ABSTRACT

This study aims to identify the factors that influence the length of stay and mobility trends of residents in the Kudu Apartment Complex, Semarang City. The main issue in this study is how sociodemographic characteristics, socioeconomic characteristics, and accessibility and environmental characteristics influence residents' decisions to stay or move. This study employs a quantitative approach. The analytical techniques used include Ordinary Least Squares (OLS) and logistic regression. The results indicate that length of stay is influenced by family size, stable employment, income, and prior housing ownership. Staying plans are determined by demographic factors, policy literacy, government assistance, and housing comfort. The intention to move out of public housing is influenced by age, government assistance, and proximity to work and school. Seeking alternative housing is influenced by age, marital status, government assistance, and proximity to work. Moving to a more expensive unit is driven by income, policy literacy, and comfort, while moving to a cheaper unit is triggered by rental costs, employment, and income. These findings confirm that residents' mobility decisions are the result of a complex interaction between economic factors, social characteristics, perceptions of comfort, and levels of literacy regarding housing policies. Therefore, adaptive, inclusive, and responsive public housing management policies are needed to address the dynamics and actual needs of residents..

Keywords: Kudu Public Housing, Semarang City, OLS, Logistic Regression.