

KETIDAKMINATAN MENYEWA RUSUNAWA DI KOTA BITUNG

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Abstract: The rapid population growth in the city of Bitung has led to an increase in land prices. In response to this, the government of Bitung city created a residential facility, namely Rusunawa or also called Simple Rent Flats, Rusunawa is a place to live for low-income people. This study aims to find the reason why people in bitung city not interested in renting Rusunawa. This study use Descriptive Qualitative method, by collecting the data from the company, interview with the employee's, and interview with people who choose to live in boarding house. The results of this study will be the reason why people choose to live in boarding house instead of Rusunawa and will be useful for the company in order to increase their occupants.

Keyword: purchase intention

Abstrak: Pesatnya perkembangan pertumbuhan penduduk dikota Bitung menyebabkan naiknya harga tanah. Dalam menyikapi hal ini, pemerintah kota bitung membuat Rusunawa atau juga disebut Rumah Susun Sewa Sederhana, Rusunawa adalah tempat tinggal untuk masyarakat yang berpendapatan rendah. Penelitian ini bertujuan untuk mencari alasan apa saja yang membuat masyarakat kota Bitung lebih memilih tinggal di Kost dibandingkan menyewa Rusunawa. Penelitian ini menggunakan metode penelitian Dekriptif Kualitatif, dengan cara mengumpulkan data yang dibutuhkan untuk penelitian dari Perusahaan Umum Daerah Bangun Bitung, mewawancara pegawai pengelola Rusunawa dan mewawancara masyarakat yang lebih memilih tinggal di Kost. Hasil penelitian ini dapat menunjukkan alasan-alasan masyarakat yang memilih tinggal di kost dibanding menyewa Rusunawa.

Kata Kunci: minat beli

INTRODUCTION

Research Background

Population growth continues to increase each year along with regional development in 2022. The world's population has reached 8 billion people and is the fastest population growth ever. Indonesia is ranked 4th in the world with the largest population, Indonesia's population reach 275 million people in 2022. This increase in population also makes the level of demand for land very high & because of that the price for the land is not cheap for those people who MBR (Masyarakat Berpenghasilan Rendah) & poor communities. This can be difficult for low-income and poor communities. In the end, those who have financial difficulties will choose shortcuts by building illegal houses or living in places that are uninhabitable. In order to prevent that, the government decided to build a Residential Flats or in Indonesia its mean Rusunawa (Rumah Susun Sewa Sederhana) Rusunawa is a terraced residence in one neighborhood that is rented out with monthly payments. Fulfilment of housing for Masyarakat Berpenghasilan Rendah (MBR) is getting harder especially in Bitung, not every MBR can afford to buy a house and because of that Residential Flats (Rusunawa/Rumah Susun Sewa Sederhana) become one of the alternative housing in Bitung City. Development actors are not interested in building and managing residential flats for MBR, because the return on investment in building takes long time (above 15years) and therefore the

government/BUMN/BUMD provide residential flats for low-income people. The occupancy of the rented flats consist of several workers which is PNS, TNI, Police, and Collage Student & MBR.

The Data of Rusunawa in Indonesia in 2018 were 11.670 buildings, in the North Sulawesi there are 308 Rusunawa & in Bitung City there are 7 Rusunawa. Bitung City is one of the cities in province of North Sulawesi, Indonesia. Bitung city has a fast development because there is a sea port that encourages the acceleration of development. Bitung City is located in the northeast of Minahasa Land. Rusunawa is managed by Perushaan Umum Daerah Bangun Bitung under the auspices of the Bitung city government. The purpose of developing this Rusunawa is to meet the housing needs of low-income people (MBR) in urban areas that are affordable, dignified, comfortable, safe, healthy, and also to reduce the scarcity in Bitung City.

Table 1. Rusunawa Occupied Rooms in December 2018-2022

Rusunawa Name	2018		2019		2020		2021		2022	
	Fill	Un								
Bobara	64	32	92	4	91	5	95	3	96	2
Goropa	88	8	79	17	91	16	95	23	96	23
Kerapu	2	94	86	10	88	8	88	11	93	6
Cakalang	60	36	55	41	38	58	27	72	26	73
Tuna	38	58	27	69	21	75	17	82	24	75
Malalugis	46	50	81	15	68	28	56	43	43	56
Tenggiri	0	99	0	99	0	99	0	99	1	98
Total	298	377	420	255	397	289	378	333	379	333

Source: Perusahaan Umum Daerah Kota Bitung (2022)

The development of the Rusunawa must be able to attract people's buying interest to make purchases and resides in the Rusunawa. Interest is something that is personal and related to the individual's attitude towards an object and will have the power or encouragement to carry out a series behaviors to approach or get the object. Purchase Intention is the stage of the respondent's tendency to act before the buying decision is actually implemented. Although purchase intention is a purchase that will not necessarily be made in the future, measurements of buying interest are generally carried out to maximize predictions on the actual purchase itself (Sugianto, 2020). Therefore this research will observe about The Disinterest of Renting Rusunawa in Bitung City.

Research Problem

Based on the background of this research there are some specified problem that come in the form of question which is: Why are people in Bitung City not interested in renting Rusunawa?

THEORETICAL FRAMEWORK

Marketing

Marketing is one of the main activities carried out by entrepreneurs in their efforts to maintain their survival, to develop, and to earn profits. Success or failure in achieving business goals depends on their expertise in marketing, production, finance, and other fields. It also depends on their ability to combine these functions so that the organization can run smoothly. Marketing is also a whole system of business activities aimed at planning, pricing, promoting and distributing goods and services that satisfy the needs of both existing and potential buyers. Marketing as a system of interrelated activities aimed at planning, pricing, promoting and distributing goods and services to groups of buyers. These activities operate in an environment that is limited by the resources of the company itself. In general, in marketing companies try to generate profits from the sale of goods and services that are created to meet the needs of buyers. However, marketing is also done to develop, promote, and distribute programs and services sponsored by non-profit organizations. In essence, this strategy is carried out based on one goal. In marketing, the strategy pursued by financial institutions may consist of 3 stages which is, select target customers, identify the customer needs, and determine the marketing mix.

Purchase Intention

Purchase Intention is a consumer behavior that shows the extent of his commitment to make a purchase. The needs and desires of consumers for goods and services evolve from time to time and influence their behavior

in purchasing products. Purchase intention is an adequate response or process of feeling or liking a product but not deciding to buy (Kotler, 2009). According to Kotler and Keller (2008), purchase intention is how likely it is that consumers are attached to the buying interest. Purchase intention is obtained from the learning process and thought processes forming a perception. This purchase intention creates a motivation that continues to be recorded in his mind and becomes a powerful desire. Ultimately, when a consumer has to fulfil his needs, he will actualize what is in his mind (Oliver, 2010).

Previous Research

Abdurahim and Sangen (2019) aimed to analyse the influence of content marketing, sales promotion, personal selling, and advertising on consumer buying interest in Biuti Hotels in Banjarmasin. The population in this study were all consumers who had used services or accessed information regarding Biuti Hotels in Banjarmasin between 2017-2018. The sampling technique was purposive sampling, and there were 96 samples. The data analysis technique used is multiple linear regression. The results showed that content marketing, sales promotion, and advertising had a significant effect on consumer buying interest. Then for personal selling does not have a significant effect on consumer buying interest.

Aisyah, Darmadinata, and Aribowo (2020) examined the effect of Brand Image, Price, and Physical Evidence on Interest in Staying at the Shangri-La Hotel, Surabaya. This study used a quantitative approach, using non-probability sampling techniques with a sample selection method using purposive sampling. The results of this study are that Brand Image has a positive effect but not significant on Stay Interests, Price has a positive and significant effect on Stay Interests, and Physical Evidence has a positive and significant effect on Stay Interests.

Budiarta et al. (2021) aimed to find out how the marketing communication strategy carried out by Aston Hotels in increasing visitor interest during the Covid-19 pandemic. The research method used in this study used qualitative research with a descriptive approach and data collection techniques through interviews and documentation. Data analysis techniques in this study were carried out after the data were obtained through in-depth interviews and documentation. Then these data are selected with important and irrelevant data from the data that has been collected, analyzed in an interconnected manner to obtain temporary estimates and draw conclusions. The results of this study indicate that marketing communications carried out by Aston Hotels during the Covid-19 pandemic already referred to the 4Ps, namely Product, Price, Place and Promotion. During the Covid-19 pandemic, the Aston Hotel has implemented appropriate health protocols.

RESEARCH METHOD

Research Approach

The type of research used is descriptive qualitative. This research is a type of research that describes an object of research based on its characteristics. Qualitative descriptive research aims to explain the phenomenon in depth through data collection. The research method that will be used is descriptive research. Descriptive research is research conducted to determine the value of each variable, whether one variable or more is independent without making connections or comparisons with other variables (Sujarweni, 2014).

Types of Data, Data Sources,

The Data that used in this study is Qualitative Data, in the form of interviews with Perusahaan Umum Daerah Bangun Bitung Employees according to The Not Interest Renting in Rusunawa Bitung City & the people who choose not to live in rusunawa. Second is Quantitative Data, data from the Perusahaan Umum Daerah Bangun Bitung about the Rusunawa occupants in last 5 years which is 2018-2022. Data sources are anything that can provide information about data. Based on the source, the data is divided into two, namely: 1. Primary data in this study is data obtained directly from sources through interviews with Perusahaan Daerah Umum Bangun Bitung employees & also people who choose not to rent rusunawa; 2. Secondary data is primary data that has been further processed into other forms such as tables, graphs, diagrams, and so on. In other words, secondary data is data obtained by researcher from the Perusahaan Daerah Umum Bangun Bitung which is the Rusunawa Occupants in Last 5 years.

Data Collection Method

Data collection method used in this study is first Interviews, The interview is to get the right information from trusted sources. Interviews are conducted when researchers want to conduct a preliminary study to find

problems to be studied. Besides that, it can also be done to find out more in-depth things from the respondent. Interviews will be efficient if the number of respondents in the research is small (Sugiyono, 2017). The assumptions that need to be held by researchers in using interviews are as follows (Sugiyono, 2017).

- 1) That the subject is the person who knows best about himself.
- 2) That what is asked by the subject of the researcher is true and can be trusted
- 3) That the subject's interpretation of the statements submitted by the researcher to him is the same as what the researcher intended.

The researchers conducted a question and answer session with Perusahaan Umum Daerah Bangun Bitung Employees in order to get the Data from the Company & also the researcher will interview those people who didn't choose to live in Rusunawa. Second is Documentation, Documentation in this study means gathering all the documents, evidences or records that are related with the study.

Research Procedures

Research Procedures consist of:

- 1) Pre-field Stage. This stage is the initial stage carried out by researchers with considerations of field research ethics through the stages of making research proposal designs to preparing research equipment. In this stage the researcher is expected to be able to understand the research background with proper self-preparations determined to enter the research field.
- 2) Field Stage. In this stage the researcher tries to prepare himself to explore and collect data to make a data analysis about street buskers in Surakarta. Intensively after collecting data, then the data is collected and compiled.
- 3) Data Analysis Stage. At this stage activities are carried out in the form of processing data obtained from sources or documents, then it will be compiled into a study. The results of the analysis are set forth in the form of a temporary report before writing final decision.

Data Analysis Method & Data Analysis Process

The data analysis method used in this research is descriptive qualitative analysis. This method is carried out by collecting, presenting, and analysing the data obtained in order to get a fairly clear picture of The Not Interest Renting In Bitung City. Data analysis is a method or way to process data into information so that the characteristics of the data become easy to understand and also useful for finding solutions to problems, which are primarily research problems. Data analysis can also be interpreted as an activity carried out to change the resulting data from a research into information that can later be used to draw a conclusion. Data analysis used by researchers is descriptive analysis. The process of data analysis carried out by researchers in this study is as follows:

1. First Step. In this step, the researcher gather all the data that related to the study
2. Second Step. Researchers analyzed the results of data collection carried out beforehand and study the information obtained from interviews with Perusahaan Umum Daerah Bangun Bitung employees & the interview with the people who didn't choose to live in Rusunawa
3. After analyzing all the results of data collection and information obtained, researchers draw conclusions and provide suggestions related to the research conducted.

RESULT AND DISCUSSION

The researcher obtain 12 people who willing to be interviewed which is, 1 employee of Perusahaan Umum Daerah Bangun Bitung, 1 resident of rusunawa, 4 Resident of rented house, 6 resident of boarding house. 12 people who were successfully interviewed intensively with names using the initials, namely Perusahaan Umum Daerah Bangun Bitung with the initials MA, Rusunawa occupants with the initials CH, 4 occupants of rented houses with the initials CF, LB, ST, CM, and 6 occupants of boarding houses RB, GK, LM, FD, BA, CS. This interview data were not revealed through interviews were complemented by participatory observational data which was carried out between January-March. In order to strengthen the substance or results of interviews and observations, a search was made of existing documents and archives. Researchers conducted interviews and documentation techniques to obtain data from company employees before interviewing the surrounding community. The results of the interview will be described below, and this is the result of the interview with the Head of Other Services in Perusahaan Umum Daerah Bangun Bitung:

Rusunawa Tenggiri has a lack of interest is because lack of the public knowledge that there are rusunawa in there. In 2020, Rusunawa Tenggiri was used as an isolation place for Covid-19 Patient. Rusunawa Management only do promotion through social media and face to face. If someone want to know more about Rusunawa they can come to the office and have a meeting with the Rusunawa Management. The factors that make Rusunawa less attractive is because lack of maintenance, facilities, and financial problem. Financial problem is the big reason why they can't upgrade the facilities and do the maintenance. In 2018 Rusunawa Kerapu being used as a shelter for those people who affected by evictions and back in business in 2019. This is all the writers get from the Head of Other Services in Perusahaan Umum Daerah Bangun Bitung through interview. The researcher continued the interview with one of the residents of the flat and the surrounding community who prefer to rent a boarding house instead of rent Rusunawa. The deficiencies that exist in Rusunawa is he security level is not as expected, slow respond in dealing with water leak, and irregular parkinglot. Meanwhile, the advantages in rusunawa is the rent is cheap, and the employees are friendly to the residents. The price of the rusunawa is equivalent to the facilities and services that provided by the Perusahaan Umum Daerah Bangun Bitung, but the rusunawa resident want the employees can be faster if dealing with water leak etc. This is all the interview result from the informant Rusunawa Resident.

Now move to the surrounding community which choose to live in boarding house. There were 6 informants that know about Rusunawa and there are 4 people who didn't know anything about Rusunawa. In the next question the researcher will explain about Rusunawa to those people that doesn't know about Rusunawa. 6 of the informants only know about Rusunawa is a place to live just like boarding house but all of them did not know about the price of Rusunawa, meanwhile the 4 informant still doesn't know anything about Rusunawa and the researcher decided to explain about what is Rusunawa. One of the boarding house resident said that they did not know about how much the price to rent a Rusunawa, one of them said that Rusunawa location is far from their university, some of them said that they does not know about rusunawa, some of them said that there were a lot rules that need to be follow and some of them said that they have children and they were afraid because in Rusunawa have a high ladder.

6 of informants confirm that lack of information and promotion is the Rusunawa deficiency and because of that some of them does not know about Rusunawa and the price to rent a Rusunawa, high ladderstill one of the deficiencies, the rules, and the distance to the university. All of the informants agree that the price in Rusunawa is Rusunawa biggest advantages because it is cheaper than the boarding house, and also some of them mention that the facilities is their second advantages. All of the informants agree that the price of Rusunawa is equivalent to the facilities and services provided by the Rusunawa management and all of the informants also agree that the Rusunawa is a lot cheaper than Boarding house. 9 of the informants want tomove in there if they fixed the deficiencies that Rusunawa have, the other informant will wait until her child grow up and then decided to move in there. This is all the result of the interview with surrounding community who choose to live in boarding house.

The Interview with Perusahaan Umum Daerah Bitung employee which is the Head Division of Other Services.

Rusunawa Tenggiri used to be an Isolation place for the People who infected by Covid-19 and that is one of the reason why people don't want to rent in there because they were afraid that they will got Covid-19. The promotion that Perushaan Daerah Umum Daerah Bitung is still not good, because they only do promotion through social media but still there are people that doesn't know about Rusunawa. There were big problemwith the financial in order to maintenance the Rusunawa. Also the Head Division of Other Services said that Facilities is also the reason why people not interested with Rusunawa. The company can't do maintenance because there were no money, the company need government to help them in this situation. Rusunawa Kerapu in 2018 used to be an evacuation place for those people who get evicted and back in rent business in 2019 until now.

The Interview with Rusunawa Occupant.

According to the Rusunawa Occupant, there were also a deficiencies in Rusunawa which is the security level is not as expected, lack of cleanliness level in rusunawa some facilities is not useable, lack of maintenance, irregular parking spot, the employee is not fast enough in repairing things that is broken example like water leak etc. According to Rusunawa occupant, the advantages in there is the price is affordable for people who have low-income & the employees giving a good services.

The Interview with informant who choose to live in Boarding House

4 of 10 informant that researcher interview don't know anything about Rusunawa, and because of that the researcher need to explain about what is Rusunawa first, even the 6 informant know about Rusunawa but 6 of them doesn't know about the price that Rusunawa has offer and that is one of crucial thing that make Rusunawa is not interesting and can't attract people to choose to live in there. 6 people in informant that researcher interview only knows that the rusunawa only a place to live just like the boarding house and the researcher explain to all of them what is also is in Rusunawa such as facilities and etc. One of the informantalso said that the safety for their children is not good enough because it has a high ladder, the another informantalso choose to live in boarding house because of the distance of boarding house that she lives in right now is close to the campuses, another informant claim that there were a lot of rules that someone who want to live in there. All of the informant doesn't know about the price that the rusunawa has to offer and it is make themthink that Rusunawa is expensive. There are several deficiencies in Rusunawa that the researcher found from the informant which is lack of information or promotion from the Perusahaan Umum Daerah Bitung which is the ladder is high and not good for the children and the rules. There are several advantages in Rusunawa thatthe researcher found from the informant which is the price is way more cheaper than boarding house, the facilities that they gives is more better than the boarding house, the security is way better. All of the informant agree with price is their biggest advantages. All of the informant also agree with the Facilities and Services thatRusunawa gives is equivalent with the rent price. All of the informant Rusunawa agree also with Rusunawa is way cheaper than lives in Boarding house and also Rusunawa gives better Facilities and services that boarding house can't give. Most of the informant want to move to the Rusunawa after heard what the researcher said about Rusunawa, if they also fix the deficiencies it will be great and attract them a lot more to rent Rusunawa.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the research above, conclusions are drawn:

1. The disinterest in renting rusunawa of Bitung City because of lack of knowledge about Rusunawa, and the management in Rusunawa still not as expected by the residents of the Rusunawa.

Recommendations

Based on the conclusions above, the writer can provide suggestions that can be taken intoconsideration, which is:

1. Perusahaan Umum Daerah Bangun Bitung can provide socialization about Rusunawa to the people in Bitung city so that people can know more about what Rusunawa are.
2. Perusahaan Umum Daerah Bangun Bitung should ask for help to the government in order to Maintenance the Rusunawa
3. Perusahaan Umum Daerah Bangun Bitung must improve the management of each Rusunawa such as the level of cleanliness, level of security, and speed in dealing with problems in the Rusunaw

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