

INTISARI

Perumahan bersubsidi merupakan salah satu upaya pemenuhan kebutuhan hunian di Kabupaten Rejang Lebong. Saat ini, perkembangan perumahan bersubsidi tidak hanya pada kawasan permukiman perkotaan namun juga merambah ke kawasan permukiman pedesaan. Namun penyediaan perumahan bersubsidi tidak hanya bertujuan untuk memenuhi kebutuhan hunian, tetapi juga diharapkan dapat meningkatkan *quality of life* masyarakat. *Quality of Life* menjadi indikator penting dalam menilai keberhasilan suatu perumahan, terutama bagi perumahan bersubsidi yang diperuntukkan bagi masyarakat berpenghasilan rendah. Penelitian ini bertujuan untuk mengetahui tingkat *quality of life* penghuni perumahan bersubsidi di Kabupaten Rejang Lebong dengan menyandingkan *quality of life* penghuni perumahan di kawasan permukiman perkotaan dan pedesaan, mengidentifikasi elemen yang memiliki nilai tinggi pada *quality of life* penghuni perumahan bersubsidi berdasarkan persepsi penghuni dan menjelaskan faktor-faktor yang mempengaruhi *quality of life* penghuni perumahan bersubsidi

Pendekatan yang digunakan dalam penelitian ini adalah deduktif dengan metode kuantitatif-kualitatif. Lokasi penelitian yaitu perumahan bersubsidi Griya Senopatic di kawasan permukiman perkotaan dan Bella Residency di kawasan permukiman pedesaan. Tiga indikator utama yang dianalisis dalam penelitian ini adalah aspek fisik, sosial dan ekonomi. Metode yang digunakan meliputi skoring dan analisis regresi linier berganda pada tahap kuantitatif dan metode deskriptif pada tahap kualitatif. Pengumpulan data dilakukan secara primer (observasi, kuesioner dan wawancara) dan sekunder (telaah data). Teknik pengambilan sampel menggunakan sampling jenuh untuk analisis kuantitatif dan *purposive sampling* untuk analisis kualitatif.

Hasil penelitian menunjukkan bahwa tingkat *quality of life* penghuni perumahan bersubsidi di kawasan permukiman perkotaan memiliki nilai yang lebih tinggi dibandingkan dengan kawasan permukiman pedesaan baik secara objektif maupun subjektif. Elemen yang memiliki nilai tinggi pada *quality of life* penghuni perumahan bersubsidi di kawasan permukiman perkotaan adalah aspek ekonomi sedangkan elemen yang memiliki nilai tinggi pada *quality of life* penghuni perumahan bersubsidi di kawasan permukiman pedesaan adalah aspek sosial. Faktor-faktor yang mempengaruhi tingkat *quality of life* penghuni perumahan bersubsidi yaitu aspek fisik, sosial dan ekonomi. Temuan dalam penelitian ini diharapkan dapat menjadi pertimbangan bagi perumusan kebijakan perumahan bersubsidi yang lebih berorientasi pada peningkatan kesejahteraan masyarakat.

Kata Kunci: *Quality of Life*, Perumahan Bersubsidi, Kawasan Permukiman Perkotaan, Kawasan Permukiman Pedesaan, Kabupaten Rejang Lebong

ABSTRACT

Subsidized housing is one of the strategies to fulfill housing needs in Rejang Lebong Regency. Nowadays, the development of subsidized housing is not only in urban residential areas but also reaches rural residential areas. However, the provision of subsidized housing does not only aim to provide housing needs, but also to improve the quality of life of the community. Quality of Life is an important indicator in assessing the effectiveness of housing, especially for subsidized housing that is intended for low-income people. This study aims to determine the level of quality of life of residents of subsidized housing in Rejang Lebong Regency by pairing the quality of life of housing residents in urban and rural residential areas, identifying elements that have a high value on the quality of life of residents of subsidized housing based on residents' perceptions and explaining the factors that affect the quality of life of residents of subsidized housing.

The approach used in this research is deductive with quantitative-qualitative methods. The research locations are subsidized housing Griya Senopatih in urban residential areas and Bella Residency in rural residential areas. The three main indicators analyzed in this research are physical, social and economic aspects. The methods used include scoring and multiple linear regression analysis at the quantitative stage and descriptive methods at the qualitative stage. Data collection was conducted in primary (observation, questionnaires and interviews) and secondary (data review). The sampling technique used saturated sampling for quantitative analysis and purposive sampling for qualitative analysis.

The results showed that the level of quality of life of subsidized housing residents in urban residential areas has a higher value compared to rural residential areas both objectively and subjectively. The element that has a high value on the quality of life of residents of subsidized housing in urban residential areas is the economic aspect while the element that has a high value on the quality of life of residents of subsidized housing in rural residential areas is the social aspect. Factors that affect the level of quality of life of residents of subsidized housing are physical, social and economic aspects. The findings in this study are expected to be a consideration for the formulation of subsidized housing policies that are more oriented towards improving community welfare.

Keyword : *Quality of Life, Subsidized Housing, Urban Settlement Area, Rural Settlement Area, Rejang Lebong Regency*