

INTISARI

Karena jumlah layanan sewa kamar kos semakin meningkat, maka para pelaku usaha penyedia layanan kamar kos menghadapi persaingan yang semakin ketat. Salah satunya adalah penawaran harga sewa kamar kos yang beragam, hal tersebut membuat mahasiswa mempertimbangkan dalam memilih harga sewa kamar kos dengan kondisi perekonomian. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi mahasiswa Sekolah Vokasi Universitas Gadjah Mada (UGM) dalam memilih harga sewa kamar kos di sekitar kawasan kampus. Faktor-faktor yang dikaji meliputi lokasi (jarak kos dengan kampus), pendapatan (uang saku mahasiswa), fasilitas kamar kos, dan kedekatan kos dengan kampus. Penelitian ini penting mengingat semakin tingginya kebutuhan tempat tinggal mahasiswa, disisi lain menyebabkan persaingan di antara penyedia jasa sewa kamar kos. Metode penelitian menggunakan pendekatan kuantitatif dengan teknik analisis regresi logistik. Data primer diperoleh dari 100 responden mahasiswa Sekolah Vokasi UGM melalui kuesioner daring berbasis Google Forms. Penelitian ini didukung dengan data deskriptif yang mencakup karakteristik responden, seperti usia, jenis kelamin, asal daerah, pendapatan, dan tahun angkatan. Hasil penelitian menunjukkan bahwa faktor pendapatan berpengaruh negatif dan signifikan terhadap keputusan mahasiswa dalam memilih kamar kos berdasarkan harga sewa.

Kata kunci: Lokasi, Pendapatan, Fasilitas, Kedekatan, Keputusan Memilih Harga Sewa Kamar Kos, Mahasiswa

ABSTRACT

As the number of boarding house rental services increases, business actors providing boarding house services face increasingly fierce competition. One of them is the variety of boarding house rental prices, which makes students consider choosing boarding house rental prices with economic conditions. This study aims to determine the factors that influence students of the Vocational School of Gadjah Mada University (UGM) in choosing boarding house rental prices around the campus area. The factors studied include location (distance from the boarding house to the campus), income (student pocket money), boarding house facilities, and proximity to the boarding house to the campus. This study is important considering the increasing need for student housing, on the other hand, causing competition among boarding house rental service providers. The research method uses a quantitative approach with logistic regression analysis techniques. Primary data were obtained from 100 respondents of UGM Vocational School students through an online questionnaire based on Google Forms. This study is supported by descriptive data that includes respondent characteristics, such as age, gender, region of origin, income, and year of enrollment. The results of the study indicate that the income factor has a negative and significant effect on students' decisions in choosing boarding houses based on rental prices.

Keywords: Location, Income, Facilities, Proximity, Decision to Choose Boarding House Rental Price, Students.