

# The Preferences Of Single Factory Workers Toward Rental Housing In East Ungaran, Semarang

A. Hazimah Ramadhani, A. Manaf

**Abstract:** Semarang district is a hinterland of Semarang city and a strategic location for industrial activity development. One of the sub-district is East Ungaran, that have 16 factories and able to employ 12.551 factory workers. The fast-growing of the industrial sector is causing huge employment and affected the demand for temporary rental housing. By One Million Houses Program, the government attempted to provide an adequate and affordable rental housing, that is Ungaran Low Cost Apartment for single factory workers. However, from 104 units of available rooms, there are only 29 units that were occupied by single factory workers. On the other side, there is another housing alternative, that is rent house/boarding house which is provided informally by people around the factory. This research intends to describe the characteristic of rental housing that is available and the social economy characteristic study region of single factory workers and their preferences toward rental housing choices. This research used a quantitative research method and analyzed by Descriptive Statistic and Likert Scale. This research used 100 single factory workers as samples. The result of this research is rental housing that was occupied by single factory workers in East Ungaran can be divided into 2 typologies, that are Ungaran Low Cost Apartment for single factory workers and rent house/boarding house. Generally, they relatively have a homogenous social economy characteristic. This research found priority order for preferences toward rental housing based on the total mean of importance score, that are room unit condition (4,31), rental housing location (4,30), privacy (4,28), rental housing facilities and utilities (4,21), rental housing price and services (4,21), and the social interactions (4,09). Based on this research, hopefully, there will be further consideration for the housing providers to develop single factory workers rental housing.

**Index Terms:** Preference, Single Factory Workers, Social Economy Characteristic, Low Cost Apartment, Rental Housing

## 1 INTRODUCTION

Industrialization is a changing phenomenon of society's social economy that is causing livelihood shift from the farming sector into the industrial sector (Simandan, 2009). Employers of the industrial factory are usually causing the demand for housing around the factory (Wang and Pan, 2012). Semarang district is one of industrial centre in Centre Java that contributed to Gross Domestic Regional Product (GDRP) based on the current price for 38,83% and the value growth for 7,52% (Semarang district in figures 2019). Factory workers that are employed in the industrial sector of Semarang district are 99.000 workers and 70% are female workers (Social, Manpower, and Transmigration Office of Semarang district). One of the industrial regions is East Ungaran sub-district. The major factory in East Ungaran is a garment factory and employed so many female workers. The amount of large and middle industrial factories in East Ungaran are 16 factories and employed 12.551 workers, 9.004 among them are female workers (Manpower Office of Semarang District 2019). The employed factory workers in industrial activity affected the demand for affordable housing and near the workplace (Muna, 2009). By One Million Houses Program, the government attempted to provide temporary rental housing for single factory workers, that is Ungaran Low Cost Apartment for single factory workers in East Ungaran. The government assumed that the providing of formal rental housing, such as Ungaran Low Cost Apartment for single factory workers, is able to solve the problem of limited land area, providing adequate dan affordable housing especially for single factory workers. However, Ungaran Low Cost Apartment for single factory workers in 2019, from 104 units of available rooms, there are only 29 units that were occupied by single factory workers (The Manager of Rusunawa Ungaran, 2019). Because of that

phenomenon, housing providing, that is public housing, should be able to accommodate the need and preference of the occupant (Vitriana, 2018). The lack of ability to access adequate housing that is provided formally is causing some of the single factory workers attempted to looking for another more affordable housing alternative. The amount of money that able to be spent will affect the providing type of housing (Muna, 2009). On the other side, people around the factory provide another housing alternative informally that is affordable for single factory workers, that is rent house/boarding house. The rent rooms that are provided by people around the factory are usually chosen by factory workers even though was built simply (Pradipta, Wahyuningrum, and Bharoto 2014). Informal rental housing also has lack of control toward public service accessibility (Rogerson, 2018). The phenomenon revealed that to fulfil housing needs, single factory workers have the freedom to choose either living in formal rental housing that is already provided adequate or informal rental housing. The freedom of each individual on choose housing showed that there are preferences variations (Wang and Li, 2006). In this case, single factory workers will tend to consider their needs and preference when they want to choose to live in housing type that is provided by the rental housing market of East Ungaran.

## Statement of the problem

All this time, in the building of public housing plan, seems like only in one way and lack of consideration towards the preferences or expectation of single factory workers as the target. On the other side, in the housing plan, it should figure out how the housing able to provide services for the customer (David Jiboye, 2012). The government and the housing provider need to be responsive in responding to the need and preference of single factory workers. Because of that, this research is necessary related to "How are the preferences of single factory workers toward the rental housing in East Ungaran, Semarang".

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## 2. LITERATUR REVIEW

### 2.1 The Characteristic of The Rental Housing

The rental housing providing for factory workers are related to the fulfil of living needs that are temporary (Aini, 2012). That is causing there are types of provided housing that have different characteristics. Based on the types, the housing providing for single factory workers are consist of low cost apartment and spontaneous rental housing (rent house/boarding house).

#### 2.1.1 Low Cost Apartment

Low cost apartment is one of the public rental housing types that is provided by the government through formal providing (UN Habitat, 2003). The success of low cost apartment is related to how is low cost apartment as public housing able to accommodate the needs and will of the occupant. Holistically, the adequate public rental housing need to considerate the affordability, the room unit condition, the facilities, and the utilities (Gan et al, 2019).

#### 2.1.2 Rental Housing

The informal housing provider usually offers the affordability and the accessibility to the workplace for single factory workers (Naik, 2015).

### 2.2 The Social Economy Characteristic

The individual decision to fulfil living needs beside was affected by types and characteristic of housing, is also caused by the social economy characteristic. To find out the will and choice toward housing, it is necessary to know the social economy characteristic of the consumer (Leh, Mansor, and Musthafa, 2016). The housing choosing depends on lifestyle and social economy demography, that is consist of: age, family life cycle phase, the number of people in the house, education, income, and job (Beamish, Carucci Goss, and Emmel 2001).

#### 2.2.1 Education Level

The factory workers category with a high level of education usually not only considerate the availability of housing facilities, but also demand the comforts and the facility completeness (Gameswari, 2015).

#### 2.2.2 The Income and Outcome

The income of single female factory workers is decided by main wages and overtime wages, while the outcome has relevancy with the rental housing option and the ability to pay it (Arifin and Dale, 2005).

#### 2.2.3 Local Origin

Factory workers are dominated with migrant that have not have places to stay and was assumed as low-income workers category, and also still lack attention to fulfil the living needs and the housing choosing depend on the location condition and the income (Widipratamanti, 2001).

#### 2.2.4 Workers Status

Based on workers status, single factory workers are divided into permanent and contract workers or employee (Muna, 2009).

### 2.3 The Preferences toward Rental Housing

The need fulfil toward housing usually involves the behaviour

of choosing housing aspect that are assumed to be the fittest toward the need and preference. The housing preferences are an expression toward the quality and quantity of housing that is fit with the will of the residents (Morris and Winter, 1978). The preferences in this research is an expectation to choose housing condition with the residents as the decider. These choices were made through the evaluation of some of the available choices and revealed there is a consumer tendency, in this case, are single factory workers, from types of rental housing (Kotler and Keller, 2015). Because of that, the preferences of single factory workers toward the rental housing can be found out by measuring the importance relative value from each of rental housing aspects. The rental housing aspects are consist of:

#### 2.3.1 Room Unit Condition

The residents will feel more satisfied if the room has adequate space (Huang and Du, 2015). Besides, based on ILO, the housing that is capable to accommodate the workers have to consider the room space is not less than 3,6 m<sup>2</sup> if used for accommodating one person, 7,5 m<sup>2</sup> if used for accommodating two persons, and should have adequate air ventilation, lighting, vaporization.

#### 2.3.2 Privacy

The room that able to make the residents comfortable is the room that rarely has social interaction with friends, as a privacy of the room (Rachman R.A.; Kusuma H.E, 2016).

#### 2.3.3 Rental Housing Facilities and Utilities

The rental housing that is fit with the residents' preferences need to provide parking area and kitchen (Gan et al, 2019), and based on ILO, the facilities that able to accommodate the workers' needs are the furniture availability, such as a cupboard, chair, table, adequate bathroom, electricity, and clean water.

#### 2.3.4 Rental Housing Location

The factory workers housing location is chosen to be near the workplace to save the transportation fee (Muna, 2009). The housing location is affordable if it is located near the workplace and can be accessed by walk or cycling (Litman, 2011).

#### 2.3.5 Rental Housing Prices and Services

The safe and clean rental housing choosing can be affected by the living quality of the residents and the living comforts (Azizah, R, and Wijaya, 2018). Besides, affordable prices are also one of the residents' preferences (Gan et al, 2019). The affordability is measured by the housing accessibility is not more than 30% of the income and not more than 45% of the income if added by transportation fee (Litman 2011; Stone 2013).

#### 2.3.6 Social Interaction

The interaction between the housing provider and the residents are reflecting the need that felt by female factory workers related to the interaction with their mother. Besides, the will to interact nicely with other residents will happen when the residents are helping each other when cooking or washing together (Arifin and Dale, 2005).

## 3 METHOD

This research is quantitative methods. The collected data was

held by collecting primary and secondary data. The primary data was collected by questionnaire technic and the secondary data was collected by documentary collecting about Ungaran Low Cost Apartment for single factory workers. The establishment of the amount of sample was held by the population approach of the number of factory workers in East Ungaran for 12.551 workers. In Slovin formula with the accuracy degree is 10%, the amount of sample is 100 samples. From 100 samples, 29 respondents are the residents of Ungaran Low Cost Apartment for single factory workers and 71 respondents are the residents of rent house/boarding house. The selected sample of this research is selected through simple random sampling method towards single factory workers because of the relatively homogenous characteristic of single factory workers. The data were analyzed with descriptive technic to find out the characteristic of the rental housing and the social economy characteristic. Likert scale was used to find out the preferences of single factory workers toward the rental housing that is used to find out the importance value that revealed the amount of expectation of single factory workers towards the rental housing aspects. The scoring category is as follows:

**Table 1 Importance Level Score Category**

| Importance Level      | Score | Category    |
|-----------------------|-------|-------------|
| Critically Importance | 5     | > 4,2 – 5,0 |
| Importance            | 4     | > 3,4 – 4,2 |
| Neutral               | 3     | > 2,6 – 3,4 |
| Slightly importance   | 2     | > 1,8 – 2,6 |
| Not Importance at all | 1     | > 1,0 – 1,8 |

Source: Sugiyono (2013)

#### 4 THE CHARACTERISTICS OF RENTAL HOUSING AND SOCIO-ECONOMIC SINGLE FACTORY WORKERS

##### Characteristics of rental housing

The existing characteristics of the rental house can affect single factory workers when choosing the rental house type as their residence. In general, a rental house characteristic that becomes a residence for single factory workers in East Ungaran sub-district can be seen based on a typology and pattern follows. The first typology is a vertical rental housing that is constructed formally by the Government in the form of the Ungaran Low Cost Apartment for single factory workers. There is also a rent-landed house that is built informally by the community around the industrial area in the form of rental houses/boarding houses. The lease is the object of this study consist of Low Cost Apartment for single factory workers and 5 location of rental house/boarding house around it.



**Figure 1 Rental Housing Location**

Source: author's analysis

The room size in the Ungaran Low Cost Apartment for single factory workers is 24 m<sup>2</sup> and each room is occupied by 2 people or worker. The facilities that provided on the single-type low cost apartment include:

1. First Floor: Bedroom (14 units), Room for disabled (2 units), bathroom (16 units), drying room (4 units), warehouse (3 units), Janitor (2 units)
2. Floor 2 to 4: Bedroom (66 units), Bathroom (66 units), dry room (12 units), Janitor (6 units)
3. 5th floor: Bedroom (22 units), sun bed (4 units), Janitor (2 units)
4. Public Facilities: Functional room, Internet café, 2 public toilets, kitchen, and parking area, electricity and clean water adequate, security and hygiene services available.



**Figure 2 Room Unit to accommodate 2 worker**

Source: author documentation

And the rental rates offered in each room include the following table:

**Table 2 Rental Price**

| Floor  | Rent/Month  | Guarantee     | Total         |
|--------|-------------|---------------|---------------|
| F. 1,2 | Rp. 380.175 | Rp. 1.140.525 | Rp. 1.520.700 |
| F. 3   | Rp. 323.149 | Rp. 969.447   | Rp. 1.292.596 |
| F. 4   | Rp. 274.676 | Rp. 824.028   | Rp. 1.098.704 |
| F. 5   | Rp. 233.475 | Rp. 700.425   | Rp. 933.900   |

Source: The Manager of Ungaran Low Cost Apartment, 2019

On the other hand, characteristic of the low cost apartments is different from the rental house/boarding that is provided informally by the community around the industry. At the rental or cost house, the average size is 5-10 m<sup>2</sup> and the majority are

inhabited by one person in each room. Each house provides 5-18 rooms. Facilities include 2-3 outdoor bathrooms, a shared kitchen and a parking space. There is also adequate electricity and clean water, but there are no security and hygiene services available. The price offered at the rental house/boarding house starts from 250,000- 350,000 IDR per month.



**Figure 3** Room Unit in Rental Housing/Boarding House

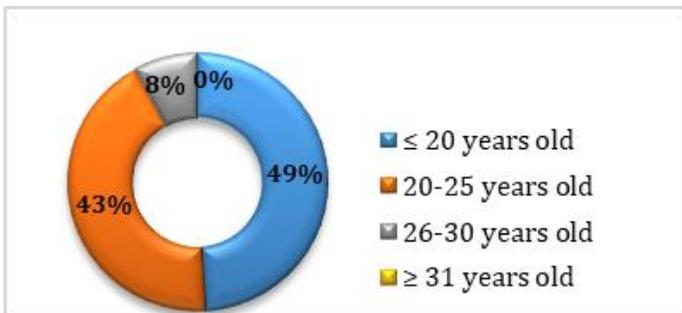
Source: author documentation

#### Characteristics of Social Economic Single Factory Workers

The social and economic characteristics of single factory workers can make an influence when determining the choice of settling into a specific rental house type. The analysis of socio-economic characteristics is necessary to obtain an overview or information related to the socio-economic background of single factory workers as lease dwellers. The socio-economic characteristics of single factory workers in East Ungaran district are:

#### Age

Age characteristics are related to the workforce group age range. According to the ILO terms, the age that allowed to work at least 16 years on the condition has been equipped with special vocational training. In addition, age in the single group relates to the family life cycle, where at the time the single age tends to decide personally the choice of their house (Beamish, Carucci Goss, and Emmel, 2001).



**Figure 4** Single Factory Worker's Age

Source: author's analysis

In general, the largest percentage of single-factorial worker age that is working in industrial companies and choosing to stay in rental occupancy is the age of ≤ 20 years which is as much as 49%. This shows that at the age of ≤ 20 years is a potential group in making a decision to stay in the rental house because of the work motif.

#### Income level

The single factory workers' income level will directly affect the purchasing power in choosing the rental occupancy type. The level of income measured in this research is the total revenue per month of single factory workers in the form of basic income in accordance with the UMK district of Semarang which is Rp. 2,229,880.00 plus the income from overtime wages. It is like in research Arifin and Dale (2005) that the total income of industrial workers is determined by the principal wage and overtime wage. The majority of single factory labor revenues are dominated by income groups of 2,500,001-3.5 million IDR, which is 63%. This income group according to BPS belongs to the category of high income level.



**Figure 5** Single Factory Worker's Income

Source: author's analysis

#### Expense Level

The expenditure of each single factory worker varies according to their needs including to pay an occupancy fee. The rate of expenditure for paying the rental house is shown in the following figure:

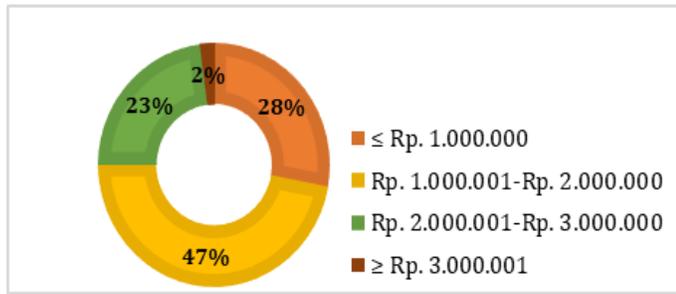


**Figure 6** Rental Housing Payment

Source: author's analysis

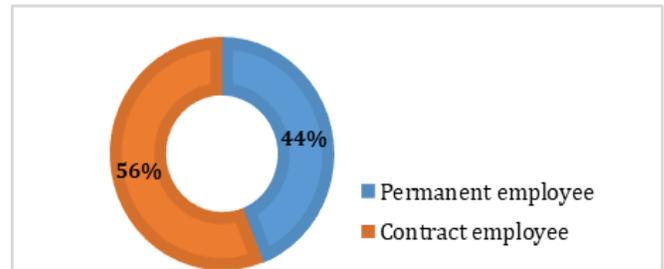
Expenditure to pay the monthly rental fee if it is associated with the residual approach then from the income used to pay the rental house costs still have the leftover so it can be used to fulfill the other needs. The affordability of occupancy occurs when a person still has sufficient residual income to fulfill basic needs after being used for house financing (Stone, 2013). The results of the study showed that 53% of single factory workers spent a fee of ≤ 300,000 IDR each month for rental house. In the calculation of the economy, costs incurred for the occupancy is said to be affordable because it does not exceed 30% Revenue (Litman, 2011). As for the total monthly expenditure of the majority of single factory workers is 1,000,001 –2 million IDR that is 47% of respondents. In addition to pay for rental house, there are also expenditures that used for social activities such as dues/social activities and sending money to their families in the original place. It is like in research Arifin and Dale (2005) that expenditure on single

factory workers covers the cost of rental house, sending money to families in their place of origin and participation of the social gathering.



**Figure 7 Monthly Expenses**  
Source: author's analysis

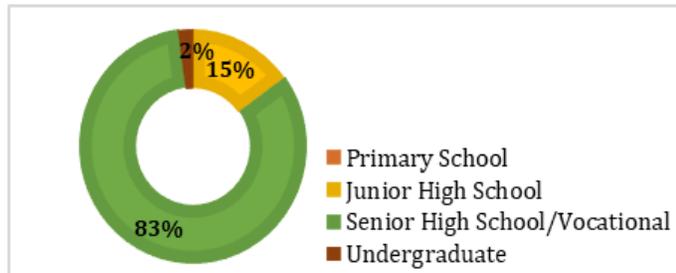
workers and often move the workplace so that the rental house tends to be the choice of their residence. There are as many as 56% of workers with contract workers or employee.



**Figure 9 Worker Status**  
Source: author's analysis

**Education Level**

The working class with higher education tends to weigh facilities and comfort (Gameswari, 2015). The results showed that there are 2% of single factory workers with an education level undergraduate who tend to choose stacking house because of the completeness of facilities. In addition, the level of education is also related to the readiness of single factory workers at work. Where the majority are graduate of Vocational High school and have the skills and training of the LPK. There are as many as 83% of respondents with the last education is High school/Vocational High School.



**Gambar 8 Education Level**  
Source: author's analysis

**Local Origin**

The majority of single factory workers come from outside the area and tend to consider staying in rental housing that is close to the workplace to save on transportation costs (Muna, 2009). The distribution of the single factory worker area includes the following:

**Table 3 Local Origin's Single Factory Worker**

| Local Origin | Total | Local Origin  | Total |
|--------------|-------|---------------|-------|
| Brebes       | 9     | Boyolali      | 2     |
| Jepara       | 21    | Kab. Semarang | 3     |
| Blora        | 10    | Purwodadi     | 6     |
| Salatiga     | 2     | Purworejo     | 1     |
| Pekalongan   | 15    | Magelang      | 2     |
| Pati         | 18    | Demak         | 5     |
| Wonogiri     | 1     | Pemalang      | 3     |
| Klaten       | 1     | Sukoharjo     | 1     |

Source: author's analysis

**Worker Status**

The Status of workers in relation to the selection of rental house because the majority industrial workers are contract

**5 SINGLE FACTORY WORKERS' PREFERENCES ON RENTAL HOUSE**

**The Response of Single Factory Workers the Occupant of Low Cost Apartments**

The importance score of the single factory workers as low cost apartments residents is a value that indicate the magnitude of the occupants' expectations for rental occupancy aspects. In the highest position is the condition aspects of the unit with a value of 4.36. The highest Sub aspects in the condition of the room are adequate room size. The occupants of low cost apartments judge that adequate room size is very important because it can provide flexibility for its occupants. The second variabel that is considered important is the location of the rental housing with a value of importance of 4.33. Sub-aspects that are assessed are crucial to the proximity of distance to the workplace. Single factory workers that live in low cost apartments are immigrants from outside the region such as Boyolali, Salatiga, Pekalongan, and surrounding areas. The expectation of a location close to the workplace is to reduce transportation costs and more efficiently when compared to the commuter every day. It is like in the Muna Study (2009) that industrial workers are likely to choose a house that is close to the workplace as a place to stay. The third aspects that is considered very important for single factory labor in selecting low cost apartments is the facility and utility rental house with a value of importance of 4.30. As for the availability of the crowded bathroom to be important consideration when going to choose low cost apartments. According to Hurtubia (2010) bathroom availability in the bedroom is a relatively important consideration because it relates to the privacy value of the occupants. Furthermore, the aspect that is also assessed is very important is the price of rent and service provided in the rental house is 4.20. Affordable monthly rental rates are an important expectation for industrial workers as they relate to the revenues received. The Total revenue earned is MSEs plus the wages of the sheets, while they also need to allocate income to pay dues and the social gathering as well as send money for their families in the home area. Therefore, the rental price of the dwelling is often the consideration of the occupants. According to Stone (2013), access to affordable housing occurred when the society did not spend more than 30% of its income for the cost of occupancy including its utilities. As for aspects that are only rated important are social interactions. This aspect is only considered important due to the industrial labor behavior associated with the shifts in different working hours that affect

the intensity of interaction between the occupants and the ease of presence to meet other residents. The following is a Table 4 below that shows importance rate assessment of low cost apartments.

**Table 4** Importance of Various Rental Housing Aspect

| Rental Housing Aspect                                       | (1) | (2) | (3) | (4) | (5) | Mean | Importance Level      |
|---|-----|-----|-----|-----|-----|------|-----------------------|
| Room Unit Condition   |     |     |     |     |     | 4,36 | Critically Importance |
| Adequate room area  | 0   | 0   | 0   | 40  | 95  | 4,66 | Critically Importance |
| The lighting and air conditioning of the rooms are adequate | 0   | 0   | 9   | 36  | 85  | 4,48 | Critically Importance |
| Adequate bed size   | 0   | 0   | 12  | 32  | 85  | 4,45 | Critically Importance |
| Attractive room and residential design                      | 0   | 0   | 21  | 32  | 70  | 4,24 | Critically Importance |
| Rental Housing Location                                     |     |     |     |     |     | 4,33 | Critically Importance |
| Proximity to work   | 0   | 0   | 0   | 24  | 115 | 4,79 | Critically Importance |
| Accessible to public transportation                         | 0   | 0   | 24  | 36  | 60  | 4,14 | Importance            |
| Proximity to store  | 0   | 0   | 30  | 28  | 60  | 4,07 | Importance            |
| Rental Housing Facilities and Utilities                     |     |     |     |     |     | 4,30 | Critically Importance |
| Adequate number of bathrooms                                | 0   | 0   | 0   | 52  | 80  | 4,55 | Critically Importance |
| Availability of adequate electricity and clean water        | 0   | 0   | 6   | 40  | 85  | 4,52 | Critically Importance |
| Ample parking space   | 0   | 0   | 6   | 40  | 85  | 4,52 | Critically Importance |
| Availability of furniture (cupboards, tables, etc.)         | 0   | 0   | 6   | 52  | 70  | 4,41 | Critically Importance |
| Availability of a shared kitchen                            | 0   | 18  | 15  | 28  | 40  | 3,48 | Importance            |
| Privacy   |     |     |     |     |     | 4,24 | Critically Importance |
| Guaranteed room privacy                                     | 0   | 0   | 24  | 24  | 75  | 4,24 | Critically Importance |
| Rental Housing Price and Services                           |     |     |     |     |     | 4,20 | Critically Importance |
| Affordable to rent  | 0   | 0   | 0   | 56  | 75  | 4,52 | Critically Importance |
| Good security service                                       | 0   | 0   | 15  | 40  | 70  | 4,31 | Critically Importance |
| Good cleaning and waste management services                 | 0   | 0   | 18  | 36  | 70  | 4,28 | Critically Importance |
| An interesting promotion                                    | 0   | 16  | 12  | 24  | 55  | 3,69 | Importance            |
| Social Interactions   |     |     |     |     |     | 3,95 | Importance            |
| Ease of establishing interactions with other residents      | 0   | 0   | 24  | 40  | 55  | 4,10 | Importance            |
| Ease of establishing interactions with owners / managers    | 0   | 0   | 36  | 44  | 30  | 3,79 | Importance            |

Source: author's analysis

### The Response of Single Factory Workers the Occupant of Rental House/Boarding House

Assessment of the importance rate of single factory workers inhabiting the rental house/boarding house shows that the highest value aspect is the privacy of the room with a value of importance of 4.31. Privacy is considered important because single factory workers want comfort and tranquility as they feel more flexible when in the room. The hours of overtime to the night cause the desire to get comfort in the room after a long day of work. In addition, the privacy of the rooms also provides a sense of feel at home. It is like in the research of Rachman R.A. & Kusuma H.E (2016) the room that makes its occupant feel comfortable is a room in which there is rare social interaction with friends. It is as private property owned by the room. The occupants feel at home in the room if there is no disturbance from others. Second aspect that is assessed important is the location of the rental with a value of importance 4.26. If outlined in more detail, the attribute with the highest value considered important is proximity to the workplace. This is important because single factory workers who live in the majority of their rentals do not have any mode of transportation. Therefore, single factory workers choose to stay with the workplace and is accessible on foot.

Furthermore, the third aspect assessed is crucial for single factory workers is the condition of the room unit with a value of importance of 4.25. Sub aspects that are considered very important is adequate room size because it can provide flexibility for its occupants. The fourth aspect is considered to be the next important social interaction with a value of importance of 4.23. For single factory workers that living in rental houses/boarding, interactions with owners is considered to be very important because of the desire to be able to get surveillance, feel the closeness like their mother. In addition to the proximity of the boarding owner, the interaction with other residents is also considered important because of the desire to be able to share the story and have friends with the same workplace. It is like in the research of Lilianny S Arifin & Dale (2005) that the young female factory workers choose a kost or renting a room with consideration of closeness to the owner who is regarded as their mother and wishes to live with other residents who are friends of the work because they can share their stories about their work or personal problems. House aspect of the rental is considered important is the facility and utility rental house with a value of 4.11. The most important Sub-aspect is the availability of adequate power and clean water. It is to examine the activities of the single factory workers. The following is a Table 5 show that importance rate assessment of the rental house/boarding:

**Table 6** Importance Level Based on Total Mean

Source: author's analysis

Preference based on mean of importance score shows that the highest position is an aspect of the condition of the room with a value of 4.31.

| Rental Housing Aspect                   | Total Mean            | Importance Level      |
|---|-----------------------|-----------------------|
| Room Unit Condition                     | $(4,36+4,2)/2= 4,31$  | Critically Importance |
| Rental Housing Location                 | $(4,33+4,26)/2= 4,30$ | Critically Importance |
| Privacy                                 | $(4,24+4,31)/2= 4,28$ | Critically Importance |
| Rental Housing Facilities and Utilities | $(4,30+4,11)/2= 4,21$ | Critically Importance |
| Rental Housing Price and Services       | $(4,20+4,18)/2= 4,19$ | Importance            |
| Social Interactions                     | $(3,95+4,23)/2= 4,09$ | Importance            |

**Table 5** Importance of Various Rental Housing Aspect

| Rental Housing Aspect                                    | (1) | (2) | (3) | (4) | (5) | Mean | Importance Level      |
|--|-----|-----|-----|-----|-----|------|-----------------------|
| Privacy  |     |     |     |     |     | 4,31 | Critically Importance |
| Guaranteed Room Privacy                                  | 0   | 0   | 33  | 108 | 165 | 4,31 | Critically Importance |
| Rental Housing Location                                  |     |     |     |     |     | 4,26 | Critically Importance |
| Proximity to work  | 0   | 0   | 0   | 136 | 185 | 4,52 | Critically Importance |
| Proximity to warung                                      | 0   | 0   | 30  | 116 | 160 | 4,31 | Critically Importance |
| Accessible to public transportation                      | 0   | 0   | 54  | 156 | 70  | 3,94 | Importance            |
| Room Unit Condition                                      |     |     |     |     |     | 4,25 | Critically Importance |
| Adequate room area                                       | 0   | 10  | 9   | 120 | 190 | 4,63 | Critically Importance |
| Adequate bed size  | 0   | 0   | 0   | 140 | 180 | 4,51 | Critically Importance |
| Adequate lighting and room ventilation                   | 0   | 0   | 30  | 116 | 160 | 4,31 | Critically Importance |
| Attractive room and residential design                   | 0   | 14  | 87  | 100 | 50  | 3,54 | Importance            |
| Social Interactions                                      |     |     |     |     |     | 4,23 | Critically Importance |
| Ease of establishing interactions with owners / managers | 0   | 0   | 45  | 100 | 155 | 4,23 | Critically Importance |
| Ease of establishing interactions with other residents   | 0   | 0   | 48  | 92  | 160 | 4,23 | Critically Importance |
| Rental Housing Price and Services                        |     |     |     |     |     | 4,18 | Importance            |
| Residential rental prices                                | 0   | 0   | 24  | 108 | 180 | 4,39 | Critically Importance |
| Good security management                                 | 0   | 0   | 33  | 116 | 155 | 4,28 | Critically Importance |
| An interesting promotion                                 | 0   | 10  | 30  | 108 | 145 | 4,13 | Importance            |
| Good hygiene and waste management                        | 0   | 0   | 81  | 88  | 110 | 3,93 | Importance            |
| Rental Housing Facilities and Utilities                  |     |     |     |     |     | 4,11 | Importance            |
| Adequate number of bathrooms                             | 0   | 0   | 48  | 88  | 165 | 4,24 | Critically Importance |
| Availability of adequate electricity and clean water     | 0   | 0   | 54  | 80  | 165 | 4,21 | Critically Importance |
| Availability of furniture (cupboards, tables, etc.)      | 0   | 0   | 45  | 112 | 140 | 4,18 | Importance            |
| Availability of a shared kitchen                         | 0   | 12  | 36  | 80  | 165 | 4,13 | Importance            |
| Ample parking space                                      | 3   | 10  | 96  | 56  | 85  | 3,52 | Importance            |

Source: author's analysis

In general, the total mean of importance from the response of single factory workers who live in low cost apartment and rental houses/boarding house indicates that the order of preference/expectation of rental house includes the following:

The Single factory workers consider that the condition of a room such as an adequate room area is considered very important when choosing a rental residence. The adequate size of the room can provide space and mobility for the occupants. Next, the house aspect is the second highest position with a value of 4.30. The proximity to the workplace is the hope of single factory workers when choosing a place to reduce transportation costs and more efficiently when compared to the commuter every day. It is like in Muna (2009) that industrial workers are likely to choose a residence close to the workplace. The third aspect is the privacy of the room with the value 4.28. Privacy is a crucial expectation in choosing a house because it gives a sense of feeling at home. It is like in the research of Rachman R.A. & Kusuma H. E (2016) that the room that makes its occupant feel comfortable is a room in which there is rare social interaction with friends. The fourth aspect is the rental house facilities and utilities. The completeness of facilities in accordance with the need to be important expectations for residents. While in the fifth aspect that is considered very important is the affordable rental prices and service provided according to the expectations of the occupants. The last aspect that is considered important is social interaction with a value of 4.09. Ease of interaction with other residents and managers is a hope for single factory workers.

## CONCLUSION

From this research, it was found that the typology of rental housing for single factory workers in East Ungaran includes Low Cost Apartment and rented boarding houses. The characteristics of this rental housing as a shelter for single factory workers are in accordance with an adequate housing standards. Based on the occupants' socio-economic conditions, single factory workers who lives in low cost apartments and boarding houses are relatively homogeneous. The rental housing are generally migrants who have status as a contract workers with a standard district minimum wage. This things resulted in the desire to choosing to live in a rental boarding houses that close to their workplace. Based on the preferences in choosing the rental house, the priority order are based on the condition of the room, the rental house condition, the room privacy, the rental housing facilities and utilities, the prices and services, also the social interaction.

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