

DETERMINING FACTORS FOR BOARDING HOUSE RENT PRICE IN BANDUNG FOR UNDERGRADUATE STUDENTS OF ITB: A CONCEPTUAL MODEL

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Abstract : *Boarding House, or in Bahasa Indonesia called “indekos” or “kos-kosan” is a building with a certain amount of rooms to be lived in and is paid within a certain period. Boarding house is a primary need, especially for college students that live far from their city of origin or house. Usually middle-high economic class college students would prefer to live in an apartment. However, there are some boarding houses which has the same facilities as a hotel or an apartment. This is due to boarding house enthusiasts comes not only from middle to low end economic class but also middle to high economic class or sometimes the high economic class itself. There has been some cases where the price of the boarding house was not properly align with the facilities of it because there are no specific data about how consumers are willing to spend on a boarding house with certain facilities. This causes the owner of boarding houses to not be able to properly determine the price of boarding houses that they own. The next problem is the difference of perception between boarding house owners and customers. Usually, it causes a misconduct between boarding house facilities that somehow are very useless for customers and the boarding house high price charged by the owners due to their misperception. Giving more facilities means charging higher price, but it made the customers would not give much interest to the boarding house. The purposes of this research are to identify the factor that would influence the price of boarding house among undergraduate students of ITB, and to identify the factor that would most influence the price of boarding house in ITB area for undergraduate students of ITB. This research uses questionnaire as data gathering tool and using SPSS to analyse the statistical data.*

Keywords : *Boarding House, Student Housing, Customer Preference, Determining Factors*

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1. Introduction

Boarding House, or in Bahasa Indonesia called “indekos” or “kos-kosan” is a building with a certain amount of rooms to be lived in and is paid within a certain period. Boarding house is a primary need, especially for college students who live far from their city of origin. At first, the main target of boarding houses are the middle-low economic background students, because generally middle-high economic background college students would prefer to live in an apartment instead of boarding house. However, as this business keeps on developing, there

are several boarding houses that have same facilities as a hotel or an apartment. This phenomenon is happening because boarding house enthusiasts comes not only from middle-low economic background but also middle-high economic background and sometimes the high economic background itself.

Indonesian population between the ages of 15-19 have a population of 22,2 million, and the population between the ages of 20-24 have a population of 21,7 million. This indicates that Indonesian people who are in their productive ages outnumber those who are not. According to Indonesia's Statistic Association, the growth of Indonesian people are always on a rise. It is said that since 2007 until 2016, Indonesia's growth in population shows a stable growth. The growth of Indonesian people aligns with the growth of ITB undergraduate students. Since 2004-2015, the growth of ITB undergraduate students are counted as 3791 students. The data above indicates that boarding house business has a big and promising prospect as the demand of it increasing each year.

There are many areas around ITB which are very identic with its boarding houses. However, based on the survey which has been conducted by the author, the majority of students lived in 3 regions; which are Cisitu, Dago Asri, and Tubagus Ismail. Cisitu area could be separated into 3 regions again which are Cisitu Baru, Cisitu Lama, and Cisitu Indah. In Dago Asri, there would not be any segregation in Dago Asri area because Dago Asri area is centralized. Lastly, boarding house around Tubagus Ismail is spread around Tubagus Ismail I – Tubagus Ismail XIV. According to the information from Mamikos.com, there are 80 boarding houses available along Tubagus Ismail I – Tubagus Ismail XIV, 15 boarding houses located in Dago Asri, 20 boarding houses located in Cisitu Baru, 14 boarding houses in Cisitu Lama, and 30 boarding houses in Cisitu Indah (Mamikos, 2018).

The growth of ITB undergraduate students and severe amount of boarding houses around ITB shows that this business has a promising prospect in the future. But, there is a misperception gap between the customers and the owner of boarding house of determine the facilities needed and proper price for the boarding house. Hence, the purpose of this research is to connect the gap so that there would not be any misperception between customer and the owner of boarding houses.

In this research, it would be analysed about the preference of boarding houses for ITB undergraduate students. There has been previous research before. For example there are some research done by (Khozaei & Hassan, Examination of student housing preferences, their similarities and differences, 2014) to examine the student housing preferences, their similarities and differences in public university in Malaysia. But no research has studied the student housing preferences in Indonesia especially in Bandung.

Based on the data served in research background, it could be concluded that boarding house business is a promising business in the future. However, there has been some cases where the price of the boarding house was not properly align with the facilities of it because there are no specific data about how consumers are willing to spend on a boarding house with certain facilities. This causes the owner of boarding houses to not be able to properly determine the price of boarding houses that they own.

The next problem is that the difference of perception between boarding house owners and customers usually causes a misconduct of boarding house facilities that are very useless for customers and boarding house owners would charge high price because their perception is

that giving more facilities means that charging higher price also making that the customers wouldn't be much interested to the boarding house.

The purpose of this research is to connect the gap between boarding houses owners' perception and its customers. Boarding house owners then could determine proper price with some certain facilities that they give.

2. Literature Review

Real Estate

Real estate is property made up of land and the buildings on it, as well as the natural resources of the land, including uncultivated flora and fauna, farmed crops and livestock, water and mineral deposits. Although media often refers to the "real estate market," from the perspective of residential living, real estate can be grouped into three broad categories based on its use: residential, commercial and industrial (Investopedia, 2018).

There are numerous components that make real estate products not quite the same as other commercial products. According to (Rahadi, 2015), real estate products is considered as unique product that cannot be compared with other products, because it has two conditions that set up the price of products. First, the given condition of the product: such as location, physical condition, land shape, and natural resources that the property owned. Second, the created condition made by property developer to enhance the value of the products, such as creation of facilities, security traits, gated or non-gated, and design.

According to (Balance, 2018), there are four types of real estate: Residential real estate, Commercial real estate, Industrial real estate, and Land.

1. **Residential Real Estate**, incorporates both new development and resale homes. The most widely recognized classification is single-family homes. There are also condominiums, communities, townhouse, duplexes, triple-deckers, quadplexes, high-value homes, multi-generational, and vacation homes.
2. **Commercial Real Estate**, generates income or is otherwise intended for investment purposes rather than as a primary residence. It is common for investors to own multiple pieces of real estate, one of which serves as a primary residence while the others are used to generate rental income and profits through price appreciation (Investopedia, Investment Real Estate, 2018).
3. **Industrial real estate**, incorporates manufacturing buildings and property, as well as distribution centers. The structures can be utilized for research, production, storage, and dispersion of products. Some buildings that distribute goods are viewed as commercial real estate. The classification is vital in light of the fact that the zoning, development, and sales are handled differently. (Balance, 2018)
4. **Land** is real estate or property, minus buildings and equipment, that is assigned by settled spatial limits. Land possession may offer the title holder the privilege to regular assets on the land. The conventional school of economics stated that land is a factor of productivity, alongside capital and worker. The offer of land results in capital gain or misfortune (Investopedia, Land, 2018).

According to (Ken Research, 2014). The Indonesia's real estate market consist of residential, commercial, retail, hotel, and industrial estate sectors. Among these categories, the residential real estate has performed particularly well in responses to increasing demand extravagance properties and moderate size properties. his market was esteemed at USD ~ million out of 2013 which has developed from USD ~ million of every 2008. The market has slanted at a CAGR of ~ amid the time of 2008-2013 with the real development starting from Jakarta land advertise. A mix of solid household request and low loan cost routine is viewed as the purpose for this development which is relied upon to proceed in the up and coming years.

Although the optimism and speculations has been rising following the introduction of various investment-friendly policies by the government to drive the development of the property segment, the execution rather disappointed for the property business and the administration. According to (Global Business Indonesia, 2018) As per the Residential Property Price Survey (SHPR) by Bank Indonesia, the sales volume of residential property all through 2017 tended to debilitate from 4,16% in Q1 to 3,61% in Q2, to 2,58% in Q3, respectively. Likewise, the growth in Residential Property Price Index (IHPR) kept on declining from 1.23% in Q1, 1.18% in Q2, to 0.58% in Q3, respectively. Comparable decrease additionally happened in the retention of existing and under development apartments in Jakarta. Based on the data compiled by Colliers International Indonesia, during the main semester of 2017, both were declining near 0,1% and 3,5% separately to 179,380 units and 21,167 units contrasted with those in 2016.

Rental Housing

Residential rental property refers to homes that are purchased by an investor and inhabited by tenants on a lease or rental agreement. Residential real estate can be single-family homes, condominium units, apartments, townhouses, duplexes and so on. The term residential rental property distinguishes this class of rental real estate investment from commercial properties where the tenant will generally be a corporate entity rather than a person or family, as well as hotels and motels where a tenant does not live in the property long term (Investopedia, Residential Rental Property, 2018).

The types of rental housing are differed according to some experts. Here are some of the types proposed by experts.

1. Nelson (1989)
 - a. Unit, described as single long structure isolated into a couple of individual units. Ordinarily, there are four or five units near to another, each with its own entrance in the front of the unit, and public facilities in the back.
 - b. Infrastructure
 - c. Room Rentals, Small sections of a current house are converted into rooms soon to be rented and the other section is still vacated by the families.
 - d. House Rentals, for the most part, results from a unit owner moving out and then lease their property, instead of selling them. These were usually contracted on a yearly basis and the inhabitant was typically in charge of household utilities and maintenance.
2. Yakima Valley Conference of Goverments (2017)
 - a. Apartment, a self-contained housing unit that occupies part of a building. An apartment is usually flexible, maintenance free and has lower upfront expenses. Apartments vary in size.

- b. Boarding house, A facility that offers rooms for rent and provide meals.
- c. Condominium, A complex of dwelling units in which each unit is individually owned, but the owner may rent out the unit, if permitted.
- d. Studio, a small apartment, which combines a living room, bedroom and kitchen into a single room. Studio apartments are usually inexpensive, small in size and more efficient.

Boarding House

Boarding house is a private house in which the proprietor provides board and lodging for paying guests (Britannica, 2015). The position of a guest in a boarding-house differs in English law, to some extent, on the one hand from that of a lodger in the ordinary sense of the term, and on the other from that of a guest in an inn (Britannica, 2015). In Indonesia, boarding house is usually referred to “rumah kost” or in the other slang word “kos-kosan”. Boarding houses or often called kos-kosan is one of the needs for students who are studying in other areas from outside their hometown, and boarding houses are the main requirement (Rosadi & Andriawan, 2016).

Boarding house and rental house are quietly similar. However, there are couples of differences between them. According to (Ahadi, n.d.), here are several differences between boarding house and rental house.

1. **Payment.** Viewed by the payment system, the boarding house usually makes payment in the monthly term or multiple such as 3 months or 6 months. For rental house, the payment in the yearly or multiple.
2. **Rent Period.** The rental time of rental house is usually monthly, so the period is generally short while the rental house contract is usually in annual period and if the tenant has not terminated and the tenant is got bored in the middle of contract, the current tenant can pass the with different parties to occupy the rental house.
3. **Garage.** The garage type of boarding house is shared by the occupants of the boarding house, while the rental house has their own garage.
4. **Electricity & Water Bills.** The electricity and water bills of boarding house are the owner liabilities, while for the rental house, the electricity and water bills are the tenant responsibility.
5. **Supervision.** Supervision in the boarding house is done by the supervisor called “ibu kos” who also act as the manager of boarding house. Meanwhile the rental house relatively free.
6. **Building Condition.** that the condition of the building in this case the average condition of the boarding house building together with the owner's house or at least close to the boarding house, this is to facilitate in supervising boarders, while the contract house stands alone.

Boarding house business is arguably one of the good investments to made, The price goes up following inflation, so it is suitable to be relied upon as passive income every month (Sari, 2018). However, Indonesia is not an easy place to do business. Widespread corruption, a weak legal system and social instability are some Indonesia-specific traits many foreign investors continue to struggle with. (Innovation Norway, 2018). Here are several legal rules of the regulations of Boarding House Business in Indonesia According to (abouturban, 2018):

1. License for boarding houses with less than 10 rooms
 - a. Building Permit (*Izin Mendirikan Bangunan*)
 - b. Operational Permit / Disturbance Permit
2. License for boarding houses with more than 10 rooms
 - a. Building Permit (*Izin Mendirikan Bangunan*)
 - b. Operational Permit / Disturbance Permit
 - c. Environmental Document
 - d. Site Plan
3. License for boarding houses with field and with any number of rooms
 - a. Building Permit (*Izin Mendirikan Bangunan*)
 - b. Operational Permit / Disturbance Permit
 - c. Environmental Document
 - d. Site Plan
 - e. Land Usage Permit

Previous Study

Table 1.1 Previous Study of Student Housing Preferences

AUTHOR / YEAR	OBJECTIVE	CONCLUSION
(Survey Unit The University of Nottingham, 2008)	To find the factor that most influence the housing preferences for students at Nottingham university	Affordably of accommodation, Telephone in bedroom, Standard of kitchen facilities, Security Features, Housemate you live with, Living independently in 'your home', closeness to university, number of people in flat, Accreditation scheme approval, low level crime, access to bus routes, access to restaurant or bar, double bed, provision for parking, closeness to a town centre.
(Fachrudin & Fachrudin, 2014)	To find the level satisfaction of customer in boarding house based on four indicators, namely the building features, building quality, neighbourhood features and service from the owner	Size of overall house, privacy level, bathroom size, bathroom location, overall quality of units, door quality, distance to campus, time of payment, model of rent payment, window quality, air quality.
(Hajar, Susilawati, & Nilakusumawati, 2012)	Purposes of this research is to find what kind of factor that influence the decision of student in order to choose boarding house.	Environment, price, facility, variance of room, location, reputation, security, services.

(Khozaei, Hassan, Kodmany, & Arab, 2014)	The aim of this paper is to find the university student's preferences for some important attributes of residence hall design. The examination additionally endeavors to feature the differences and similarities in student's preferences	Single room, shared bathroom, living room.
(Khozaei, Hassan, & Razak, Development and validation of the student accommodation preferences instrument, 2011)	This study believes that one of the most ignored areas in studies pertaining to issues involving college and university students is their preferences toward their accommodation. The lack of scholarly works in this area of study might be due to paucity of theoretical foundation, relevant research instruments, as well as the unidentified underlying factors. The current study is an attempt to fill some part of this vacuum. It developed and examined the reliability and validity of the student accommodation preferences instrument	Facility and Amenity, Visual, Location, Social Contact, Security, Convenience.
(Rachmawati, 2016)	The aim of this research is to find what factors influence student preferences in choosing boarding houses in ketawanggede village and sumbersari village, Malang city.	Boarding House Price, Student Income, Facility.
(Adhi & Sugiyanto , 2007)	The purposes of this research are to identified boarding house combination attribute of university students' preferences in finding a boarding house.	Rental cost, proximity to university with less than 10 minutes' walk, internal bathroom, room size which range from 6 to 9 meters per square, parking facility
(La Roche, Flanigan, & Copeland, Jr, 2010)	To attract and retain students, universities are confronted with increased demand to provide housing options that	Private Bedroom, onsite parking, double beds, onsite laundry facilities, internet access, proximity to campus, fitness center, private

	meet the new expectations of the millennial generation	bathroom, cable TV, satellite dining.
(Johari, Mohd, Abdullah , Sani, & Mohamed, 2017)	This research purposes is to discuss on a pilot study examining housing preferences among university student.	Distance, Housing type and rental tenure, Student style, Quality, Affordability.
(Thomsen & Eikemo, 2010)	The purposes of the article is to find and to understand which criteria that influence the student housing preferences and satisfaction in Trondheim, Norway.	Housing characteristic, Location, Home experiences,
(Kam , Lim, Al-Obaidi, & Lim, 2018)	This research is aim to evaluate the housing needs and preferences among Generation Y student in Malaysia.	House age, Green concepts, gated and guarded neighbourhood, cleanliness of neighbourhood, travel distance to workplace and locations of restaurants
(Amole, 2011)	The aim of this study is to identify the student housing preferences in southwestern Nigeria and to examine the characteristic of the students that significantly influenced these preferences.	Single bedrooms, double bedrooms, kitchen and sanitary services, low rise building, design.

3. Discussion and Analysis

Based on the literature review on previous study that has been conducted in the last chapter, we have simplified the factors into six main categories that influence the housing preferences of student. The categories are: Price, Location, Facility, Security, Housemate, and Building Condition. Price categories include: price of houses, model of rent payment and time of payment. Location categories include: distance from campus, distance from restaurant, and availability of public transportation. Facility categories include: kitchen, double bed, laundry facilities, cable TV, private bathroom, internet access. Security categories include: The security level of places. Environment and Neighborhood categories include: Housemate you live with, Friendly Locals around the building, Low level crime, and air and water condition around the building. Building Condition categories include: House Design, House Characteristic, Private Bedroom, Room Size, and Bathroom Size.

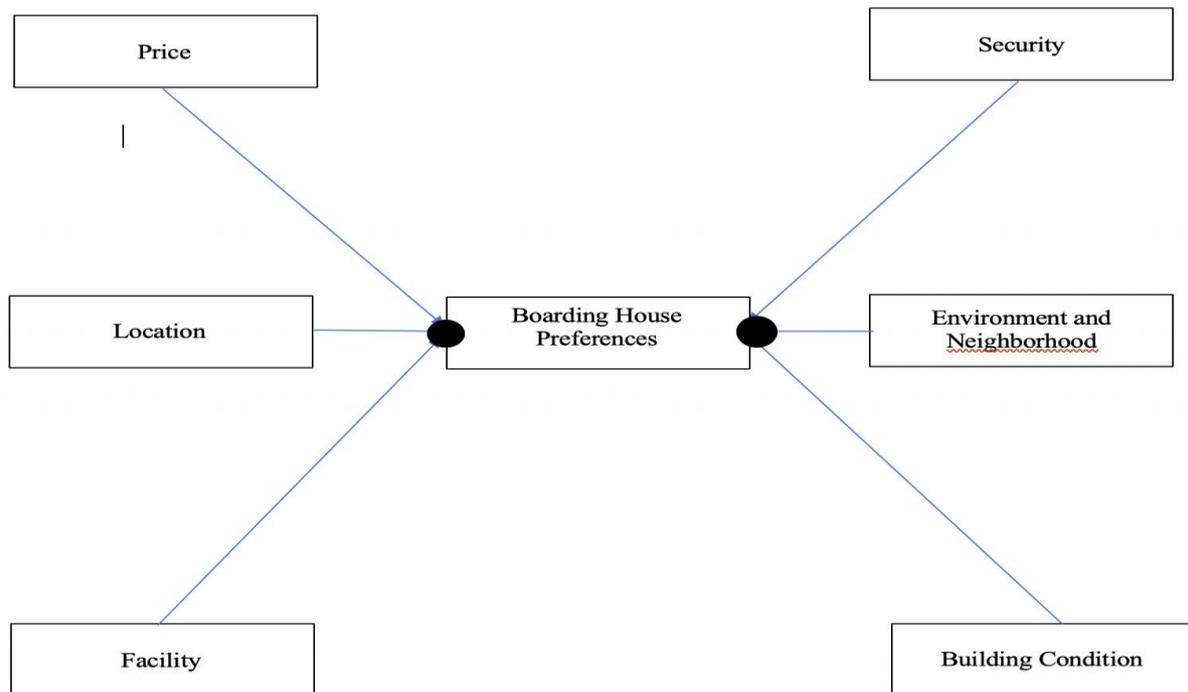


Figure 2.2: Influencing Categories for student housing decision
(Sources : Author Interpretation).

4. Conclusion

The author concludes that there are several factors affecting students' preference for choosing boarding house in Bandung. These factors are condensed into six major factors. The factors are visualized in figure 2.2. Thus, the factors are the main variables of this research.

With the existing model, the author will test undergraduate ITB students in preferring boarding house in Bandung. The test is created and uses quantitative approach in its implementation. The final result of this model test will be used as the main model to determine the factors affecting student's preferences in choosing boarding house to rent in Bandung.

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