Dominant Factors in Student's Residence Preference

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Abstract

Residency preference is a choice of the tendency to reside or not live in a certain area according to the motive that is owned. This settlement preference triggers a concentration or settlement center in a location considered good by the settlers. The concentration formed will result in the growth of residential areas and their supporting facilities. Tembalang is a new growth center in the city of Semarang. Regional growth is triggered by the existence of the education sector, where there are several universities or colleges, both public and private. By paying attention to the fact that land development is being developed in the Tembalang area very rapidly and has different concentration points as well as student preferences regarding the tendency to choose a place to live, it is necessary to study the dominant factors in student residence preferences in the Tembalang area. The area that has an attraction to be chosen by Universitas Diponegoro (UNDIP) students is the residential area or boarding house in the Tembalang Village area. In this area, the development of settlements from 2010 to 2016 reached 2.48 hectares. This area has the characteristics of being more than 500 m from the campus, has a road width of about 4-5 meters and there are many supporting facilities such as minimarkets, food stalls, photocopying and others. In this area the average rental price for boarding houses is Rp. 500,000 to Rp. 1,000,000 per month. The development of residential land cannot be separated from the preference for student residence. The dominant factor in student residence preferences is influenced by several aspects, namely comfort, accessibility, proximity to facilities, security and boarding facilities.

Keywords: Preference, Residing, Student, Dominant

INTRODUCTION

Residency is an area used for residential activities. In a broader context, settlement can be defined as a unity between humans and the environment in which they live. So the settlement component is not only about the physical housing but also the environment and the people themselves. Living is an activity to inhabit a settlement for a certain period of time. In building a settlement, the term settlement is also known. Settlement is an attempt to settle a number of residents into a residential area. This terminology is used in terms of stakeholder intervention in regulating settlement policy (Doxiadis, 1968).

Tembalang is a new growth center in the city of Semarang. The growth of the Tembalang area is triggered by the existence of the education sector, where there are several universities or colleges, both public and private. The existence of a national standard education center has resulted in several demands for new activities that must

be accommodated in regional space. There are at least two sectors that are growing rapidly as a result of this education area, namely settlements and trade in services.

The Universitas Diponegoro (UNDIP) Campus in Tembalang area is a regional-scale higher education area with a fairly rapid development of built-up land. This is because the UNDIP campus is a state university with a regional scale, so students do not only come from all over Indonesia but also from several neighboring countries. Every year UNDIP accepts 7,542 new students (okezone.com). On the other hand, the number of students who graduate each year is an average of 4,000 students. This means that there is a high occupancy rate, which causes the need for residential space to accommodate it and housing support facilities to meet the needs of these students. This was coupled with the transfer of several non-exact faculties such as economics, physics and law which of course also brought a lot of increase in the student population at the UNDIP Campus.

This population development increases the need for housing for students. The increased need for housing then resulted in an increase in the area of land used for settlements. On this side, many developments in this residential area use green land such as agricultural land and swamp areas. The development of these settlements is not balanced between urban villages. The development is often carried out on green land, even the swamp area in the Mulawarman area has now been turned into a boarding house. Ideally the swamp area in the Mulawarman area has a physiographic role as a water catchment area, but because there are buildings on it, this function disappears and causes the discharge of water runoff to increase drastically (Yulistiani, 2013).

Considering this, it is necessary to have research related to the main factors of student residence preference so that it affects the size of settlement development in certain areas, especially in areas that have an ecological function. Because by knowing the main factors that dominate residential preferences, the government can make efforts to grow or encourage the presence of these factors in areas suitable for housing development and do not cause ecological damage.

In an area of student boarding houses there are at least seven factors that influence, namely environmental conditions (area), boarding rental prices, facilities, where to go, location, services and references from friends. Of the seven factors, environmental conditions are the biggest factor. Meanwhile, other factors that dominate are rental prices and facilities. While the main issue in choosing boarding houses for students is the price and boarding facilities (Hajar et al, 2012).

In research related to the dominant factor in the residence preferences of UNDIP students, the condition of the area and the completeness of boarding house facilities will be more detailed. This aims to find out more about what factors are dominant in the residence preferences of UNDIP students. In addition, this study can also prove whether the rental price and facilities have a dominant influence so that it becomes an issue for student residence.

METHODS

The research method used in this research is the comparative causal research method or also called the ex post facto. Ex-post facto research examines causal relationships that are not manipulated or treated (designed and implemented) by the researcher. The research approach used is deductive-quantitative-positivistic. In deductive research, the study findings are obtained by drawing the logic of the premise on the combination of several analyzes carried out.

The analysis used in this research includes frequency distribution, descriptive statistics and multiple linear regression.

There are 7 variables in this research, namely the boarding house rental budget; lifestyle; accessibility; building condition; availability of boarding facilities; boarding house security; and increased residential area.

RESULT AND DISCUSSION
Analysis of UNDIP Student Residential Preferences

In this settlement preference analysis, it will be divided into 2 aspects, namely non-physical aspects and physical aspects. The non-physical aspects of residence preference are aspects of the internal and external conditions of the settlers, which in this case are UNDIP students in the Tembalang area. This aspect includes the ability of the budget in renting a boarding house to lifestyle such as a place to shop for daily necessities, a place to eat to a place to buy clothes. This variable arises because of the specificity of the relationship between the use of facility space and existing settlements. This non-physical aspect consists of budget analysis for boarding houses, places to shop, places to eat, and clothing needs.

For boarding house rental budget, it is known that the majority of 43% of respondents have a budget for boarding houses below Rp. 500.00.00. This means that these respondents tend to have simple boarding houses and are dominated by male residents. For shopping places, it is known that the majority of 60% of UNDIP students in the Tembalang Campus area choose to buy daily necessities such as snacks, soft drinks, toiletries and others at the minimarket. For places to eat, it is known that the majority of students choose to eat at stalls or warteg, which is 98.975%. For clothing needs, it is known that 54% of students still buy clothes at the clothes shop around their boarding house.

Furthermore, for the physical analysis of the building which includes the physical condition of the building and its accessibility conditions. For the distance from the boarding house to the campus, the majority of students live with a distance from the campus to the boarding house more than 500 m (70.71%). The distance from the boarding house to the main road is quite diverse, namely students in Tembalang, Ngesrep and Kramas villages prefer to live in boarding houses <50 m from the main road, for students who live in Bulusan and Pedalangan Villages choose to live in locations with a distance of 50 - 100 m from the main road, students who live in the Sumurboto Village prefer to live in a boarding house with a distance of> 100 m from the main road. Furthermore, for the width of the road, it is known that students who live in the Kelurahan Bulusan, Ngesrep and Sumurboto tend to live in settlements with a road width of 5 - 10 m, while students who live in Tembalang, Pedalangan and Kramas villages tend to be in settlements with a road width of <5 m. For transportation, it is known that almost all students prefer to use motorbikes for their activities both on campus and in their daily activities. Furthermore, for the condition of the building, almost all students choose to live in a boarding house with a good and permanent building. For the majority of students' room area, around 52% choose to occupy rooms with an area of 6 - 10 m2. For the number of rooms, the majority of students occupy boarding houses with more than 10 rooms. For safety, the majority of students live in locations with a good level of security. For facilities, it is known that in all sub-districts that are included in the Tembalang UNDIP Campus area, only in the Sumurboto Village are students living in boarding houses with more internal bathrooms than boarding houses with outside bathrooms or public bathrooms and the majority of students in the

UNDIP Tembalang area choose not use air conditioner as air conditioner and choose to replace it with a fan because of the cost factor.

Residence Developments

The largest settlement development in the study area is Tembalang Village, which is 2.48 Ha. This development transforms green areas and local protected areas (water catchments) into settlements (and their supporting facilities). Significant land use changes that occur in the UNDIP area are from green land to settlements and trade and service facilities. This is an impact of the increase in the number of students due to the relocation of the UNDIP campus from Pleburan to the Tembalang area. This change is dominant in the Sumurboto, Bulusan, Pedalangan and Ngesrep. This is because in this area there is still land that allows trade and settlement to be developed, while in the Tembalang Village area, residential development for boarding houses tends to be vertical, namely from house to boarding house which is terraced.

Residence Growth

Based on the calculation, it is known that the class classification always bears because there are classes that are empty (not occupied by certain kelurahan). By statistical law, the classification is lowered to the next highest value by reducing the number of classes from the previous one as well. From these results it can be illustrated that the areas that are favorite for student residence are:
1. Tembalang Village with the highest score, namely 5;
2. Bulusan Village with a score of 4;
3. Pedalangan Village with a score of 3;
4. Sumurboto and Kramas Villages with a score of 2; and
5. Ngesrep Village with the lowest score, namely 1.

Dominant Factors in Residential Preference

In the analysis of settlement development, it is known that the favorite place to live is ranked in five classifications. In this condition, all factors of residence preference have an influence. In accordance with the calculation of the number of classes for classification, namely 5 classes (described in the methodology), the classification of determinants is also divided into five membership groups. however, the discriminant analysis demands a minimum number of group membership or in this case is the classification class. In this condition the five preference classification classes can be illustrated as very strong influencing, influencing, moderately influencing, less influencing and having a weak influence. In conditions that can be classified into strong, neutral and weak, the minimum group membership that can be selected is 3.

Of the total membership, the dominant factor related to student characteristics as one of the factors behind the preference for living is students with a boarding house rental budget of 500 thousand to one million, buying daily necessities at the minmarket, buying food at a shop, buying clothes at a clothing store. Whereas the dominant preference for living in an area is the boarding distance to the campus of more than 500 m, the boarding distance from the main road is less than 50 m, the road width is less than five meters, can be accessed by modes of transportation in the form of motorbikes, permanent boarding houses, room area boarding 6 - 10 m2, the number of rooms in one boarding house is more than 10 units and the area is safe from crime.

As for the physical factors that predominantly determine students in choosing boarding houses in terms of facilities in the boarding houses are the presence of wifi facilities, the presence of TV facilities, the presence of bathroom facilities and the security facilities of boarding houses.

Affordability of Rental Budget to Boarding Facilities

Based on the discriminant analysis, it is known that the boarding house rental price factor does have an influence on student residence preferences but is not too dominant. On the other hand, boarding house facilities are one of the main considerations for students in choosing boarding houses. In this digital and information era, boarding houses that have TV and WiFi facilities are in great demand by UNDIP students.

Based on the crosstab analysis carried out on prices and facilities, it is known that at the boarding price above one million rupiah, all boarding facilities have been fulfilled, namely private bathroom, tv, air conditioning, wifi, washing iron and security, except for meals. At the rental price of Rp. 500,000 to one million rupiah, the facilities obtained are TV, Wifi and security even though the ratio is not perfect. Meanwhile, boarding houses that have rental prices below Rp. 500,000 are likely to get TV, Wifi and Security facilities, but with a small ratio. This is usually manifested in shared TV or wifi with limited bandwidth. From this analysis it further strengthens that the dominant budget or boarding house rental price is in the range of IDR 500,000 to 1 million rupiah because at this price students can already enjoy adequate TV, wifi and boarding security facilities..

The largest settlement development in the study area is in Tembalang Village, which is 2.48 Ha. This development transforms green areas and local protected areas (water catchments) into settlements (and their supporting facilities). Significant land use changes that occur in the UNDIP area are from green land to settlements and trade and service facilities. This is a result of the increase in the number of students as a result of the relocation of the UNDIP campus in the Pleburan area to the Tembalang area. This change is dominant in Sumurboto, Bulusan, Pedalangan and Ngesrep villages. This is because in this area there is still land that allows trade and settlement to be developed, while in the Tembalang Village area, residential development for boarding houses tends to be vertical, namely from landed houses to terraced boarding houses.

Overall, it can be interpreted that the development of settlements in the UNDIP area is caused by student residence preferences. Specifically, the concentration formed in the development of this residential area is dominated by students at the economic class level with a tendency to choose boarding houses that have proximity and location associations with minimarkets, food stalls, can be accessed by motorbikes and support student social media activities.

The preference for living in general is influenced by the settlement variable and household variable. Settlement variables are more directed to the physical conditions of the residential environment and its strategic aspects. Meanwhile, household variables are more directed at the social, economic and cultural conditions of the residential environment (Tharziansyah, 2002). Settlement variables such as distance from work place, mode of transportation, condition of transportation infrastructure, existence of social facilities, ownership and physical condition of the house have a significant role and influence on a person's residence preference. Whereas in the student residence preference, it can be said that this preference for living can be said to consider the occupancy factor which can be accessed by private modes of transportation, namely

motorbikes safely and comfortably. With such a focus, students can choose boarding houses at a distance of more than 500 m, where the distance has exceeded the standard of a comfortable distance to walk (400 m). At this distance, the boarding house rental price is in the range of Rp. 500,000.00 to Rp. 1,000,000.00. This price is for the Tembalang area including medium. With this boarding price, students get a boarding house environment that is accessible, safe, and close to trading facilities such as minimarkets and food stalls. It is accessible because the area in the radius of more than 500 m has an average road with a width of 3 to 4 meters. The road can be passed by motorized vehicles passing by on two lanes comfortably. This area can also be accessed quickly when from and to campus. The time needed to get to and from campus is only about 5 minutes. Meanwhile, the safe aspect is because the level of crime and rioting or the problems between the residents of the boarding house and the local residents is relatively non-existent. In terms of close proximity to trade facilities, in this area many food stalls and photocopies have been established to make it easier for students to meet their daily needs and campus.

In terms of household variables or in this case it is non-physical variables, students also tend to choose boarding houses whose residents have the same identity with them such as ethnicity, similarity in majors or faculties and religious views. The similarity of identity is what makes students socialize well. In socializing they form limited groups so that there are not too many people. Therefore, the boarding house that is in demand has a number of boarding rooms that are approximately 10 units. In socializing, students need sufficient space to invite friends to the boarding house. Therefore, the area of boarding house in demand is 6 - 10 m2. These things can be obtained by students in the Banjarsari area and its surroundings which have a distance of more than 500 m from the campus and with rental prices between Rp. 500,000.00 to Rp.1,000,000.00 per month.

On the boarding house facilities, students tend to choose wifi, tv and private bathrooms. This trend is in line with the development of digital technology and information media where the existence of communication applications via the internet such as WhatsApp plays a very important role in the daily lives of students. In addition, the need for internet access for entertainment purposes such as YouTube or doing assignments is the background for the emergence of wifi facilities as the dominant preference of students in choosing boarding houses. The most complete probability or possibility to get this facility is found in a boarding house with a rental price of IDR 500,000 to IDR 1,000,000 per month. This is because at this price, all facilities have a probability of being accessed, although not as much as the boarding house price above Rp. 1,000,000.00.

What distinguishes between student residence preferences and residence preferences in general is the consideration of boarding facilities that support online and inexpensive communication. This does not exist in the theory of settlement preference. That in this digital era, wireless telecommunication connectivity is needed in everyday life. Although the existence of wireless telecommunication networks is evenly distributed, the signal strength is different. In addition, there are areas that experience blank spots. For this reason, residents with modernity and high wireless activity will probably choose a location with good internet access. This is reflected in the preferences of students who tend to choose boarding houses with good wifi or internet access.

Conclusion

The boarding house on the UNDIP Tembalang Campus covers six sub-districts, namely Tembalang, Sumurboto, Ngesrep, Bulusan, Kramas and Pedalangan villages.

Increasingly, the condition of the settlements in the Tembalang UNDIP Campus Area is getting denser with the relocation factor of the campus from Pleburan to Tembalang to the addition of quotas and study programs such as vocational schools.

In residence, UNDIP students also have preferences. This preference is influenced by internal aspects, namely the ability of the budget and lifestyle which includes the habit of buying goods, eating and buying clothes. Meanwhile, external factors include the physical and non-physical conditions of the boarding house such as the condition of the boarding house, security, facilities and accessibility conditions.

The largest settlement development in the study area is Tembalang Village, which is 2.48 Ha. This development transforms green areas and local protected areas (water catchments) into settlements (and their supporting facilities). This change in land use for settlements was carried out in order to meet the land needs for housing for students. In addition to the exten method, there is also an intensification method, namely the development of boarding houses from landed to vertical. This is also done to increase the number of rooms so that they can accommodate more students.

However, not all regions experienced equitable settlement development. There are several concentrations of settlement development that have coherence with student residence preferences. With the formulation that areas with high residential development and concentration are favorite areas for living, the dominant residential preference is boarding houses at affordable prices below 1 million rupiah per month, close to facilities minimarkets, food stalls and clothing shops , has a sufficient number of rooms and room area to support student socialization activities and has boarding facilities in the form of tv, wifi and private bathroom.

The rental fee ranges from IDR 500,000.00 to IDR 1,000,000.00 in an area that is accessible to students with the characteristics of using two-wheeled vehicles comfortably. This is because the settlement pattern tends to be regular and forms a void grid with a road width of 3 to 4 meters, so that both lanes and lanes can be traversed by motorbike without having to take turns. The boarding house area is also classified as safe. This is because these areas tend to be settlements that have public security posts and take portals at night. Moreover, the area with a distance of more than 500 m from the campus is a development area that was built between 2009 and the present year. This makes the pattern of spatial use not only filled with settlements but also trade facilities such as stalls, modern shops to supporting facilities such as photocopying and printing. This condition makes students choose to live in this area because it is close to supporting facilities for their daily activities.

On the boarding house facilities, students tend to choose wifi, tv and private bathrooms. This trend is in line with the development of digital technology and information media where the existence of communication applications via the internet such as WhatsApp plays a very important role in the daily lives of students. In addition, the need for internet access for entertainment purposes such as YouTube or doing assignments is the background for the emergence of wifi facilities as the dominant preference of students in choosing boarding houses.

The boarding house facilities are closely related to the rental price or boarding budget that must be issued by students. At a boarding price below Rp. 500,000 the possibility of getting boarding facilities is very small. At a rental price of Rp. 500,000 to one million (budget code 2) students can enjoy TV, wifi and boarding security. Whereas at boarding prices above 1 million rupiah, students can enjoy facilities such as tv, wifi, air conditioning, private bathrooms, washing irons to good boarding security. In this condition, many students choose to pay a medium price of 500,000 to 1 million rupiah but can already enjoy TV, wifi and security. This is in line with the needs of students in

the digital and information era, namely the need for access to entertainment, communication and social media. The factors of the existence and good telecommunication access, especially the internet, are new factors that emerge as one of the variables that affect student residence preferences.

Overall, it can be interpreted that the development of settlements in the UNDIP area is caused by student residence preferences. Specifically, the concentration formed in the development of this residential area is dominated by students at the economic middle class level who have a tendency to choose boarding houses that have proximity and location associations with minimarkets, food stalls, can be accessed by motorbikes and support student social media activities.

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