

ABSTRACT

**SYAHRIAL FIRDAUSI ZUBAIN : “DRIVING FACTORS AND OCCUPANT SATISFACTION CHOOSING RESIDENTIAL APARTMENT NEAR CAMPUS UNIVERSITY OF INDONESIA”
CASE STUDY : TAMAN MELATI APARTMENTS MARGONDA**

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This study was done to get the driver factors and occupant satisfaction choosing residential near campus the university of Indonesia (UI) case study Apartment Taman Melati Margonda - Depok. Developers Apartment Near Campus by PT Adhi Persada properti as a developer of subsidiaries owned mining company PT Adhi Karya (Persero), Tbk. Branding Tag Line Apartment Near Campus first be developed in this project which is adjacent to the UI station as general Railways transportation. Growth apartment was up in 2011 with a tower Rusunami 1000 program in accordance with UU No. 20 of 2011 on Rumah Susun. Sample usage study through questionnaires of 294 respondents what extent do throughout the distribution Apartment Tower Taman Melati Margonda (TMM), Tower Grand Taman Melati Margonda (GTMM) and Tower Grand Taman Melati Margonda 2 (GTMM2). Results from respondents' answers were analyzed against the interests and preferences of the level of support facilities. From the analysis of the research, the conclusion that the perception of the driving factors memilih occupancy occupant namely accessibility; Environment / Management; Location and distance; facility; price; and Developers. Moreover, it can be concluded also that preference to the interests at this time are: laundry; Study Center; Working Space; Diner / Café; Message Food / Catering (Breakfast / Lunch, Dinner); libraries; Compact Unit - Furnish; Day Care (Daycare / TPA) and occupant satisfaction index. we concluded that the perception of the driving factors memilih occupancy occupant namely accessibility; Location and distance; Environment / Management; facility; price; and Developers. Moreover, it can be concluded also that preference to the interests at this time are: Study Center; Diner / Café; laundry; Working Space; Compact Unit - Furnish; libraries; Message Food / Catering; Day Care (Daycare / TPA) and occupant satisfaction index survey.

Keywords : Factor, driving, occupant, apartments, near the campus, the country, the University of Indonesia, preferences, satisfaction.