



The Characteristics of Residents Who Wants to Live in a Modest Apartment Rental in Batam

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Abstract

In 2014 in Batam, there were 3.626 inappropriate houses. Of the 3.626 numbers, 1.576 houses has been renovated by the local government. According to the data, Batam is an industrial area which has a potency to absorb urbanization and migration of people who want to work there – Batam industrial area. The characteristic of people who want to live in the apartments there is important to know because this can be used to manage of the apartment well. The aim of this reseach is to know the characteristics of residents who want to live in an apartment in Batam and the important factors from the characteristics of residents to manage the management of residents sustainably. This research was carried out in industrial area in Batam including Muka Kuning, Tanjung Uncang and Tembesi. The analysis of the residents' characteristics whose desire is to live in the apartments used statistics-descriptive analysis approach and comparative analysis of Index Performance. Overall, if seen from the average percentage of value of each category, the most number of percentage was in a good category with the average percentage value of 51,11%, which then belonged to the category very good with the average percentage score of 27,78%.

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Factors that really need to be concerned were managing the residents's income sustainably, restricting the time of staying based on the age as well as the easinessof accessibility to the office.

Keywords: apartment; residents; important factors.

1. Introduction

The number of citizen living in cities which tends to increasinesscan trigger the demand of housing to increasiness too. Its fulfillment must consider the availability of land because the availability of land in cities is very limited. It is different from the availability in villages. This availability has made illegall houses built. Most of them are in a poor condition so that there must be an intergrated effort to overcome this condition vertically and horisontally. This is expected to decreasiness the number of poor houses built illegally (Ministry of Public Work, 2012). One of the alternative ways to anticipate the limitation of land in cities is building an apartment. In line with the development of an industrial area in Batam, the development of residential areas for indus try workers has also developed significantly outside the Batam industrial area. The growth of workers' house rent outside this area has caused a new problem for Batam, in which the quality of environment is decreasing and this has tended to cause untidiness. In 2014 there were 3.626 poor condition houses in Batam which were uninhabitable. Of those number of houses, Batam government has rehabilitated 1.576 houses. According to the data, Batam is an industrial area which has the potency to absorb urbanization and migration to become an industry workers existing there in Batam industrial area. The development of this area has triggered the development in other sectors, like economy, trade and others. However, the expensive price of land and the decreasiness of environment quality of living in Batam have made the movement of the people to the ourskirt because the price of land there is still relatively cheap and its enviroment is also still healthy. Moreover, industrial activity, which has developed fast too in Batam, has chosen that location becuase the land is relatively cheap. Variouis conditions have made this area – the ourskirt of Batam keep developing very fast. There are many residential areas built for the workers either in small scale or big scale outside the area of Batam industrial area. Houses become the center of importance to see the quality of people's life from the economy, social and culture sides [1,2]. Seeing the above condition, the writer thinks that it is necessary to conduct research concerning the characteristics of modest apartment rental in Batam industrial areas and its surrounding as the basic recommendation of government policy. Therefore, this area can provide and prepare land, residential area, for industry workers in which this would give economic benefits to the government, industry businessmen and people living in the modest apartment rental. The aim of this research is to know the characteristics of the inhabitants who want to live in the modest apartment rental in Batam and to know the important factors of the residents' characteristics to the sustainable management of the occupants.

2. The Method of Research

This research was carried out in industrial area in Batam covering Muka Kuning, Tanjung Uncang and Tembesi. This was done within five months from May 2015 to September 2015.

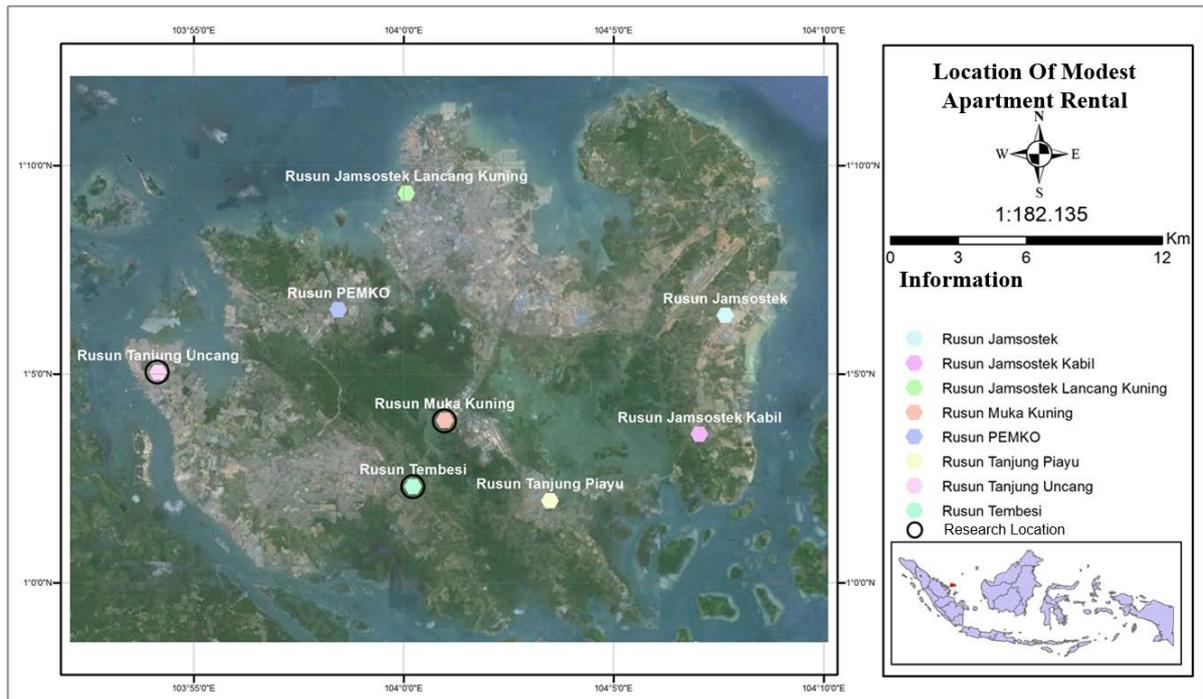


Figure 1: Location Research of Rusunawa in Batam City

The analysis of inhabitants' characteristics who want to live in modest apartment rental used the approach of statistic-descriptive analysis and comparison performance index taken from the sampling of 90 people from three locations. The method used in this research was data taken from secondary data which were from literature study by collecting the literatures or books relating to the research and other documents needed to support this research. Supporting the research, the researcher did some interviews with the occupants of modest apartment rental. This research used analysis of qualitative data based on the data obtained. Data obtained from the interview, field note and documentation were then arranged systematically and then the data obtained first would be studied so that the conclusion made can be understood by all parties.

3. Result and discussion

3.1. *The inhabitants' characteristics of modest apartment rental*

According to the regulation of minister of state public housing no 14/PERMEN/M/2007 paragraph 1 article 1, a modest apartment rental is a rise building built in an environment divided into some parts structured functionally either in horizontal or vertical direction and these are units which are used separately. Its status of authority is a rent and it was built by using the state government budget/ local government budget with its main function as a residential.

The residents' characteristics were observed based on the age of residents, the working period, level of education, type of job, the level of income and the distance to the working place. The factors observed were to know the desire of the residents to live there. The residents in modest apartment rental in Batam were generally at the age of >25-30 years old, 34,44%, and at the age of 20-25 years old, there was 26,67%. This was because they were new as workers so that they did not have a place to live by themselves. This was seen from the

average of their working period which was amounted for <5 years long. Most of the residents - 76,67% has senior high school level of education, so they were only factory labors (56,67%), in which their average income was Rp. 2.000.000 and it was under the average minimum wage in Batam. Therefore, they were not able to use some of their income to save. Moreover, their did not care to their environment – low care to the environment because what they cared was to find additional income if it was possible. In line with the result conducted by [4], the weakness of economy and the lact of time were generally the characteristics of people having low income because some of their time was not used to maintain the quality of settlement but to work in order to generate more income.

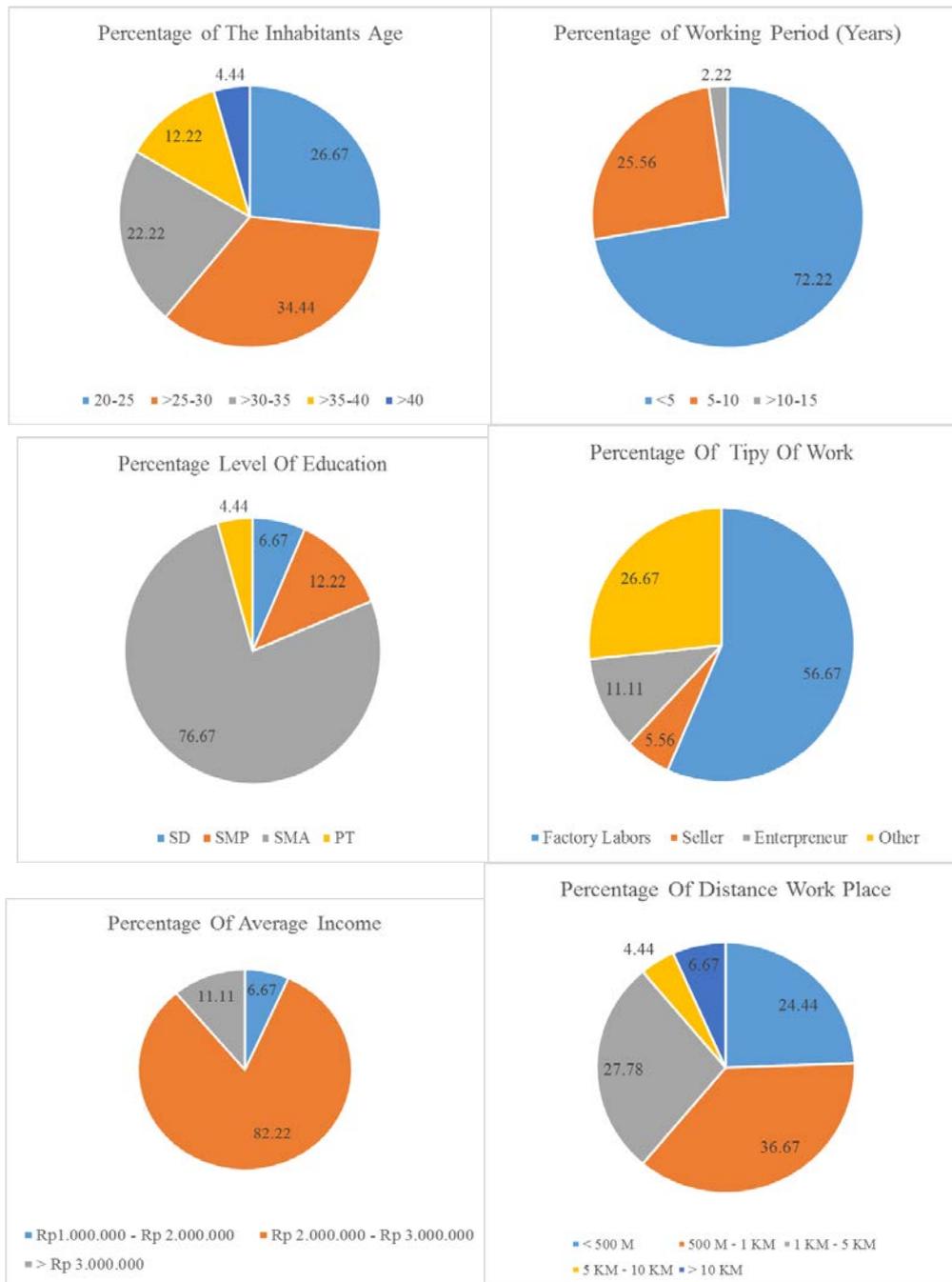


Figure 2: The characteristics of Dwellers Rusunawa in Batam city

The price to rent had been determined by the Batam local government in which each floor had different price. For the first floor, the price was Rp 240.000 a month, for the second floor, the price was Rp 225.000, for the third floor, the price was Rp 210.000 and for the fourth floor, the price was Rp 195.000. The price was very important to determine the success of modest apartment rental management in the future [7]. From the income they got, they could rent one unit of modest apartment rental to live in. The requirements given by the manager were not too demanding. They could rent one unit of the modest apartment rental. If they were married, they could just give their identity and marriage cards. The accessibility was the choice made by the residents to stay there, in which the distance from the apartment to the working place was closer. This could possibly make them save their money for transportation. Generally, the residents had to walk to the working place with the distance of >500 m – 1 km as much as 36,67% and <500 m as much as 27,78%. The description of detail specification from the residents of the modest apartment rental is like in Figure 2. Based on 6 characteristics done, there were 6 characteristics which had multilevel ordinal number from the lowest to the highest.

Table 1: Category Level Assessment The Characteristics Of The inhabitants

| Factor | Bad ← Scoring Level → Very Good | | | | |
|------------------------|--|-------------------|-------------|-------------|-----------|
| Scoring Factors | 1 | 2 | 3 | 4 | 5 |
| Age | 40 | >35-40 | >30-35 | >25-30 | 20-25 |
| Working Period | >20 | >15-20 | >10-15 | 5-10 | <5 |
| Level Of Education | Not SD | SD | SMP | SMA | PT |
| Average Income | <500.000 | 500.000-1.000.000 | 1-2 Million | 2-3 Million | >3Million |
| Distance Working Place | >10km | 5-10km | 1-5km | 500m-1km | <500m |
| Scoring Factors | Responden Percentage | | | | |
| Age | 4,44 | 12,22 | 22,22 | 34,44 | 26,67 |
| Working Period | 0,00 | 0,00 | 2,22 | 25,56 | 72,22 |
| Level Of Education | 0,00 | 6,67 | 12,22 | 76,67 | 4,44 |
| Average Income | 0,00 | 0,00 | 6,67 | 82,22 | 11,11 |
| Distance Working Place | 6,67 | 4,44 | 27,78 | 36,67 | 24,44 |
| Average | 2,22 | 4,67 | 14,22 | 51,11 | 27,78 |

Based on table 1, it could be seen from the age category that the younger the age, the better would be. Because it was expected that the residents of modest apartment rental had was that when they got old, they could by their own house. Next characteristic of residents was that they occupied their apartment like living in horizontal housing. This condition could be seen from the motivation of their staying, intensity of living period (performing activity) in their apartment and the number of residents by performing the change of plural functions for each room [9]. At the period of working, this was better for the new category because for those who have worked there for long but still lived in the modest apartment was not very good. At the long period of working, it would be better for the new category because for those who had worked for long but still stayed in the modest apartment rental was rather not good. At the level of education, the more educated, the better would

be with a possibility to go up the next better level or find another better chance. For the income, the more income, the better would be. While the closer the distance to the residential, the more efficient would be. From those categories, category based on the percentage of respondents was made so that the discription of the respondents' characteristics based on those categories can be seen in Figure 3.

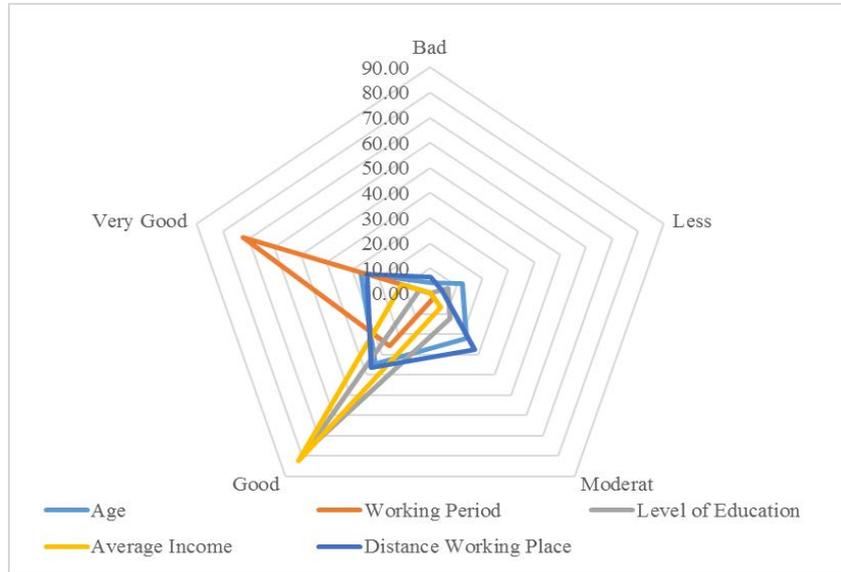


Figure 3: The Dominance Of The Characteristics Based On The Category Value

Figure 3 shows that the long period of working was categorized into very good because mostly they just started their job, so it was very usual to occupy or live at a modest apartment rental. Above all, if seen from the average of value percentage at each category of assessment. The number of most percentage was in a good category with the average percentage of 51,11%, which then became a very good category with the average value of 27,78%. Overall, the average category is in Figure 4.

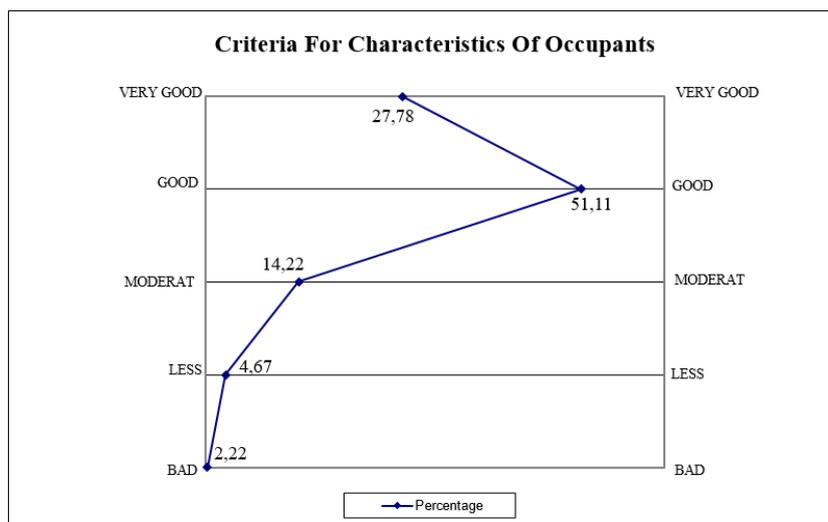


Figure 4: Assessment Overall Category Of Occupants

3.2. Analysis of Important Factor in The Management of Modest Apartment Rental's Residents

The ability limitation of service at a rental-based apartment to meet the need of the residents will influence the condition of residents' staying satisfaction. Thus, the residents must adapt to its environment. The result of adaptation from the behavior of the residents will affect on the comfort of environment in which they stay. The impacts could be bad or good. This depended on the decision of the residents when they performed daily activities within their apartment or around their apartment [5]. Basically, the expectation of the residents towards the quality of residential which could give satisfaction and comfort to stay to get better quality of life. The change and the increase of residents' life quality was the outcome reached from the comfort of living there – a modest apartment rental which affected the level of welfare of the residents. The comfort to stay could be felt from the physical and non physical quality of a modest apartment rental environment which would bring positive impact to the development of life in the future. The application of living satisfaction criteria which brought positive impact towards the increase of residents' life quality sustainably. This could be used as an input and consideration to the plan, development and construction of modest apartment rental in the future, like: 1) the criteria of living satisfaction formed could be followed up by forming the indicators as the benchmarks of its success, so this could be used as the reference in planning the construction of the apartment in the future, 2) evaluation towards the construction of the apartment was needed by creating a place which was comfortable to live and could guarantee the quality of residents' life, 3) revision towards the standard of this construction was adjusted or balanced with the need and hope of the residents which could feel the quality of living and this could guarantee their quality of life increase, and 4) the apartment was not only used to fulfill the need of the society to live but also to develop and build their family to a better future [5].

Indicators to determine the judgement towards the quality of residents' life were:

- Livability, which was in line with the social aspect like the comfort of life condition both individually or in group.
- Sustainability, which was the concept which related to the aspect of environment and spatial to support the sustainability of need fulfillment to the next generation.
- Viability, which was the economy aspect to increase the productivity to fulfill their life.

The direction of management strategy towards the inhabitants of the modest apartment rental in order to increase the welfare and good management of environment, it is then needed to do weighting the five factors by comparing the highest percentage of each value. The result of it can be seen in Figure 5.

The strategy of management towards the residents of a modest apartment rental seen was based on the Figure. Income became the main factor in which the strategy to increase the income towards the residents was very important. This could be the management of deposit system by the manager of the apartment or in the form of cooperative entity as the institution to save money from the residents' apartment. For the category of long working period needed to be assured to apply the rules for the residents there, which must be limited to a certain age, so at the determined age, they had to find other alternative place to stay. The role of cooperative entity to save the residents' money was very important so as to govern the saving of the apartment's residents. Therefore,

when the period of staying at the apartment ended, they already got the saving to buy their own house. The next important factor was accessibility or the distance to office. The accessibility must be easy for them so that they could save their saving from the fare. In line with the reseach done by [8] the system of management in the apartment needed to pay attention on factors of physical utilization, residential, social empowerment, environment, economic ability, the management board, the role of the local government and its regulation which could avoid the apartment from the decreasiness of residents' quality .

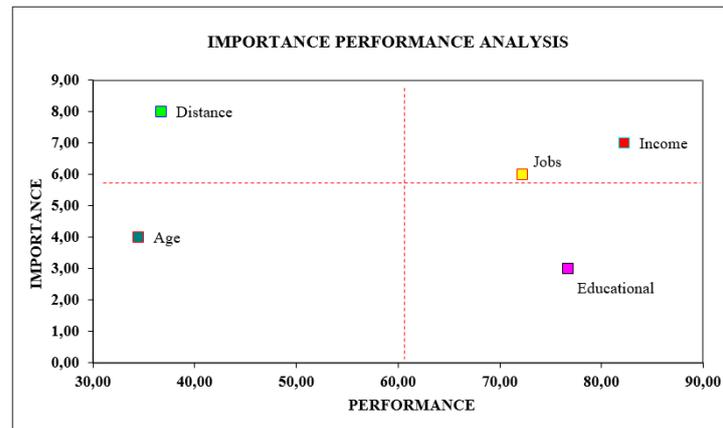


Figure 5: Analisis Importance

4. Conclusion

The followings are the conclusion from the research result and judgement analysis towards the category of residents' characteristics:

- The sustainable condition based on the category of residents' characteristics, in which the modest apartment rental in Batam was in good category with teh value of 51,11%.
- Factors which really need to be observed more in the management of residents were the residents' income, the limitation of living period based on age and the easiness of accessibility to the office as well.

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