

ABSTRACT

Housing is one of the areas of residential property investment is still in great demand by the public, and the needs are very important to the community, especially in Indonesia. Bandung has now become one of the city's economic turnaround continued to increase. The effect, though it's been solid, Bandung, but demand for property continues to increase mainly housing.

The purpose of this research is to find out how the combination of the attributes of housing that generate the highest customer value index, as well as knowing the attributes be value drivers of the housing.

This research is a quantitative reasearch using conjoint method with SPSS. The samples obtained in this research is as much 396 respodent. Then, the results of this study indicate that the highest customer value index is found in the combination of card number one of 0,311, with the mobility gap with city centre, community facilities with the availability of retail services, and social capital of the community who have a sense of safety or security. From the results of the study showed that community facilities is the value driver with usability value 0.139%.

Sugestions from this study are that housing developers or should developers can focus on business development, and can ensure the completeness of the facilities available in the housing. Because consumers want the availability of retail services or shop-a shop that's located around the housing.

Keywords: Analysis Conjoint, Facilities, Housing, Preferences