



Assessment of factors influencing the success of housing projects in West Pasaman

Ade Herdiwansyah¹, Denny Helard², Purnawan³

^{1,2,3}Master of Housing and Settlement Development, Universitas Andalas, Padang, Indonesia

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ABSTRACT

Throughout the nation's journey the property industry has played a very important role in the development and development of the country in the country which has a very large contribution including 9.4 in the national Gross Domestic, and in 2017 the property business has greatly increased up to 15% and has a capacity of Rp. 318 Trillion, this research is to analyze the success factors of housing projects in West Pasaman, how these factors affect the improvement of housing projects in West Pasaman, both from environmental aspects of housing projects, legal aspects of housing projects and economic aspects of housing projects, therefore there are three aspects. Factors that are very influential in terms of the 3 phases of the housing project development process with an assessment taken above 50% as follows; Preconstruction Location selection 57 %, strategic location 80.5%, affordable house selling price 51.3%, licensing 80.9%, marketing marketing 69%. Construction Human resources (workers/carpenters) 71.2%. Post-construction Opportunities for economic growth 87.9%, houses in accordance with the agreement 51.8%, completeness of documents properly taken care of 65.5%.

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Corresponding Author:

Ade Herdiwansyah,
Master of Housing and Settlement Development,
Universitas Andalas,
Limau Manis, Kec. Pauh, Kota Padang, Sumatera Barat 25175, Indonesia.
Email: herdipasbar@gmail.com

1. INTRODUCTION

Housing and settlements are one of the basic human needs, they also have a very strategic function in their role as a center for family education, cultural seeding and quality improvement for future generations.(Kustamar et al., 2019; Lestari & Siswanto, 2018; Yuliani, 2017). The realization of people's welfare can be marked by increasing the quality of life that is decent and dignified(Mariano & Hikon, 2019; Medaline, 2017; Social & Malang, 2021). Thus the effort to place the housing and settlement sector as one of the priority sectors in the development of a complete Indonesian human being is very important and strategic(Barimbing & Anugrahini, 2021; Isnaini & Adnan, 2018; Noegroho, 2016).

To the need for residential housing in West Pasaman Regency, especially in Pasaman District, is relatively high, for this reason, to make a decision about whether or not an investment is appropriate, it is necessary to conduct a survey on investment feasibility which includes market aspects, technical aspects, socio-economic aspects, legal aspects, and environmental aspects. It is for this reason that developers optimize housing projects so that they are in demand by the public. There are 3 factors that must be considered by housing developers or developers in order to succeed in housing projects with good quality, on time, and within budget. These factors are planning, implementing, and controlling. One example of a housing project that will be used as a research

location is the Griya Makmur Primary Housing Complex. this is a Settlement Development activity carried out by the suasta (developer). Residents have an important role in driving the wheels of development which must be balanced with adequate natural resources and human resources (Kurniawan, 2022).

In Law Number 1 of 2011 concerning housing and settlements, housing is a group of houses that function as a residential area or residential area equipped with environmental infrastructure and facilities. (As'ari et al., 2022; Baiq Susdiana Fibrianti, Muammar Gaddafi, Erna Wijayanti Rahayu, 2022; Hunian et al., 2018). Home or residence is a primary need and basic human rights (Kiding & Matulesy, 2020; Muhammad Bagus Rendy Pradana, 2019; Tanrifaisal et al., 2020). This right of residence must be fulfilled by the State as mandated in the 1945 Constitution.

2. RESEARCH METHOD

This type of research is qualitative, namely research that emphasizes its analysis on deductive and inductive inference processes as well as on the analysis of the dynamics between the factors studied using scientific logic. In this research, the researcher tries to analyze and describe the environmental, financial and legal aspects that can be the factors that determine the community in choosing housing complexes for settlements. In this research, interviews were directed to the people of Pasaman District, West Pasaman Regency. Sampling was carried out randomly around the research project location.

3. RESULTS AND DISCUSSIONS

In this study, questionnaires were distributed to 47 respondents from 1 residential area, Griya Makmur, West Pasaman. Correspondent gender grouping according to the table is as follows:

Table 1. Grouping of respondents based on gender

No.	Gender	Frequency	Percentage (%)
1	Man	28	59,57
2	Woman	19	40,43
	Total	47	100

Based on the survey results, it was found that 59.59% of male respondents and 40.43 female respondents can be seen in Figure 1 as follows:

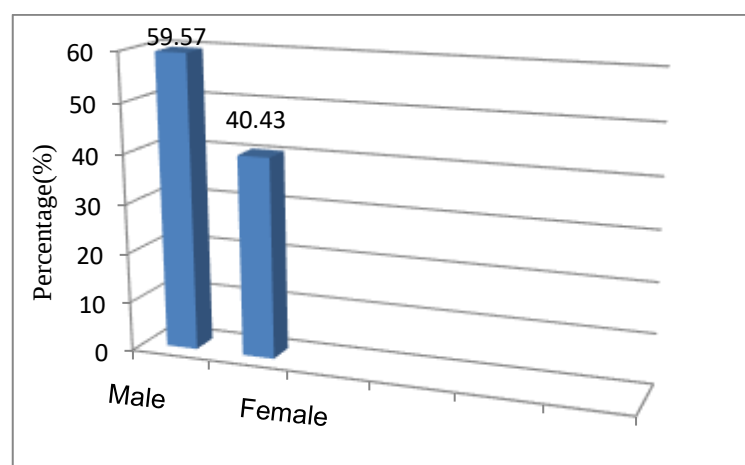


Figure 1. Grouping of respondents based on gender

Experienced developer/developers are very important in the success of a housing project.

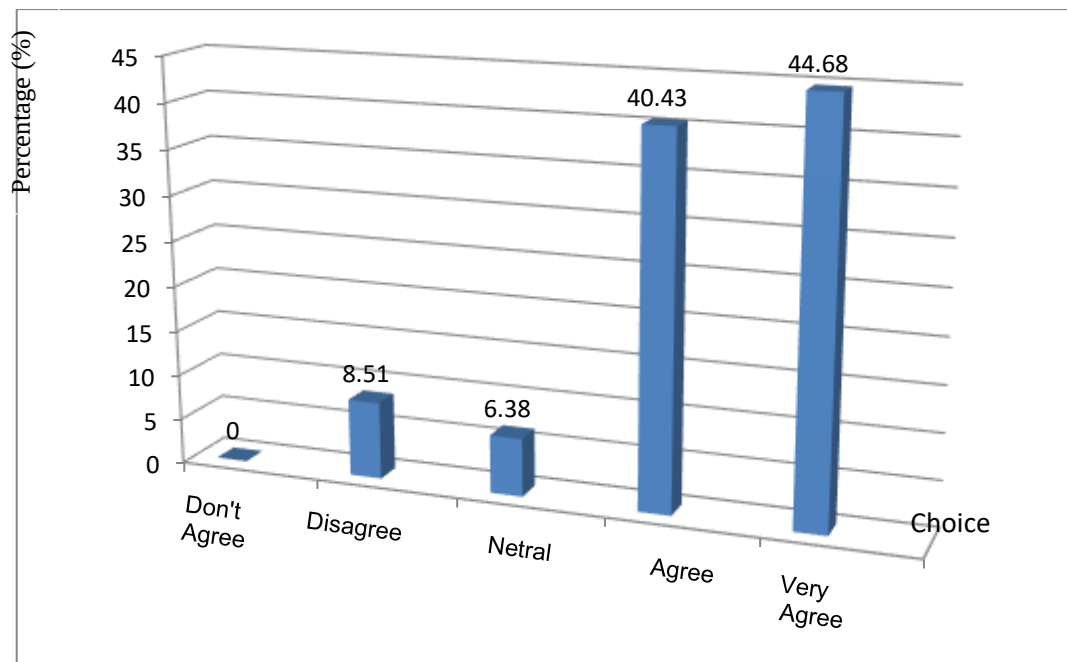


Figure 2. Developer experience

From the results of the respondents said 44.68% strongly agreed Experienced developers/developers are very important in the success of housing projects, 40.43%.

Based on the research design, data analysis on the success factors for housing projects in West Pasaman uses the Factor Analysis model, which is intended to reduce, simplify, summarize or classify the success factors for housing projects in West Pasaman by removing unnecessary data. Factor analysis is used to determine the dominant factor in explaining a problem. This analysis can be viewed as an extension which basically aims to get a small number of factors that have the following properties:

1. Able to explain as much as possible the diversity of data.
2. These factors are independent of each other.
3. Each factor can be interpreted.

Table 2. The results of factor analysis obtained as follows

No	Factor	Efficiency	Percentage
A	Environment		
1	Location Selection	0.570	57.0 %
2	Strategic Location	0.805	80.5 %
3	Development Stages	0.287	28.7 %
4	Long Development Process	0.334	33.4 %
5	Human Resources (workers/builders)	0.712	71.2 %
6	Public Facilities Can be used	0.352	35.2 %
B	Economics/finance		
1	The land price	0.321	32.1 %
2	Affordable house selling prices	0.513	51.3 %
3	Building materials used	0.148	14.8 %
4	Ease of Financing Process	0.250	25.0 %
5	Economic Growth Opportunities	0.879	87.9 %
6	Ease of owning a home	0.217	21.7 %
C	Law		
1	Developer Profile	0.064	6.4 %
2	Licensing	0.809	80.9 %
3	Developer Experience	0.443	44.3 %

No	Factor	Efficiency	Percentage
4	Marketing Marketing	0.690	69.0 %
5	Well Realized Social Facilities	0.266	26.6 %
6	House According to the Agreement	0.518	51.8 %
7	Documents are well taken care of	0.655	65.5 %

From the table above it can be seen that environmental factors that greatly influence the success of housing projects are strategic locations of 80.5% and human resources (carpenters/workers) 71.2%, environmental factors that have very little effect, namely the construction stage of 28.7% and the length of the development process is 33.4%. The economic/financial factors which greatly influence the success of housing projects in West Pasaman, namely the opportunity for economic growth of 87.9% and affordable selling prices for houses of 51.3%, this is because most of the housing in West Pasaman is subsidized housing. Meanwhile, from the legal factor, licensing has an influence of 80.9%, and also marketing of 69.0% on the success of housing construction in West Pasaman.

From the results of the factor analysis then pour it in the form of an image obtained using smart pls 3 as below;

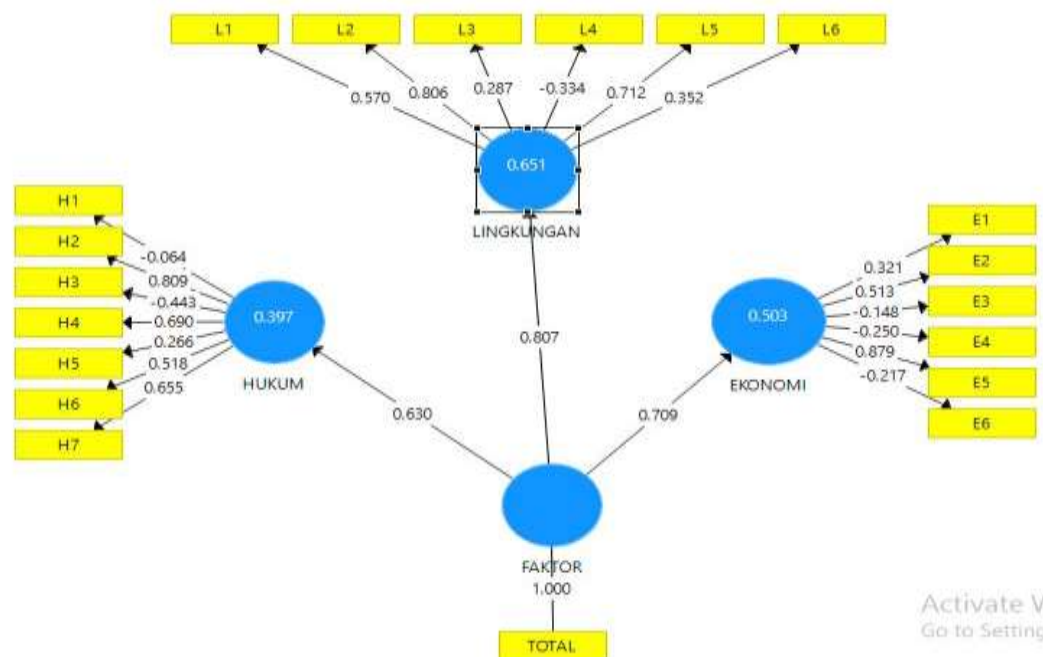


Figure 3. PLS algorithm results display

From the results of the factor analysis, the R square test was then carried out with the results listed in the following table;

Table 3. R Square test results

Factor	R square
Economy	0.503
Law	0.397
Environment	0.651

Based on the results of the R Square test, it can be seen that economic factors have an R square of 0.503 or 50.3%, legal factors have an R square of 0.397 or 39.7%, and environmental factors have 0.651 or 65.1% R square. So it can be concluded that the legal factor is not so

influential the success of housing projects in West Pasaman because only 39.7% were obtained from the results of the analysis of respondent data.

4. CONCLUSION

The success of housing project development in West Pasaman is influenced by the following factors; developer profile, site selection, strategic location, land price, developer experience, affordable house selling price, marketing, stages of development, building materials used, length of construction process, human resources (workers/carpenters), well-realized social facilities, the ease of the financing process, the house in accordance with the agreement, the completeness of the documents properly taken care of, the opportunity for economic growth, public facilities that can be used and the ease of owning a house.

The success factors are grouped into 3 groups of indicators, as follows; Environment, the success factors for housing projects in West Pasaman can be grouped into environmental indicators as follows; location selection, strategic location, development stage, length of construction process, human resources (workers/workers) and public facilities can be used; Economy, the success factors for housing projects in West Pasaman can be grouped into environmental indicators as follows; land prices, affordable house selling prices, building materials used, ease of financing process, opportunities for economic growth and ease of owning a house; Law, the success factors for housing projects in West Pasaman can be grouped into environmental indicators as follows; developer profile, developer experience, marketing marketing, social facilities are well realized, the house is in accordance with the agreement and complete documents are well taken care of.

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