as the affordability of transportation costs. Alonso predicts that low-income groups will reside in residential neighborhoods close to the central business district, prioritizing transportation expenses over ease of living. In this study, Jabodetabek regionalization is used as a benchmark for analysis. Central Jakarta is a CBD area and Bekasi district is a satellite city.

The Microeconomic Consumer Theory

This theory was described by Moshe Ben-Akiva and Steven R. Lerman. In the behavioral theory of individual choices, the consumer will be confronted with several alternatives by considering the attributes that are inherent to the alternatives. The final choice of the consumer is the result of the calculations and matured calculations of consumers related to their choices to obtain maximum utility. According to this theory, maximum utility is influenced not only by price and income, but also by consumer tastes.

Transit Oriented Development (TOD)

The TOD concept was introduced by San Francisco urban architect Peter Calthorpe. This concept arranges public spaces, offices, retail spaces, open spaces, and public service areas into a single, easily

DOI: 10.5281/zenodo.10585832

walkable area. This creates a multifunctional or mixed-use space usage pattern. The TOD concept offers action by combining charitable giving with public transportation services, making the call to transition to public service more than just a token gesture.

METHODOLOGY

The types of data used in this study are primary data and secondary data. A consumer home TOD questionnaire is used to gather primary data. A questionnaire with a likert scale is used to collect data on respondent profiles and customer perception following home consumption of TOD. Using proportional random sampling method, the questionnaire was sent to 100 respondents based on the developer's cluster of ownership. Secondary data is obtained through library studies to enrich the analysis of research results. The study was conducted in 2023.

Regression analysis is the analytical technique employed in accordance with the goals of the study (Ghozali, 2007). This analytical technique can display the effects of each independent variable's influence on the dependent variable. The dependent variable used is the consumer perception of the TOD house. Meanwhile, the variables that influence it are home prices TOD, income, accessibility, facilities, buildings and developers.

Before performing the data collection process, the indicators of each variable submitted in the questionnaire are tested instrumentally. This test was carried out on 30 samples with the aim of selecting indicators to be valid and reliable (Ghozali, 2007). After obtaining feedback related to consumer perception, the average of each respondent's responses per variable is calculated. These are the averages that are being analyzed. The analysis model used in this study is:

$$Ux = b_0 + b_1P_x + b_2Y + b_3T_a + b_4T_f + b_5T_b + b_6T_d + e \quad \text{.....(1)}$$

Ux : The perception of consumer home TOD
Px : Home price TOD
Y : Income
Ta : Accessibility
Tf : Facility
Tb : Building
Td : Developer

Such an analysis model will be processed through regression analysis. Before further analysis, the regression results need to go through the classical assumption test phase. The objective is to obtain a blue regression model that is non-biased, consistent and accurate (Juliandi, *et al*, 2014). Regression results should be a useful and reliable tool for making assumptions. This study employed standard assumption tests, such as autocorrelation, heteroskedasticity, multicolinearity, and normality tests. This study employed the t-test and the F-test to examine the regression outcomes. Use to see the simultaneous and individual effects of independent variables on dependents.

Discussions on the results of the study are also supported by consumer response index analysis to strengthen the interpretation of the results. The Three Box Method computation will be used to score this analysis (Ferdinand, 2014). The result is low if the index shows that it is in the range of 20 to 46; it is medium if it is in the range of 47 to 73; and it is high if it is in the range of 74 to 100. Because this study employs a maximum score of five and a minimum score of one, the following formula can be used to analyze the customer response index:

CRI = {(%F1*1) + (%F2*2) + (%F3*3) +(%F4*4) + (%F5*5)}/5 .....(2)

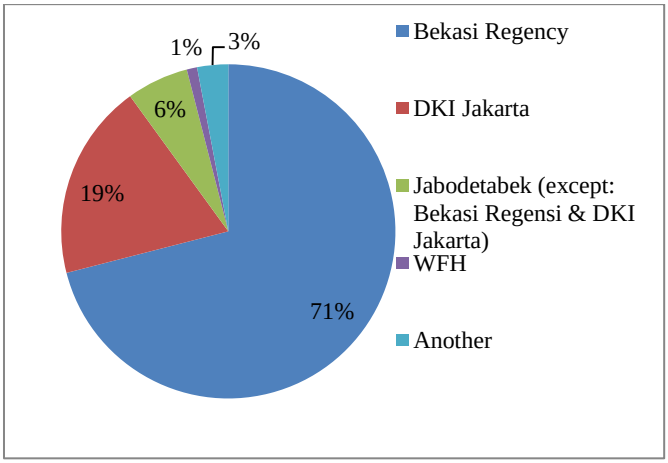
Where F (1,2,3,4,5) is the frequency of respondents responding with a score (1,2,3,4,5) on the survey questionnaire.

RESULTS AND DISCUSSIONS

General Overview of Respondents

Consumers of TOD houses in Metropolitan Land Cibitung Housing are dominated by millennials. There are 82% of consumers in that category (Beresfod Research, 2021). The results are in line with the assessment of the Director General of Housing of the Ministry of PUPR Indonesia that a Transit Oriented Development based residence with easy mobility through multimodal integration system and adequate facilities, is considered very suitable for millennials (Kementrian PUPR, 2020). The results of the questionnaire show that the socio-economic conditions of consumer homes TOD in Metropolitan Housing Cibitung Land are dominated by high-income communities. According to Deloitte Consumer Insight Capturing Indonesia's Latent Market (2015), 97% of consumers are at the upper middle and high income levels.

Figure 2. Percentage of respondents viewed by job location



Source: Respondent data from the questionnaire

Buying TOD houses is also dominated by consumers who work in the district of Bekasi. It indicates that the job location factor is quite influential. However, not to be ruled out, there are 19% of consumers working in DKI Jakarta. In this study, DKI Jakarta is assumed to be the Central Bussines District (CBD) while Bekasi District is an area outside the CBD. (Rusli, *et al*, 2009). The research findings are consistent with both the historical theory and the bid-rent theory. High-income communities in the Toeri Bid-Rent mentioned area choose to reside outside of the CBD because it provides an exclusive, tranquil, and superior lifestyle. Nevertheless, the cost required towards CBD is higher. According to Historical Theory, technological advancements in communications and transportation have now reduced the cost of transportation. It is supported by the provision of a transit train line in the residential area and nearby by a toll gate to DKI Jakarta. The study also obtained information that only 23% of the inhabitants used the commuter train line. Where this facility is the main focus of home development based on TOD to change the style of mobilization of the community. However, getting a little attention from the public. It's not out of the reach of the commuter line transit service that doesn't reach the workplace.

DOI: 10.5281/zenodo.10585832

Instrument Testing and Classical Assumption Testing

The test of instruments carried out before the data collection process has proven that the questionnaire submitted is valid and reliable. To obtain a valid regression model, a classical assumption test is required first. The study performed normality tests, multicolinearity tests, heterocadastasis tests, and autocorrelation tests. The normality test uses the Kolmogorov-Smirnov test to avoid the subjectivity of the researcher in observing images. Obtained Asymp.Sig (2-tailed) value of 0,200 (if value > 0,05 then is normal). The multicolinearity test obtains a VIF value <10 and a tolerance value > 0.01, so it is avoided from multicolinary disease. The results are similar to the heterocedastasis test. The significance value > 0.05 in the gliser test indicates that the regression model is good. While in the autocorrelation test, the durbin-watson value is in the zone that has no correlation either positive or negative (dU < dw < 4-dU = 1,8738 < 1,904 < 2,1262). Therefore, it can be concluded that in the process of testing classical assumptions, the resulting regression model is avoided from all diseases and declared to be BLUE.

Regression Analysis Results

Table 1. Regression Analysis Results

	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
	2,116	1,320		1,602	0,112
Home Price TOD	0,042	0,071	0,056	0,586	0,559
Income	0,173	0,053	0,287	3,286	0,001
Accessibility	0,137	0,036	0,355	3,747	0,000
Facility	-0,160	0,073	-0,195	-2,181	0,032
Building	0,097	0,038	0,234	2,545	0,013
Developer	0,045	0,078	0,058	0,577	0,565

Source: Testing with SPSS Program

The regressive equation that can be formed from the table above is

$$U_X = 2{,}116 + 0{,}056P_X + 0{,}287Y + 0{,}355T_a - 0{,}195T_f + 0{,}234T_b + 0{,}058T_d$$

The regression equation shows that the accessibility variable has a dominant influence on the perception of the home consumer TOD. This result is in line with the survey from the Property Affordability Sentiment Index which shows the current orientation of the population is more focused on housing that has easy accessibility.

The study also used the CRI method, which is a consumer response index to determine the level of consumer perception in each variable indicator. Table 2 presents a summary of CRI results by showing only the highest and lowest response index of each variable.

Table 2. Summary of CRI results with highest and lowest values

Variable	Variable Indicator	CRI	Category
Harga	Price to income correlation	79,6	High
	Affrodable advance	73,4	High
Income	Purchasing power	79,8	High
	Other sources of income	59	Medium
Accessibility	Easy access to the CBD because it's integrated with the commuter line	79,6	High
	Easy access vvia toll roads	66,2	Medium
Facility	Complete facility	79,2	High
	Capacity of the facility in meeting the needs of the inhabitants	69,4	Medium
Building	Attractive design	79,2	High
	Building durability	64,4	Medium
Developer	Proven developer credibility	74,6	High
	Interesting marketing and promotion strategies	72,8	High

Source: Questionnaire results, testing with CRI method

The estimates in Table 1 show how the home price variables TOD, income, accessibility, facilities, buildings and developers influence the perception of home consumers TOD. The estimated result of the home price variable TOD obtains a t-table value of 0.586 which is smaller than the t-count value of 1.661. The conclusion that follows is consistent with the findings of study by Wardhani *et al* (2015) and indicates that the house price variable TOD has no significant impact on the perception of consumer home TOD. Changes in the post-purchase price do not affect consumer perception as the utility that will be received remains the same and is unchanged. The consumer considers that the purchase of the house he makes is in line with the capabilities and utilities he receives.

Results on income variables indicate that these variables have a significant influence on home consumer perceptions of TOD. The higher the income generated, the wider the price scale that can be achieved. In other words, has a high level of purchasing power at a higher price level (Obaid, 2020; Buchori, 2018; Roy, 2017). Changes in the acceptance of post-purchase income, will drive a change in consumer perception. This is because in that period, consumers believed that TOD houses had been purchased were below their purchasing power and consumers could get more utility when consuming houses that corresponded to their current purchasing capacity. In the theory of consumer microeconomics, it has been explained that consumers can increase the utility they receive by increasing the income they have (Akiva dan Lerman, 1997).

Syahid, et al (2015) explains that accessibility is highly considered when making purchases in the hope of getting maximum utility after purchase. The study's findings demonstrate that home TOD consumers' perceptions are significantly influenced by

DOI: 10.5281/zenodo.10585832

accessibility. Customers' perceptions of the goods will therefore adjust in line with reality if the accessibility they observe after making a purchase does not offer the necessary utility. This is because the benefit that was obtained is compatible with the ideas that the consumer holds to be intrinsic. Metropolitan Land Cibitung housing offers easy access to its customers by providing private hospitals, schools, commercial areas, parks, swimming pools and stations in residential areas. This demonstrates the developer's commitment to offering the highest level of accessibility. Based on the consumer response index, respondents have a good perception of the TOD home product in terms of its strategic location and the accessibility it offers through easy access to support facilities. However, on the indicator of the transition from private to mass vehicles, ease of access to toll roads, malls and entertainment venues indicates moderate perceptions. This suggests that of the accessibility variables on some indicators have not been able to provide the maximum utility desired by consumers thus influencing the formation of consumer perceptions.

Accessibility is closely related to location and transportation costs. With ease of access, transportation costs will be easily reduced. The Bid-Rent theory states that high-income communities would prefer to live in suburbs and be willing to pay higher transportation costs. Later, the Historical theory explains that there has been an improvement in technology in transportation and communications that supports communities to start living in suburb. Both theories have been proven true through the results of this research. With the advancement of technology in the field of transportation, whether traveling to the workplace using private vehicles or using commuter line trains, respondents felt that distance was not an obstacle. Time and travel costs can be reduced by the availability of rail and toll roads.

The findings on the facility variables show a significant influence on home consumer perceptions of TOD. These results are in line with research from Wardhani, *et al* (2015) which states that changes in facilities will then affect the rise in the decline of consumer perception of products. The consumer response index indicates that facility indicators that explain that the facility is capable of accommodating and serving the entire population have moderate results. It shows that consumer perception is not good enough on the facility's ability to provide services. The reason for such a low perception is the presence of incidental conditions that occurred during the period undertaken by the research. The facilities offered by the developer are not only intended for the inhabitants in particular but also for the outside community, thus adding to the crowd and quite disturbing the comfort of the residents. A study by Yu and Konstantina (2019) showed similar symptoms. Consumers refuse to consume the TOD house because consumer perception of the TOD home has changed as a result of the crowd caused.

Data outputs indicate that buildings have a significant influence on consumer perceptions of TOD houses. Every consumer will pay attention to building aspects as an attempt to avoid the risks that will arise in the purchase of long-term products (Syahid, *et al*, 2015). Therefore, buildings will shape how consumers perceive the products they consume. Based on the respondent response index, the building durability and building quality indicators have had moderate results. This suggests that consumer perceptions of durability and quality guaranteed by developers are unsatisfactory. It drives a change in consumer perception of TOD home products.

On the developer variable, the findings of this study are not significant. The track record that the developer has will show how high the level of quality the developer is in building a house. However, in this era, many developers have a satisfactory portfolio and are registered in the Indonesian Real Estate community (REI). Besides, the marketing strategy carried out by the developers Metropolitan Housing Land Cibitung is almost similar to its competitors (Wardhani, *et al*, 2015). This shows that in making a purchase decision, consumers do not pay much attention to the developer but rather focus on the product offered. Therefore, consumer perception will also be more shaped in terms of the product rather than the developer. Consumer perceptions will not change significantly due to performance changes in the post-purchase developer, but it is more important to the product they consume whether the utility obtained is in line with what was promised at the time of purchase.

CONCLUSION

The company's performance can be transmitted through consumer perceptions after consuming the product. It can be used as a basis for developing future marketing strategies. Based on regression analysis and respondent response indices, consumer perceptions of TOD homeowners are more influenced by income and taste for products such as accessibility, facilities and buildings. Post-purchase changes in these four aspects can affect changes in consumer perception, both positive and negative. If the product consumed cannot provide maximum utility in accordance with what was considered at the time of purchase, then consumer perception will tend to be negative to the product.

Based on thorough analysis, it can be seen that consumer perception is most influenced by accessibility. It is in line with the property affordability sentiment index and a report from the federal transit administration that the main focus of current property consumers is more focused on the affordability offered. It is increasingly showing that consumers need a sustainable home to provide a positive margin in the future. Therefore, marketing strategies can focus on accessibility and on other influential aspects that can be improved to drive marketing indirectly.

This study of consumer perceptions of TOD homeowners can produce some policy implications for both private and government developers. First, the increase in value added to a product can be more radiated with the aim of maximizing utility for consumers. The developer can prepare a masterplan and offer any benefit that the consumer will get in the future. Secondly, the provision of public services to non-consumers can be done, with a record of keeping an eye on the capacity of housing in accommodating the enthusiasm of the outside community. So, the comfort of the consumer is not disturbed. Third, the developer can offer accessibility to the consumer by placing the facility of access to life-supporting facilities. Besides, it can also provide ease of access to reach outer territory such as convenience in public transport. Fourthly, a regular evaluation of the developer's performance to generate a positive track record and as an appropriate strategic media.

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DOI: 10.5281/zenodo.10585832

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