

ABSTRACT

The inequalities that occurred in Indonesia, pushed its people to urbanize into urban areas. This prompted increased housing needs in the region. Under these circumstances, Metropolitan Land Cibitung housing cannot take advantage of the opportunity well. Sales performance is still out of competition. It is necessary to trace consumer perceptions of such housing as a material for formulating marketing strategies. The study used primary data obtained through a questionnaire on 100 consumers using the method of proportional random sampling. The method of analysis used is multiple linear regression analysis. Obtained results that home prices TOD and developers have no significant influence on consumer perceptions. Meanwhile, revenue, accessibility, facilities and buildings have a significant impact. This implies that consumer perception is more influenced by income and appetite for the product. It's because the consumer's perception is sticking to the measurement of the utility it receives. Accessibility is the most influential aspect. Therefore, policies that are appropriate to the circumstances are needed so that a structured marketing strategy can deliver maximum results.

Keywords: *Consumer Perception, Transit Oriented Development, Likert Scale, Multiple Linear Regression*



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