THE EFFECT OF COMMUNITY LIFESTYLE IN DECIDING TO CHOOSE DIPARANU RUCITRA APARTMENT

Briantito Adiwena*, Ispurwono Soemarno**, Muhammad Faqih**
*) Master Student, Department of Architecture, Institut Teknologi Sepuluh Nopember, Indonesia
**) Lecturer, Department of Architecture, Institut Teknologi Sepuluh Nopember, Indonesia
e-mail: briantito.adiwena11@arch.its.ac.id

ABSTRACT

Property growth of 12% - 20% throughout the year 2012. In Surabaya, the growth of property can reach above 15%. But the lack of residential land in Surabaya, the property developers began to turn to the concept of vertical housing, one of which was an apartment. The development of apartments in Surabaya is inseparable from economic development and people's lifestyles. The public interest in the apartments is very high. The level of the average apartment sales had reached about 80-90 percent. However, the occupancy rate of apartments in Surabaya on average is still below 50 percent. Diparanu Rucitra apartments (DR Apartemen), is the first middle-class apartments that sell an apartment complete with furniture.
This research is a quantitative study with a cross-tabulation method. The study aims to explain the relationship between the phenomenon of lifestyle apartments with the decision to choose DR Apartement. Cross-tabulation method to look for similarities and differences in lifestyle of the owners / tenants who inhabit and the owner who does not occupy DR Apartement.
The survey results revealed that there is influence people's lifestyles in the decision to choose either the residential DR Apartement or as an investment asset. There are some differences and similarities that people's lifestyles in terms of the approach to activities, interests and opinions.

Keywords: apartments, lifestyle, choosing

ABSTRAK

Pertumbuhan properti mencapai 12% - 20% sepanjang tahun 2012. Di Surabaya, pertumbuhan properti bisa mencapai di atas 15%. Tapi karena kurangnya lahan perumahan di Surabaya, pengembang properti mulai beralih ke konsep perumahan vertikal, salah satunya adalah apartemen. Pengembangan apartemen di Surabaya tidak terlepas dari pembangunan ekonomi dan gaya hidup masyarakat. Kepentingan publik dalam apartemen sangat tinggi. Tingkat penjualan rata-rata apartemen telah

mencapai sekitar 80-90 persen. Namun, tingkat hunian apartemen di Surabaya rata-rata masih di bawah 50 persen. Diparanu Rucitra apartemen (DR Apartemen) adalah apartemen kelas menengah pertama yang menjual apartemen lengkap dengan perabotan.

Penelitian ini merupakan studi kuantitatif dengan metode tabulasi silang. Penelitian ini bertujuan untuk menjelaskan hubungan antara fenomena apartemen gaya hidup dengan keputusan untuk memilih DR Apartemen. Metode tabulasi silang untuk mencari persamaan dan perbedaan dalam gaya hidup pemilik/penyewa yang mendiami pemilik yang tidak menempati DR Apartemen.

Dari hasil penelitian diketahui bahwa ada pengaruh gaya hidup masyarakat dalam keputusan untuk memilih antara perumahan DR Apartemen atau sebagai aset investasi. Ada beberapa perbedaan dan persamaan yang gaya hidup masyarakat dalam hal pendekatan dengan kegiatan, minat dan pendapat.

***Kata kunci:** apartemen, gaya hidup, pilihan*

INTRODUCTION

Property growth of 12% - 20% throughout the year 2012. For big cities like Jakarta, Surabaya and Medan, the growth of the property sector can reach above 15% (Anastasia, 2013). However, because of the limited allotment of residential land in the city of Surabaya, the property developers began to turn to the concept of vertical housing, one of which was an apartment. Apartment Development continued to increase to the phenomenon of residential development in Surabaya, especially the development of middle and upper class apartment. According Rajardja in 2011 (kontan.co.id, March 1, 2011), as the the property consultant said that the rapid growth of population and migrants in big cities and their limited land make the trend stay in apartments increasingly crowded. It is also expressed by Satriagung (surabaya-post.co.id, October 17, 2011) as the Head of DPD of Real Estate Indonesia (REI) East Java which states that in 2011 the average occupancy of the middle and upper price range for Rp.300.000.000 to Rp .400.000.000 lot sold. The development of apartments in Surabaya is inseparable from the people factor as consumers especially middle and upper class society. He also argues that the development of apartments affected by the economic development and people's lifestyles are increasing.

According Noviar (1997 in Mardiani, 2007), lifestyle is a frame of reference that are consciously or unconsciously shaped by individuals who are relatively free to do with certain structural aspects. This reference framework will strengthen the identity and individual communication styles and allows people to follow a certain pattern of behavior. To understand how lifestyle, needed programs or instruments for measuring lifestyle developed, one of which is the approach of Activities, Interests, and Opinions (AIO). Approach Activities, Interests, and Opinions according Kasali (1998, in Susanto, 2013), the market researchers who embrace the lifestyle approach tends to classify consumers based AIO variables, ie the activities, interests / interests, and opinions. Activity questions, ask what the consumers, what consumers, and how consumers spend their time. The question of interest, asking consumer

preferences and priorities. As for the opinion questions, ask the views and feelings of consumers about various topics events that take place in the environment, economic issues, social and moral. Dimensional measurement lifestyle are presented in the Table 1 below.

Table 1. Dimension Measurement Lifestyle AIO

Activity	Interest	Opinion	Demographics
Job	Family	Themselves	Age
Hobbies	Residential	Social issues	Education
Social activities	Job	Politics	Income
Vacation	Community	Business	Position
Entertainment	Recreation	Economy	Family size
Club membership	Mode	Education	Place of residence
Community	Food	Product	Geography
Shopping	Media	Future	The size of the city
Sports	Achievement	Culture	Life cycle

Source: William D. Wells and Douglas. Tigert (1971). "Activities, Interest, and Opinions", Journal of Advertising Research 11, pp. 27-35 (in Suryani, 2013)

Issues and Purpose of Research

The apartments are one of the solutions due to limited land allotment residential dwelling. In Surabaya, the construction of apartments besides fulfilling the needs of residential influenced factors also influenced by people's lifestyles. The property developer build a apartments in a strategic location and equip it with facilities and advantages. This phenomenon causes the public interest in apartments is high enough, it can be seen in the sales of apartments that average has reached its sales target of about 80-90 percent. But in fact not all of the people choose to live in apartments. It can be seen from the apartment occupancy rate in Surabaya on average is still below 50 percent (kabarbisnis.com, 2009 and survey, 2013). This is also true in the DR Apartment, with residential facilities and advantages that are not as good as the other apartments, also have occupancy levels below 50 percent, but increased to reach approximately 60 percent on a weekend (surveys and interviews, 2014). From these details we can conclude the core issues raised in this study, namely the high public interest in especially apartment DR Apartment, contrary to the people's desire to live in an apartment.

From the formulation of the above problem, it can be questioned some of the following:
1. How does the owner or occupant lifestyle DR Apartments are deciding to have or occupy DR Apartments?
2. Are there lifestyle relationships that are formed in the apartment with the public's decision to choose DR apartments?

While the purposes of the research are as follows:
1. Knowing the lifestyle of the owner or occupant in deciding to stay or not to stay in DR apartments.

2. Knowing people's lifestyles relationships with decision-making in choosing DR apartments.

     The benefits of this research are as follows :

1. Can divide the group of potential buyers based on their lifestyle, so as to strengthen the statement Kotler (2006) regarding the market segmentation is divided into distinctive groups based on the needs, characteristics, or behavior. Of market segmentation which has been determined may affect the market targeting and positioning, in accordance with modern marketing strategies STP (Segmenting, Targeting, Positioning).
2. Give an idea of the lifestyle of people living in an apartment and what are the main factors in choosing living apartments and the results of this study will be used by the developer as the segmentation analysis occupants to be addressed related to the development of projects of similar apartment in the same area on 2015.

THEORY/ RESEARCH METHODS

Scope of Research

The scope of the study area is located in East Surabaya, with DR apartments as a case study.

Population and Sample

Population is a generalization region consisting of objects or subjects that have certain qualities and characteristics are determined by the researchers to be studied and then drawn conclusions (Sugiono, 2009). In this study, a population that is taken is all respondents who were the owners and occupants of DR apartments.

     Definition of the sample according to Sugiyono (2009) is part of the number and characteristics possessed by the population. The sample was selected using purposive sampling method, the sampling technique that is based on the consideration or certain criteria. In this study, the criteria and limits are determined :

1. An occupant / owner of apartment units with consideration to avoid respondents whose status is guests / colleagues who live in the apartment. The purpose of this restriction is to maximize the survey data and interviews related factors that influence to stay in the apartment.
2. Age of the respondents were competent to answer the questionnaire in order to obtain results the actual answer, based on the maturity of thought, opinion and make a decision. So the results of surveys and interviews really of the ideas themselves.
3. One apartment unit represented by the respondent with a view to obtain efficient results. So the number of population into the number of units represented. Things into consideration is the first unit there are several members who have a similar answer almost as influential factors in the decision determining family dwelling,

resulting in 1 unit fairly represented by one respondent who is the head of household/dwelling unit owners.

For the determination of the sample, it is used with due consideration Slovin calculation Slovin still gives the freedom to determine the value of the margin of error or estimation error (Setiawan, 2007) :

$$n = \frac{N}{1 + N(e)^2}$$

with :
n   = total sample
N   = total population
e   = margin eror

Value of the error rate in this study was 10%, it indicates the level of confidence of 90%. The population in this study were residents DR apartments by the number of units to reach 528 units. The sample calculations for DR apartments are as follows :

$$n = \frac{N}{1 + N(e)^2}$$
$$n = \frac{528}{1 + 528(0.1)^2} = \frac{528}{6,28}$$
$$n = 84,07653312101911 = 84 \text{ sample}$$

Data Analysis

This research is a quantitative study with a cross-tabulation method. Quantitative research aims to clarify the relationship between the phenomenon of apartments lifestyle with the decision to choose DR apartments. While the cross-tabulation method to look for similarities and differences in lifestyle of the owners / tenants who inhabit the DR owners who do not inhabit the apartments are then linked to the research problem.

Data assessment questionnaire using a Likert scale to measure attitudes, opinions, and perceptions of the respondents apartments. With the Likert scale, variables to be measured are translated into an indicator variable. Then the indicators are taken as a reference to develop the questionnaire items in the form of a statement. Answer each item questionnaire that uses a Likert scale has gradations from very negative to very positive, which is composed as follows :
1. Strongly Disagree
2. Disagree
3. Less Agree
4. Agree
5. Strongly Agree

RESULTS AND DISCUSSION

Through the approach AIO (Activity, Interest, and Opinion), researchers are looking for people's lifestyles are interested in the DR apartments. Respondents will be divided into two groups: the group and the group that has inhabited the unit but not inhabit. Here is a picture of the lifestyle enthusiasts DR apartments are divided based approach to activities, interests and opinions.

Activity

The goal of the approach is to identify trends in activity respondents daily routines and social environments know that formed in the DR apartments. Below is a description of the activity indicator that describes the pattern of lifestyle in the apartment.

The first indicator is trying to figure out the routine work of the respondent, which the researchers submitted a statement regarding the respondents' agreement that the activity has a duration of time between the morning until late afternoon. Results of routine indicators such work can be seen in Table 2 below.

Table 2. Routine Work

Cross Tabulation Work Routines								
			Work Routines					Total
			Strongly Disagree	Disagree	Less Agree	Agree	Strongly Agree	
Category of Respondents	Apartment Dwellers	Count	2	1	7	18	14	42
		% of Total	2,7%	1,4%	9,5%	24,3%	18,9%	56,8%
	Apartment Owners are not Inhabiting	Count	0	6	12	10	4	32
		% of Total	0,0%	8,1%	16,2%	13,5%	5,4%	43,2%
Total		Count	2	7	19	28	18	74
		% of Total	2,7%	9,5%	25,7%	37,8%	24,3%	100,0%

Source: Calculation of SPSS (2014)

From Table 2 above it can be seen that the group of respondents who inhabit apartments tend to have a solid routine between morning to evening. While the group of respondents who do not inhabit tend to not have a solid routine between morning to evening.

Then the researchers tried to determine the activity of respondents interaction with other residents in the apartment. Researchers submitted a statement that respondent interacted socially with other residents at certain times. Results of social interaction can be seen in Table 3 below.

Table 3. Social Interaction between Occupants

Cross Tabulation Social Interaction			Social Interaction					Total
			Strongly Disagree	Disagree	Less Agree	Agree	Strongly Agree	
Category of Respondents	Apartment Dwellers	Count	2	9	12	17	2	42
		% of Total	2,7%	12,2%	16,2%	23,0%	2,7%	56,8%
	Apartment Owners are not Inhabiting	Count	16	15	1	0	0	32
		% of Total	21,6%	20,3%	1,4%	0,0%	0,0%	43,2%
Total		Count	18	24	13	17	2	74
		% of Total	24,3%	32,4%	17,6%	23,0%	2,7%	100,0%

Source: Calculation of SPSS (2014)

From Table 3 above it can be seen that the group of respondents who inhabit apartments tend to be concerned with the social interaction that is formed in the DR apartments. While the group of respondents who do not inhabit tend to not care about the social interaction that is formed in the DR apartments.

To find entertainment related activities in the apartment, which is in the utilization of the facilities and means of apartments. Researchers submitted a statement that respondents utilize the facilities and infrastructure in the apartment at certain times. Results of routine indicators in the apartment can be seen in Table 4 below.

Table 4. Use of Apartments Facilities

Cross Tabulation Use of Apartments Facilities			Use of Apartments Facilities					Total
			Strongly Disagree	Disagree	Less Agree	Agree	Strongly Agree	
Category of Respondents	Apartment Dwellers	Count	1	3	11	24	3	42
		% of Total	1,4%	4,1%	14,9%	32,4%	4,1%	56,8%
	Apartment Owners are not Inhabiting	Count	12	16	4	0	0	32
		% of Total	16,2%	21,6%	5,4%	0,0%	0,0%	43,2%
Total		Count	13	19	15	24	3	74
		% of Total	17,6%	25,7%	20,3%	32,4%	4,1%	100,0%

Source: Calculation of SPSS (2014)

From table 4 above it can be seen that the group of respondents who inhabit apartments tend to utilize the facilities and the means provided by DR apartments.

While the group of respondents who do not inhabit tend not to utilize the facilities and the means provided by DR apartments.

To find out how the respondents meet their daily needs by utilizing the means of fulfilling the needs (mini markets, supermarkets, etc.) around the neighborhood apartment, the researchers submitted a statement that needs a means of fulfilling the requirements must be easily accessible / apartments are in close environments. The results of the indicator grocery shopping these days can be seen in Table 5 below.

Table 5. Daily Shopping Needs

Cross Tabulation Daily Shopping Needs								
			Daily Shopping Needs					Total
			Strongly Disagree	Disagree	Less Agree	Agree	Strongly Agree	
Category of Respondents	Apartment Dwellers	Count	3	1	5	18	15	42
		% of Total	4,1%	1,4%	6,8%	24,3%	20,3%	56,8%
	Apartment Owners are not Inhabiting	Count	0	0	11	14	7	32
		% of Total	0,0%	0,0%	14,9%	18,9%	9,5%	43,2%
Total		Count	3	1	16	32	22	74
		% of Total	4,1%	1,4%	21,6%	43,2%	29,7%	100,0%

Source: Calculation of SPSS (2014)

From Table 5 above can be seen that the group of respondents who inhabited or not inhabited apartments tend to require a means of fulfilling the daily needs available in apartments DR environment. From the interview, according to the group of respondents who inhabit an apartment, a means of fulfilling the daily needs becomes a necessity because it can save time for shopping. As for the group of respondents who do not inhabit the apartment, where the means of fulfilling the daily needs can raise the price of rental apartments.

To understand the activity of the respondent in the exercise, the researchers submitted a statement regarding the availability of sports facilities such as swimming pool and gym in/around the apartment. The results of the exercise indicator approach can be seen in Table 6 and Table 7 below.

Table 6. Facilities Swimming Pool

Cross Tabulation Swimming Pool Facilities							
			Swimming Pool Facilities				Total
			Strongly Disagree	Less Agree	Agree	Strongly Agree	
Category of Respondents	Apartment Dwellers	Count	2	7	16	17	42
		% of Total	2,7%	9,5%	21,6%	23,0%	56,8%

Table 6. Continue

			Swimming Pool Facilities				Total
			Strongly Disagree	Less Agree	Agree	Strongly Agree	
Total	Apartment Owners are not Inhabiting	Count	0	8	14	10	32
		% of Total	0,0%	10,8%	18,9%	13,5%	43,2%
		Count	2	15	30	27	74
		% of Total	2,7%	20,3%	40,5%	36,5%	100,0%

<p align="center">Source: Calculation of SPSS (2014)</p>

Tabel 7. Gym Facilities

			Gym Facilities					Total
			Strongly Disagree	Disagree	Less Agree	Agree	Strongly Agree	
Category of Respondents	Apartment Dwellers	Count	1	1	17	21	2	42
		% of Total	1,4%	1,4%	23,0%	28,4%	2,7%	56,8%
	Apartment Owners are not Inhabiting	Count	0	0	6	20	6	32
		% of Total	0,0%	0,0%	8,1%	27,0%	8,1%	43,2%
Total		Count	1	1	23	41	8	74
		% of Total	1,4%	1,4%	31,1%	55,4%	10,8%	100,0%

<p align="center">Source: Calculation of SPSS (2014)</p>

From tables 6 and 7 above it can be seen that the group of respondents who inhabited or not inhabited apartments tend to require sports facilities available in the apartment such as swimming pool and a gym. From the interview, according to the group of respondents who inhabit apartments, sports facilities became a necessity because it can save time for exercise. As for the group of respondents who do not inhabit the apartment, where sports facilities can raise the price of rental apartments.

Interests

Approach by examining respondents' interest in the apartment aims to determine how the attitudes of respondents in determining priorities/trends in deciding to own/ occupy an apartment, especially in DR apartments. Below is a description of the indicator of interest that describes the pattern of lifestyle in the apartment.

The first indicator of respondents' interest in trying to determine how important the environment apartments with high privacy, the researchers submitted a

statement regarding the need for a high privacy to respondents. Results of environmental indicators such apartments can be seen in Table 8.

Table 8. Environmental Apartments

Cross Tabulation Environmental Apartments								
			Environmental Apartments					Total
			Strongly Disagree	Disagree	Less Agree	Agree	Strongly Agree	
Category of Respondents	Apartment Dwellers	Count	4	4	11	13	10	42
		% of Total	5,4%	5,4%	14,9%	17,6%	13,5%	56,8%
	Apartment Owners are not Inhabiting	Count	0	0	12	13	7	32
		% of Total	0,0%	0,0%	16,2%	17,6%	9,5%	43,2%
Total		Count	4	4	23	26	17	74
		% of Total	5,4%	5,4%	31,1%	35,1%	23,0%	100,0%

Source: Calculation of SPSS (2014)

From table 8 above can be seen that the group of respondents who inhabited or not inhabited apartments tend to require a quiet environment and have a high level of privacy. From interviews to the group of respondents who inhabit apartments, quiet environment and have a high level of privacy becomes a necessity because respondents need time to rest after a day of activities. As for the group of respondents who do not inhabit the apartment, quiet neighborhood and has a high level of privacy that can raise the price of rental apartments.

Then to determine the interest of the respondents in his interest in the apartment whether influenced job/profession of the respondents, the researchers submitted a statement on the matter. The results of the indicator demands of work/ profession in determining the occupancy of the apartment can be seen in Table 9 below.

Table 9. Demands Job/Profession

Cross Tabulation Demands Job / Profession								
			Demands Job / Profession					Total
			Strongly Disagree	Disagree	Less Agree	Agree	Strongly Agree	
Category of Respondents	Apartment Dwellers	Count	7	11	11	11	2	42
		% of Total	9,5%	14,9%	14,9%	14,9%	2,7%	56,8%
	Apartment Owners are not Inhabiting	Count	15	17	0	0	0	32
		% of Total	20,3%	23,0%	0,0%	0,0%	0,0%	43,2%

Table 9. Continue

Cross Tabulation Demands Job / Profession							
		Demands Job / Profession					Total
		Strongly Disagree	Disagree	Less Agree	Agree	Strongly Agree	
Total	Count	22	28	11	11	2	74
	% of Total	29,7%	37,8%	14,9%	14,9%	2,7%	100,0%

Source: Calculation of SPSS (2014)

From Table 9 above can be seen that the group of respondents who inhabit or not inhabit the apartment was not influenced by the work / profession in selecting an apartment. From interviews to the group of respondents who inhabit an apartment, it is known that the respondents chose the apartment because it requires a high level of privacy, availability of facilities and facilities in the apartments and the ease of maintenance of apartments such as water bill payments, purchase of electrical pulses and monthly dues for maintenance and cleanliness. As for the group of respondents who do not inhabit, it is known that the decision to have the apartment units tend to be caused by a desire to invest.

Then to determine the respondents' interest in the facilities available in the apartment, the researchers filed a statement of the extent to which the importance of the facilities and means of apartments offered to respondents. The results of this indicator can be seen in Table 10 below.

Table 10. Facilities Offered

Cross Tabulation Facilities Offered							
		Facilities Offered					Total
		Strongly Disagree	Disagree	Less Agree	Agree	Strongly Agree	
Category of Respondents	Apartment Dwellers	Count	5	4	14	19	0	42
		% of Total	6,8%	5,4%	18,9%	25,7%	0,0%	56,8%
	Apartment Owners are not Inhabiting	Count	0	0	8	14	10	32
		% of Total	0,0%	0,0%	10,8%	18,9%	13,5%	43,2%
Total		Count	5	4	22	33	10	74
		% of Total	6,8%	5,4%	29,7%	44,6%	13,5%	100,0%

Source: Calculation of SPSS (2014)

From Table 10 above it can be seen that the group of respondents who inhabit or not inhabit the apartments are not concerned about the facilities and the facilities offered in the apartment. From interviews to the group of respondents who inhabit an apartment, it is known that the respondents chose the apartments tend to be caused because the apartment is more practical than the housing. As for the group of

respondents who do not inhabit, it is known that the decision to have the apartment units tend to be caused by a desire to invest.

Opinion

Approach is based on the opinions of respondents aimed to determine the viewing angle/mindset respondents in response issues/trends currently developing apartments, especially in the respondent's decision to choose DR apartments. Below is a description of the indicators that describe the pattern of opinion in an apartment lifestyle.

To know the opinion of the respondents apartments standpoint, the researchers filed a statement of opinion regarding the respondents stated that the current apartment is residential in accordance with the necessities of life of the respondents. Results from the viewpoint indicators can be seen in Table 11 below.

Table 11. Perspective Occupants / Owner the Apartment

Cross Tabulation Perspective Occupants / Owner the Apartment								
			Perspective Occupants / Owner the Apartment					Total
			Strongly Disagree	Disagree	Less Agree	Agree	Strongly Agree	
Category of Respondents	Apartment Dwellers	Count	2	7	7	18	8	42
		% of Total	2,7%	9,5%	9,5%	24,3%	10,8%	56,8%
	Apartment Owners are not Inhabiting	Count	9	12	11	0	0	32
		% of Total	12,2%	16,2%	14,9%	0,0%	0,0%	43,2%
Total		Count	11	19	18	18	8	74
		% of Total	14,9%	25,7%	24,3%	24,3%	10,8%	100,0%

Source: Calculation of SPSS (2014)

From Table 11, it is evident that differences in opinion among respondents who inhabit an apartment with respondents who did not occupy the apartment. According to the respondents who inhabit apartments, residential apartments is in accordance with the needs of the respondent. Respondents were solid routine service requires a practical and fast-paced so that according to the respondents apartments became one of the option that is able to meet these demands. Meanwhile, according to the respondents who do not inhabit the apartment, the apartment is a temporary dwelling used by the respondent during the holidays to rest and enjoy the facilities and amenities of apartments, so that it is less suitable apartment when used as a primary residence.

Then to determine the respondents' opinions on the latest housing trends, the researchers submitted a statement that the respondent followed the trend to stay in the apartment. The results of the latest housing trends in indicators can be seen in Table 12.

Table12 Trends in Residential

Cross Tabulation Trends in Residential			Trends in Residential					Total
			Strongly Disagree	Disagree	Less Agree	Agree	Strongly Agree	
Category of Respondents	Apartment Dwellers	Count	11	14	9	6	2	42
		% of Total	14,9%	18,9%	12,2%	8,1%	2,7%	56,8%
	Apartment Owners are not Inhabiting	Count	0	0	3	14	15	32
		% of Total	0,0%	0,0%	4,1%	18,9%	20,3%	43,2%
Total		Count	11	14	12	20	17	74
		% of Total	14,9%	18,9%	16,2%	27,0%	23,0%	100,0%

Source: Calculation of SPSS (2014)

From Table 12 it is evident that differences in opinion among respondents who inhabit an apartment with respondents who did not occupy the apartment. According to the respondents who inhabit an apartment, the decision to choose an apartment instead based on trend but due to residential needs. As for respondents who do not inhabit the apartment, one of the decision to have the apartment is a growing trend of apartments in the community.

Then to determine the respondents' opinion that investment opportunities arising in the apartment, the researchers submitted a statement that the apartments have better investment opportunities than residential. The results of the indicators of investment opportunities can be seen in Table 13 below.

Table 13. Investment Opportunities

Cross Tabulation Investment Opportunities			Investment Opportunities					Total
			Strongly Disagree	Disagree	Less Agree	Agree	Strongly Agree	
Category of Respondents	Apartment Dwellers	Count	5	10	10	14	3	42
		% of Total	6,8%	13,5%	13,5%	18,9%	4,1%	56,8%
	Apartment Owners are not Inhabiting	Count	0	0	2	12	18	32
		% of Total	0,0%	0,0%	2,7%	16,2%	24,3%	43,2%
Total		Count	5	10	12	26	21	74
		% of Total	6,8%	13,5%	16,2%	35,1%	28,4%	100,0%

Source: Calculation of SPSS (2014)

From Table 13 it can be seen that the group of respondents who inhabited or not inhabited apartments agree when apartments become more profitable investment

opportunities than residential. From interviews it is known that under consideration respondent to choose to invest in an apartment is the selling price of apartments is still high and if the rent is also easy to control.

Then to determine the respondents' opinions on the design of the apartment, the researchers submitted a statement that the respondents also consider choosing an apartment building and the interior design of the apartments. The results of the indicator apartment design can be seen in Table 14 below.

Table 14. Apartments Design

Cross Tabulation Apartments Design			Apartments Design					Total
			Strongly Disagree	Disagree	Less Agree	Agree	Strongly Agree	
Category of Respondents	Apartment Dwellers	Count	3	6	8	16	9	42
		% of Total	4,1%	8,1%	10,8%	21,6%	12,2%	56,8%
	Apartment Owners are not Inhabiting	Count	0	0	6	13	13	32
		% of Total	0,0%	0,0%	8,1%	17,6%	17,6%	43,2%
Total		Count	3	6	14	29	22	74
		% of Total	4,1%	8,1%	18,9%	39,2%	29,7%	100,0%

Source: Calculation of SPSS (2014)

From Table 14 it can be seen that the group of respondents who inhabited or not inhabited apartment buildings and disagree if the apartment interior design becomes one of the things that need attention. From interviews it is known that the design of buildings and interiors attractive apartments can help increase the selling price or rental apartments.

Then to determine the respondents' opinions on the sustainability of the apartment, the researchers propose that the statement of the respondent as a residential apartment for 10 years. The results of the apartments sustainability indicators can be seen in Table 15 below.

Table 15. Apartments Sustainability

Cross Tabulation Apartments Sustainability			Apartments Sustainability					Total
			Strongly Disagree	Disagree	Less Agree	Agree	Strongly Agree	
Category of Respondents	Apartment Dwellers	Count	9	8	8	15	2	42
		% of Total	12,2%	10,8%	10,8%	20,3%	2,7%	56,8%
	Apartment Owners are not Inhabiting	Count	0	0	13	12	7	32
		% of Total	0,0%	0,0%	17,6%	16,2%	9,5%	43,2%

Table 15. Continue

Cross Tabulation Apartments Sustainability							
		Apartments Sustainability					Total
		Strongly Disagree	Disagree	Less Agree	Agree	Strongly Agree	
Total	Count	9	8	21	27	9	74
	% of Total	12,2%	10,8%	28,4%	36,5%	12,2%	100,0%

Source: Calculation of SPSS (2014)

From Table 15 it is evident that differences in opinion among respondents who inhabit an apartment with respondents who did not occupy the apartment. According to the respondents who inhabit an apartment, the apartment is a residential long-term due to the activity of the respondents who would always require residential solid with a high degree of privacy and is supported with tools and facilities that can facilitate the respondents to meet their daily needs. As for respondents who do not inhabit apartments, apartments selected for profitable investment value, so that if in the next few years, the declining value of the apartment does not rule out the possibility for immediate sale and look for another apartment that has a better investment value.

From a description of the lifestyle of the respondents who inhabit the apartments that do not inhabit DR, then conducted cross-tabulations to identify trends of lifestyle of respondents who do not inhabit inhabit the DR apartments that can be found differences in the tendency of each approach AIO (Activity, Interest, Opinion).

Through the activity approach, can be found lifestyle differences and tendencies of respondents who inhabit an apartment unit owners but not inhabit. Judging from the routine of work, respondents who inhabit apartments tend to have a solid routine (between morning to evening), while respondents who do not inhabit tend to not have a solid routine. In terms of the needs of social interaction in the form of apartments, respondents who inhabit apartments tend to care about the social interaction that is formed in the DR apartments, in contrast to respondents who do not inhabit tend to not care about social interaction in DR apartments. Judging from the apartment facility utilization, respondents who inhabit apartments tend to benefit from apartments, while respondents who do not inhabit tend to not care with complete facilities and service apartments. Judging from the daily shopping needs, respondents who inhabit an apartment and do not inhabit the apartments tend to require a means of fulfilling their daily needs. Judging from the needs of the swimming pool and gym facilities, respondents who inhabit an apartment and do not inhabit the apartments tend to require a swimming pool and gym facilities.

Judging from the apartment environment, respondents who inhabit apartments and respondents who do not inhabit tend to want high privacy in the apartment. Judging from the demands of work / profession, respondents who inhabit apartments and respondents who do not inhabit tend not influenced job / profession in selecting an apartment. Judging from the facilities offered, respondents who inhabit an

apartment or respondents who do not inhabit tend not to question the facilities and tools offered in the apartment.

Judging from a personal standpoint, respondents who inhabit apartments agree with the necessities of life today, in contrast to respondents who do not inhabit tend to argue that the apartment does not fit the needs of life today. In terms of social factors, respondents tended to inhabit apartments disagree if the apartment is a residential trend followed today, in contrast to respondents who do not inhabit tend to think that having an apartment is influenced by the current housing trends.

CONCLUSIONS

Conclusion

There are two different lifestyles among respondents who inhabit DR apartments with respondents who have not yet inhabit DR apartments. More can be seen in Table 16, 17 and 18.

Table 16. Synthesis of Cross Tabulation Activity Variable

Activity	Staying in Apartments	Not Staying in Apartments
Jobs	Tend to have a solid routine (between morning to evening)	Tend don't have a solid routine
Social interaction	Tend to be care with the social interaction that is formed in the DR apartments	Tend don't care with the social interaction that is formed in theDRapartments
Utilization of facilities	Tend to utilize the apartments facility	Tend not to utilize the apartments facility
Daily needs	Tend to require facilities fulfilling the daily needs	Tend not require facilities fulfilling the daily needs
Swimming pool facility	Tend to need a swimming pool	Tend don't need a swimming pool
Gymfacilities	Tend to need gym facilities	Tend not need gym facilities

Source: Research Analysis

Table 17. Synthesis of Cross Tabulation Interest Variable

Interest	Staying in Apartments	Not Staying in Apartments
Environment apartments	Tend to want high privacy in the apartment	Tend to want high privacy in the apartment
Jobs	Tend not influenced job/ profession in choosing an apartment	Tend not influenced job/ professionin choosing an apartment

Table 17. Continue

Interest	Staying in Apartments	Not Staying in Apartments
The facilities offered	Tend not concerned about the facilities offered at the apartment	Tend not concerned about the facilities offered at the apartment

Source: Research Analysis

Table 18. Synthesis of Cross Tabulation Opinion Variable

Opinion	Staying in Apartments	Not Staying in Apartments
Personal viewpoint	Tend to argue that it is a residential apartment which is in accordance with the necessities of life today	Tend to argue that the apartment does notfit the needs of life today
Housing trends	Tended to agree if the apartment is a trend that is followed by current residence	Tend to argue that having an apartment is influenced bythe current housing trends
Investment opportunities	Tended to agree if the apartment is more profitable investment opportunities	Tended to agree if the apartment is more profitable investment opportunities
Apartment design	Tend to agree that in determining an apartment, need to pay attention to the design of the building and the interior of the apartment units	Tend to agree that in determining an apartment, need to pay attention to the design of the building and the interior of the apartment units
Sustainability apartments	Tended to agree if the apartment is for long-term residential	Tend to argue that the apartments are not for long-term residential

Source: Research Analysis

Recommendations

1. For academics, this study can be used as a reference empirical studies related to lifestyle apartment dwellers upper middle class. But there needs to be further identified both in terms of sample design, selection of objects, methods of analysis, and scale data computation.
2. For the property developer, especially for middle-class apartment, the lifestyle of consumers into consideration in determining the apartment can be used as a basis or reference for developing their products.

REFERENCES

Anastasia, N. (2013), Peta Persepsi Konsumen Terhadap Atribut Rumah Tinggal di Surabaya, *Jurnal Manajemen dan Kewirausahaan*, **15(2)**, September 2013, Universitas Kristen Petra, Surabaya.

kabarbisnis.com (2009), *Okupansi apartemen Surabaya 2009 di bawah 50%*, <http://is.gd/JcUtV8>.

kontan.co.id (2012), *Berita Industri, Properti, Tren gaya hidup bergeser, hunian apartemen jadi primadona*, <http://goo.gl/BzzP1>.

Kotler, Philips (2006), *Marketing Management-Twelfth Edition*, Pearson Education Inc., Upper Saddle River, New Jersey, U.S.A.

Mardiani, S. and Sihombing, A (2007), City Walk dalam Gaya Hidup Perkotaan : Tinjauan Terhadap Pusat Perbelanjaan Kota, *Jurnal Ilmiah Arsitektur*, **4(2)**, Juli 2007, Universitas Pelita Harapan, Tanggerang.

Setiawan, N. (2007), Penentuan Ukuran Sampel Memakai Rumus Slovin dan Tabel Krejcie-Morgan: Telaah Konsep dan Aplikasinya, Paper for*Diskusi Ilmiah Jurusan Sosial*, Universitas Padjadjaran, Bandung.

Sugiyono (2009), *Metode Peneitian Administrasi*, CV Alfabeta, Bandung.

surabayapost.co.id (2011), *Hunian Eksklusif Semakin Diminati*, <http://goo.gl/r16bd>.

Suryani, T. (2013), *Perilaku Konsumen di Era Internet Implikasinya pada Strategi Pemasaran*, Graha Ilmu, Yogyakarta.

Susanto, A. S. (2013), Membuat Segmentasi Berdasarkan Life Style (Gaya Hidup), Jurnal JIBEKA, **7(2)**, Agustus 2013, Lembaga Penelitian, Pengembangan, dan Pengabdian Masyarakat LP3M STMIK – STIE ASIA, Malang.