JURNAL PENELITIAN PROGRESSIF
Vol 4 No 2 (2025): March 2025 - August 2025 | DOI: https://doi.org/ 10.61992/jpp.v4i2.227
E-ISSN:2963-4369

STUDIES PREFERENCE STUDENT TO ELECTION RESIDENCE BOARDING HOUSE

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Abstract

This study aims to identify and analyze factors influencing student preferences in choosing boarding houses in Grogol and Tomang Villages, Grogol Petamburan District, West Jakarta. This study uses a mixed *methods approach* , combining quantitative and qualitative descriptive methods to gain a comprehensive understanding of student behavior and preferences. Based on the results of the research conducted, it was found that in the selected sample it was known that student income (pocket money) had a significant negative effect on student preferences in determining boarding houses and stated that if income (pocket money) increased, the tendency for students to choose boarding houses in Tomang Village was higher when compared to Grogol Village. Boarding house rental prices had a significant positive effect on student preferences in choosing boarding houses and stated that if boarding house prices increased, the tendency for students to choose boarding houses in Grogol Village was higher when compared to Tomang Village. The facilities offered by boarding houses had a significant positive effect on student preferences in choosing boarding houses and stated that if the boarding house facilities offered were better, the tendency for students to choose boarding houses in Tomang Village was higher when compared to Grogol Village. There was no significant and negative influence between lifestyle variables and student preferences in choosing boarding houses and stated that the high or low level of lifestyle would not increase student preferences in choosing Tomang or Grogol boarding house areas as boarding houses.Meanwhile, based on the concept of price elasticity of demand, boarding houses can be categorized as an elastic good, meaning that demand for boarding houses is highly sensitive to price changes. Based on the income elasticity of demand, boarding houses are classified as a primary necessity for students. This indicates that despite changes in income, demand for boarding houses remains relatively stable because housing is a basic need during the study period. Meanwhile, based on cross-elasticity, there is a substitution relationship between middle- to upper-class boarding houses and middle- to lower-class boarding houses. This means that if the price of middle- to upper-class boarding houses increases, students will tend to switch to middle- to lower-class boarding houses as an alternative, and vice versa.

Keywords : Preference Students, Election, Place Boarding house

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BACKGROUND

Every individual in fulfilling his needs never apart from Economic activity, one of which is the consumption of goods or services. Consumption is the activity of purchasing goods and services carried out by individuals and households with the aim of fulfilling the needs of those making the purchases or also the income that is spent (Dumairy, 1996:79). In fulfilling needs, each individual is always faced with various choices (preferences) available in the market. According to intensity level its uses, need individual consists of from the needs primary, secondary, And tertiary. Need primary is need Which must/obligatory fulfilled, It means If these needs are not met, humans will experience difficulties in their lives. According to the ILO *(International Labor Organization)* , primary needs are the minimum physical needs of society, related to the adequacy of basic needs for every society, both rich and poor. Secondary needs are needs that complement primary needs and are only fulfilled after primary needs are met. Tertiary needs arise after primary and secondary needs are met. In general, these tertiary needs are called luxury needs, because their fulfillment is focused on luxury goods that are only available to people with high incomes.

For every individual's needs Which very important For immediately fulfilled is residence / house. Apart from the need for food, a house / residence is a primary need. for every individual. So also for students who part studying in out of town Here, the existence of boarding houses is crucial and a primary need for students. A student is a student who has enrolled at a university and meets other requirements set by the university. Students, like members of the public or households, also engage in daily economic activities, including consumption. This is where students' need to choose a place to live is also a form of consumption activity. And of course, Consumption in the form of housing for a community or individual, including students, varies from one another. When choosing a boarding house, students are faced with various choices (preferences).

The city of Jakarta is known as the capital city of Indonesia, which consists of dozens of universities, so it is certain that this city is filled with many... Immigrant students come from various regions. Of course, boarding houses for incoming students are readily available here, especially around campus. In line with developments, it's quite easy to find mid- to upper-class boarding houses, with high rents and excellent facilities. This boarding house with expensive prices for students is in great demand and has become trend. This phenomenon naturally greatly influenced by budget Which owned. On the other hand, boarding houses with affordable rents and limited amenities are also in high demand. They seek boarding houses with competitive prices in the rental market and assess the relative merits of each property. Price perception is also important, as each price offered will result in increased demand for the product. (Fauji, Sihabudin 2023)

In the description above, there is a difference between students who choose to live in expensive boarding houses that offer complete facilities, or students who choose to live in cheap boarding houses. and offers limited facilities. Between two condition what exists, preferences student consumption between both are also different. Based on this background, it is necessary to examine further the factors which influences students' preferences in choosing boarding houses, as well as knowing consumption preferences in the two boarding house areas.

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LITERATURE REVIEW

Study Theory Preference *of* choice in economics begins by explaining a person's preferences (choices). Choice theory is the reciprocal relationship between preferences (choices) and the various constraints that influence a person's choices. Preferences range from simple to complex, demonstrating how a person might perceive or enjoy something they do. Not everyone is free to do everything they want and is constrained by time, income, and many other factors in determining their choices. The models used by economists must also illustrate how these constraints can determine how each individual makes choices based on their preferences (Nicholson, 2002:63). Meanwhile, preference in the KBBI (Big Indonesian Dictionary) means the right to be prioritized or prioritized over others; priority, choice, tendency, or liking. Consumer preference means a consumer's or buyer's choice of likes or dislikes (Anindhita, Nurhadi 2023). **There is 2 condition consumer reach balance consumer *(consumer equilibrium),* that is** : (1) can buy with source the power they have (income), And (2) satisfaction achieved as high as possible (Masyhuri, 2007:57).

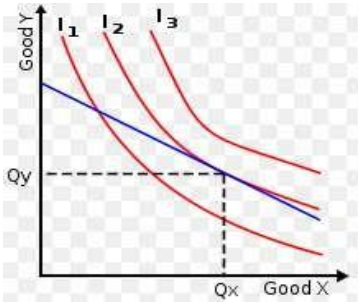

Figure 1 : **Curve Indifference**
Source : Nicholson, 2002 : 77.

From picture in on can explained that :
1. I_1 show satisfaction consumers have not optimal.
2. I_2 show consumer reach point maximum
3. I_3 shows that consumer budgets are not enough to meet needs goods X and Y.

Consumption Student in Study Theory Economy

In analyzing student consumption patterns, it cannot be separated from the economic theory that has been There is. In matter This review theory Which in accordance among them is theory consumption among them is :

a) Function Consumption John Maynard Keynes

Theory This state about existence two connection between consumption And income. Function Keynesian consumption often written as :

$$C = a + bY,\ C > 0,\ 0 < c < 1$$

Information :

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C = consumption
Y = income disposable
b = constant = trend consume marginal (Mankiw, 2007: 447-448)

b) Theory Hypothesis Income Permanent

Theory with the income hypothesis permanent put forward by Friedman. According to this theory, people's income can be classified into 2, namely permanent income *(permanent income)* and temporary income *(transitory income)* . Definition of permanent income is:

1. Income that is always received in a certain period and can be estimated in advance, for example income from salary and wages.
2. Income obtained from all factors that determine a person's wealth (which creates wealth). The definition of temporary income is income that is not can be predicted in advance. (Guritno Mangkoesoebroto, 1998: 72).

Behavior Consumer

Consumer behavior towards a particular item can be analyzed through utility theory , which discusses the satisfaction or pleasure a person obtains from consuming goods (Sukirno, 2000:78). Basically, there are two approaches used to explain consumer behavior, namely the *marginal utility approach* and *the indifference approach marginal utility* approach is based on the assumption that each consumer's satisfaction can be measured in monetary terms or other units. This approach assumes that consumers always strive to achieve maximum total satisfaction. The *indifference* approach, on the other hand, assumes that consumer satisfaction can be measured.

Theory Request

Demand theory explains the nature of buyers' demand for a product. Law request is the more low price something goods so the more Lots demand for the goods and vice versa if the price of something is higher The higher the demand for the item, the lower the demand for that item. A person's or a community's demand for an item is determined by several factors, including:

1. Price goods itself
2. Price goods other
3. Income
4. Appetite
5. Predictions about condition in future

Draft Elasticity in Economy

Elasticity is the sensitivity of the quantity of goods demanded or offered to changes in the price of a commodity.
Elasticity consists of from 4 type, that are :

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1. Elasticity Price – Request (Ep)

Price elasticity of demand is a measure of the change in quantity demanded due to a change in price or measures the percentage change in quantity demanded in relation to the percentage change in price.

Ep = (Q/ P) x (P/Q) or %(Q/Q) / %(P/P) If:
Ep > 1 →elastic
Ep = 1 →unitary elastic
Ep < 1 →inelastic

2. Elasticity Income – Request (Em)

Income elasticity of demand is a measure of the change in quantity demanded due to changes in income or measures the percentage change in quantity demanded in relation to the percentage change in income.

Em = (Q/ Y) x (P/Y) or %(Q/Q) / %(Y/Y) If:

a) Em > 0 (positive), meaning that if income increases, the quantity demanded will increase, including normal goods. These goods are divided into two categories:
   1. Em > 1 → goods luxury/ superior good
   2. 0 < Em < 1 → necessities/ necessary good
b) Em < 0 (negative), meaning that if income increases the quantity demanded will decrease, including inferior goods.

3. Elasticity Cross Request (Exy)

Cross elasticity of demand is a measure of the change in the quantity of a good demanded as a result of a change in the price of another good or the percentage change in the quantity of a good demanded in relation to the percentage change in the price of another good.

Exy = (Qx/ Py) x (Py/Qx) or %(Qx/Qx) / %(Py/Py) If:

a) If Exy > 0 (positive), it means that if the price of commodity y rises, then the quantity commodity If the demand for x also increases, then the relationship between goods x and y is that of substitute goods.
b) If Exy < 0 (negative), it means that if the commodity price y rises, the quantity of commodity x demanded falls, then the relationship between the two goods is complementary.
c) If Exy = 0, means that item x And goods y no connection.

4. Elasticity Offer

Elasticity offer is analog with elasticity request, only relationship price and quantity demanded are always positive. This is because the slope of the supply curve is positive.

Consumption and Lifestyle

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In sociology, consumption is not only seen as fulfilling physical and biological human needs, but is also related to socio-cultural aspects. relate with problem appetite, identity, or style life. According to economist, Taste is something that is stable, focused on utility value, formed individually, and seen as something exogenous. Meanwhile, according to sociologists, taste is something that can change. Peter Mueller (1989) in Henry (1992:132) , said There are 4 approaches to understanding lifestyle:

1. Approach psychologist development : action somebody No only caused by by technology, economics and politics, but also due to changes in values.
2. Quantitative approach social structure: measuring lifestyle based on consumption carried out by a person.
3. Approach qualitative world life : look at style life as s o c i a l environment .
4. Approach class : have view that style life is flavor culture of class structure interests.

METHOD STUDY

This study employed quantitative and qualitative descriptive methods. The study was conducted in the boarding house areas of Grogol and Tomang Villages, Grogol Petamburan District, West Jakarta City, DKI Jakarta. The researcher chose these two areas because these two boarding house areas are located around the Trisakti University and Tarumanegara University campuses, which consist of from lots of boarding houses with various shapes and ranges price. And in These two areas have many middle to upper boarding houses and lower-middle class boarding houses. This study was not conducted on the entire population, but rather on a sample of several students from the two sub-districts. These two sub-districts were selected as samples using a purposive sampling method. the area that taken with a specific purpose or goal. The area was taken as a sample because the researcher considered that the two areas The sample contains the information needed for the research. The sampling technique used was accidental sampling, which is a technique for determining respondents based on who is deemed suitable as a data source and will then be given a questionnaire. There is no uniformity in determining the exact sample size. statisticians. In this study, researchers took 60 samples, consisting of 30 samples in Grogol Village and 30 samples in Tomang Village. This study used a Likert scale. According to Kinnear (1995:320), this Likert scale is related to a person's statement about something, for example, agree-disagree, happy-displeased, and good-bad. And using statistical tests, namely descriptive statistics, difference tests, and logistic regression.

RESULTS STUDY AND DISCUSSION

Analysis Descriptive

In the discussion of descriptive statistics This will known frequency from gender, city of origin, semester taken, length of stay in boarding house, boarding house information, whether or not they have lived in other boarding houses, and distance of boarding house from campus.

Table 1. Results Analysis Descriptive

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Category	Tomang	Grogol
Type sex	70% Woman	67% Man
City origin	63% Non - Jakarta	83% of DKI Jakarta
Semester	63% Semester 1 And 2	50% Semester 5 to the top
Long stay	73% Less than 1 year	33% More from 3 years
Information boarding house	40% You know Alone	70% You know from Friend
Once stay in boarding house other	67% Never	63% Never
Distance boarding house	70% Far (> (500m)	80% Near (< (500m)

Source : Data roomy processed, 2025

Based on the gender of respondents, it is known that the majority of students in the boarding area in Tomang Subdistrict are mostly (70%) female. Meanwhile, in the boarding house area in Grogol Subdistrict, the majority (67%) are male. Based on city origin respondents known that students who observed who lives in a boarding house in area Tomang as much as 63% comes from from outside in DKI Jakarta like Central Java, East Java, Cirebon, Medan, and Kalimantan. Meanwhile in Grogol area as much as 83% comes from from cities in DKI Jakarta. Based on the semester level of respondents, it is known that the majority of students observed in the Tomang area are still in their first year of study. (semesters 1 and 2), which is 63%. Meanwhile, in the Grogol area, the number of students who studied was more than 6 semesters, which is 50%. Based on the length of stay of the respondents, it is known that the majority of the students observed in the area Tomang and occupy cost less than 1 year, which is 73%, this is because the majority are new students who have been staying for an average of 4-5 months, whereas in the Grogol area they are staying boarding for more than 3 years, namely 33%.

Based on the information on the respondents' boarding houses, it can be seen that most of the students observed on area Tomang knows boarding house directly, namely 40%, which Most of them consist of new students, some of whom have not yet met new friends. Meanwhile, in the Grogol area, 70% of people found out about boarding houses from friends. Based on Regarding whether or not respondents had ever lived in other boarding houses, it was found that 67% of the students observed who lived in boarding houses in the Tomang area had never lived in other boarding houses. Meanwhile, in the Grogol area, 63% stated that they had never lived in other boarding houses. They've never lived in another boarding house. This is because they feel comfortable, their roommates are compatible, and they're reluctant to move.

Based on the distance between the boarding house and the campus, it is known that 70% of the students observed live in boarding houses in the Tomang area. stated that the distance between the boarding house and the campus is far. This is because most of them are new students who have not yet know environment, and they prefer boarding house that has Complete facilities include a large parking area. This is because almost all students in area this brings a means of transportation like motorbikes and car. Whereas In the Grogol area,

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80% of students said it was close and most of them were in this area. studying in Trisakti University and Tarumanegara University, which are mostly not bringing any means of transportation (road foot).

Test Different

Testing using the t-test is a test to compare the average of two different groups, in this case students who live (board) in the Tomang area and the Grogol area.

Table 2. Summary of Results Independent Testing t- test

Variables	Average		t count	Significance	Note
	Tomang	Grogol			
Income	3,467	2,561	3,970	0,000	Significant
Price	2,967	3,317	1,878	0.065	Non significant
Facility	3,317	2,917	2,472	0.016	Significant
Style Life	1,367	1,267	0.823	0.414	Non-significant

t table = $t_{(40.5\%)}$ = 2,002
Source : Data roomy processed, 2025

Income

In observations regarding income, the t-count was obtained at 3.970 with a significance value of of 0.000. This show that there is a difference the real thing (H_0 is rejected) between regions Tomang And Grogol area because of the value t count (3.970) is greater than The t table (2.002) or significance value (0.000) is smaller than the 5% alpha (0.050). A significance value of 0.000 explains that there is an error of 0.0% to state that there is a difference between the two groups or in other words, the level of significance is trust in stating that there is a difference between the two groups is as large as 100.0%. Average score area Tomang is 3,467 And average score area Grogol is 2,561. This indicates that the average income of students in the Tomang area is higher than that of students in the Grogol area.

Price

On observation about Price obtained t-count as big as 1,878 with mark The significance value is 0.065. This indicates that there is no real difference (H0 is accepted) between the Tomang and Grogol areas because the calculated t value (1.878) is smaller than the t table (2.002) or the significance value (0.065) is greater than the 5% alpha (0.050). The significance value of 0.065 explains that there is an error of 6.5% to state that there is a difference between the two groups or in other words, the level of confidence in stating that there is a difference between the two groups is 93.5%. The average score for the Tomang area is 2.967 and the average score for the Grogol area is 2.967. is 3,317. Hal This show that average perception Price

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among students in the Tomang area, it is lower than among students in the Grogol area.

Facility

On observation about Facility obtained t-count as big as 2,472 with mark significance of 0.016. This show that there is a difference the real thing (H_0 is rejected) between regions Tomang and Grogol area because of the value t count (2.472) is greater than The t table (2.002) or significance value (0.016) is smaller than the 5% alpha (0.050). The significance value of 0.016 explains that there is an error of 1.6% to state that there is a difference between the two groups or in other words, the level of trust The t test indicates that there is a difference between the two groups of 100.0%. The average score for the Tomang area is 3.317, while the average score for the Grogol area is 2.917. This indicates that the average student facilities in the Tomang area are better than those in the Grogol area.

Style Life

In the observation regarding Lifestyle, the t-count was obtained at 0.823 with a significance value of 0.414. This indicates that there is no real difference ($H0_{is}$ accepted) between the Tomang and Grogol areas because the t-count value (0.823) is smaller than the t-table (2.002) or the significance value (0.414) is greater than the 5% alpha (0.050). The significance value of 0.414 explains that there is an error of 41.4% for state that there is a difference between second group said or with another word is the level of trust in stated that there are differences The difference between the two groups was 58.6%. The average score in Tomang was 1.367, while the average score in Grogol was 1.267. This indicates that the average perception of lifestyle among students in Tomang was not significantly different from that of students in Grogol.

Regression Logistics

Logistic regression is used to determine the effect of independent variables on dependent variables, provided that the values of the dependent variable are 0 and 1 (binary). Essentially, this logistic regression test uses the binomial distribution. due to the characteristics of the observed data. Here, the author sets the boarding house area in the Tomang sub-district as zero, while the boarding house area in the Grogol sub-district as one. The test results are presented as follows.

Testing Eligibility Model Regression

For test eligibility something model regression started with tests like in lower This :

Comparison -2 Log Likelihood

Table 3. Output from Comparison -2 Log Likelihood Model Summary

Step	- 2 Log Likelihood	Cox & Snell R Square	Nagelkerke R Square

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1	56.147 [a]	.363	.484

Source : Data roomy processed, 2025

The difference in the value of -2 *Log Likelihood* is 56.147, which shows that with By adding independent variables to the model, a better prediction model is obtained ^{R2} value (0.484) shows that the independent variables included in the model in explaining the diversity of responses are 0.484 or 48.4% and the remaining 51.6% is explained by other independent factors or variables.

Omnibus Test

Table 4. Output Omnibus Test
Omnibus Tests of Model Coefficients

	Chi-square	Df	Sig.
Model	27,031	4	.000

Source : Data roomy processed, 2025

The *Omnibus Test* found a difference of -2 *Log Likelihood value* , which is used to compare the model without independent variables with the model including independent variables. The calculated Chi-Square value obtained was 27.031 with a significance value of 0.000. Because the Chi-Square value is greater than Chi-Square table (27.031>9.488) and a significance value smaller than alpha 5% (0.000<0.050), it can be concluded that the model including independent variables is better and can be used in the model.

Test Hosmer And Lemeshow

Table 5. Output Test Hosmer And Lemeshow Hosmer and Lemeshow Test

Step	Chi-square	Df	Sig.
1	8,787	8	.361

Source : Data roomy processed, 2025

In *the Hosmer and Lemeshow Test, the calculated Chi-square* value was 8.787 with a significance value of 0.361 and as a comparison, the table *Chi-square value* with 8 degrees of freedom was 15.507. Because the calculated *Chi-square value* is smaller than the table *Chi-square value* (8.787<15.507) and the significance value is greater than alpha 5% (0.361>0.050), it can be concluded that that model used own probability predictions that The same with the observed probability so it can be said that this model is suitable for use.

RESULTS PREDICTION MODEL

Table 6. Output Results Prediction Model
Classification Table

	Predicted	
	Area	Percentag

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Observed		Tomang	Grogol	e Correct
Step 1	Tomang Area	23	7	76.7
		7	23	76.7
	Grogol			76.7
	Overall Percentage			

Source : Data roomy processed, 2025

The accuracy of the model formed can be seen in the *classification table* . In this table, we get accuracy of initial results Y=0 is 30 observations, and accuracy The predicted result of Y=0 is 23 observations and the accuracy of the predicted result of Y=1 is 7 observations. So there are 23 correct predictions from 30 observations or as much as 76.7% of the results prediction right. Meanwhile, the accuracy of the initial result Y = 1 was 30 observations, and the accuracy of the predicted result Y = 0 was 7 observations and the accuracy of the predicted result Y = 1 was 23 observations. So there were 23 correct predictions out of 30 observations or 76.7% of the prediction results were correct. The average prediction accuracy for the results above was (23 + 23) observations out of a total of 60 observations, which is 76.7%.

Hypothesis Testing

After conducting a feasibility test on the model, the next stage is to conduct a test hypothesis which can be seen in the *variables attachment in the equation* . Equality regression The logistics formed are as follows:

$$\text{Ln}\quad p = 3{,}971 - 1{,}135 \text{ income} + 1{,}780 \text{ price} - 1{,}929 \text{ facility} - 0.027 \text{ lifestyle}\ 1- p$$

From equality the can be explained as follows.

1. *Constant* variable has a significance value of 0.075 and is greater than alpha 5% (0.075>0.050), so it can be concluded that without the influence of the independent variable, it will not have a significant effect on the dependent variable. The coefficient value of 3.971 and a positive sign indicates that without the influence of the independent variable, it will have a positive impact on the dependent variable, namely students prefer the Grogol area as a place to live in boarding houses.
2. *income* variable has a significance value of 0.005 and is smaller than the 5% alpha (0.005<0.050). Therefore, it can be concluded that the *income variable* will have a significant effect on the dependent variable. This is in accordance with demand theory, which states that consumption of a good is greatly influenced by a person's income. coefficient amounting to 1,135 And negative sign indicates that if income (pocket money) increases by 1.135 units, then the tendency for students to choose boarding houses will increase. in Ward Tomang more high when compared in Grogol Subdistrict.
3. *Price* variable has a significance value of 0.008 and is smaller than the 5% alpha (0.008<0.050), so it can be concluded that the *Price variable* will have a significant effect on the dependent variable. This is in accordance with existing demand theory, which states that individual demand is towards goods is greatly influenced by the price of the goods. The coefficient value is 1.780 and is positive, indicating that if If the price increases by 1,780, then the tendency of students to choose boarding houses in

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Grogol Village is higher when compared to Tomang Village.

4. *Facilities* variable has a significance value of 0.017 and is smaller than the alpha 5% (0.017 <0.050), so it can be concluded that the *Facilities variable* will have a significant influence on the dependent variable. This is in accordance with the theory that states that a person's choice of residence is greatly influenced by the availability of residential facilities. The coefficient value of 1.929 and a negative sign indicates that if the boarding facilities offered are better, then the tendency of student preference to choose boarding houses in Tomang Village is higher when compared to Grogol Village.
5. *Lifestyle* variable has a significance value of 0.971 and is greater than the 5% alpha (0.971>0.050). Therefore, it can be concluded that the *Lifestyle variable* will not have a significant effect on the dependent variable. This is inconsistent with the theory of the relationship between consumption and lifestyle. which states that there is the relationship between a person's consumption and that person's lifestyle. The difference between the results of this study and the theory is due to the fact that students' lifestyles are more influenced by their individual character and their parents' decision regarding where to board. Furthermore, Most of the respondents had attended college at the first level and more than third level. First-year students reported rarely having free time, limiting their activities to their lecture routines. Meanwhile, students in their third year or above reported concentrating more on their theses than anything else. Although they did make time for other activities, they only did so on weekends. A negative coefficient of 0.027 indicates a high or low level *of Lifestyle.* will not increase students' preference in choosing the Tomang or Grogol areas as a place to live in boarding houses.

Implementation Behavior Consumer in Election Boarding Houses

Consumer behavior towards a particular item can be analyzed through utility theory , which discusses the satisfaction or pleasure a person obtains from consuming goods (Sukirno, 2000). Basically, there are two approaches used to explain consumer behavior, namely the *marginal utility approach* and *the indifference approach.* Based on this indifference curve approach, the approach that requires the existence of The assumption that consumer satisfaction can be measured is that all consumed goods have and produce the same level of satisfaction. The assumption required in this *indifference approach* is that consumer satisfaction levels can be said to be higher or lower without specifying how much higher or lower. Similarly, student behavior in choosing boarding houses is illustrated by the following figure:

Figure 2. Illustration Student Indifference Curve in Choosing Boarding Houses and the Decrease in the Demand Curve for Boarding Houses

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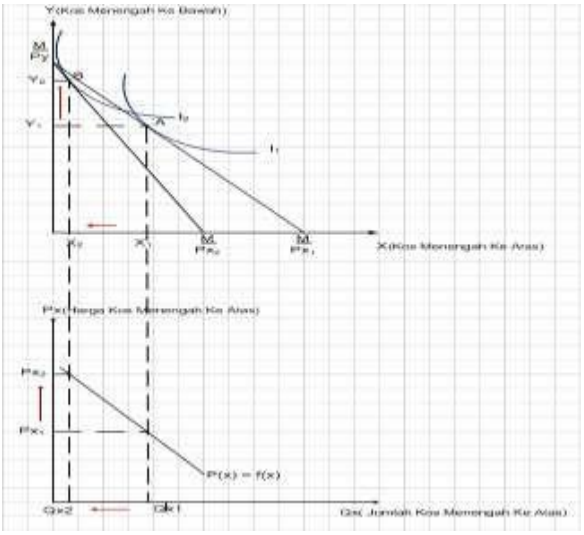

Source : Illustration Author, 2025

In illustrating the indifference curve and the demand curve for boarding houses, we use a study of respondents who board in the Tomang area, this is because in this area... there were respondents whose boarding prices had increased. Based on the picture above, you can see the combination of upper middle boarding houses (X) with lower middle boarding houses (Y). At first satisfaction student in election boarding house is at on point A, however due to the increase price middle to upper boarding house (X), then it will reduce the level of satisfaction to point B. This causes a decrease in the choice of middle to upper boarding houses (X_1 to X_2), and will increase the choice of students to be more likely to choose middle to lower boarding houses (Y_1 to Y_2). The magnitude of the decrease in middle to upper boarding houses (X_1 to X_2) is of course less when compared to the increase in the number of lower to middle cost (Y_1 to Y_2), this is because the cargo boarding house medium down Far cheaper when compared to with price mid-range boarding house upward. The shift in the indifference curve can also be derived from the demand curve. Because the slope of the demand curve is negative, this good (boarding houses) is an elastic good. Therefore, if the price increases (Px_1 to Px_2), the quantity demanded will immediately decrease (Q_1-Q_2).

Implementation Draft Elasticity with Student Preferences

As discussed in the literature review, elasticity is the sensitivity of the quantity of goods demanded or offered to changes in the price of a commodity.
Elasticity consists of from 4 type that are:

1. Elasticity Price – Request (Ep)

Price elasticity of demand is a measure of the change in quantity demanded due to a change in price or measures the percentage change in quantity demanded in relation to the percentage change in price.

$$Ep = (\Delta Q/\Delta P) \times (P/Q) \text{ or } \%(\Delta Q/Q) / \%(\Delta P/P)$$
$$= (-2/300{,}000) \times (1{,}000{,}000/5)$$

JURNAL PENELITIAN PROGRESSIF
Vol 4 No 2 (2025): March 2025 - August 2025 | DOI: https://doi.org/ 10.61992/jpp.v4i2.227
E-ISSN:2963-4369

= (-1/150,000) x 200,000
= - 1.3

So, from the calculation of price elasticity of demand, it can be seen that the cost- boarding house elastic, namely the selection boarding house requested greatly influenced by the size of the price. And the negative sign here indicates that the relationship between price and demand is negative.

Elasticity Income – Request (Em)

Income elasticity of demand is a measure of the change in demand due to changes in income or measures the percentage change in the quantity demanded in relation to the percentage change in income.

Em = (Q/ Y) x (Y/Q) or %(Q/Q) / %(Y Y)
= ((1/500,000) X 250,000
= 0.25

So, from the results of the calculation of income elasticity of demand of 0.25 above, we get conclusion that boarding house is goods need (primary) students. this is also appropriate with theory which reveals that residence is need primary for individuals.

Elasticity Cross Request (Exy)

Cross elasticity of demand is a measure of the change in the quantity of a good demanded as a result of a change in the price of another good or the percentage change in the quantity of a good demanded in relation to the percentage change in the price of another good.

Exy = (Qx/ Py) x (Py/Qx) or %(Qx/Qx) / %(Py/Py)
= (2/200,000) x (350/2)
= (2/200) x 175,000
= 350,000/200
= 1.7 (>0)

So, from the results of the cross elasticity calculation (middle to upper cost and middle to lower cost) above of 1.7 (positive), it can be concluded that middle to upper cost and middle to lower cost are substitute goods.

Conclusion and Suggestion

Conclusion

Based on the results of the analysis of the data obtained in the research on the relationship between student preferences in choosing a boarding house with the variables of income (pocket money), boarding house rental prices, boarding house facilities, and student lifestyle in the Tomang and Grogol Sub-districts, Grogol Petamburan District, West Jakarta City, the following conclusions can be drawn:

JURNAL PENELITIAN PROGRESSIF
Vol 4 No 2 (2025): March 2025 - August 2025 | DOI: https://doi.org/ 10.61992/jpp.v4i2.227
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1. There is a significant negative influence between the variable of income (pocket money) of students on the preference for choosing a boarding house and states that if income (pocket money) increases then the tendency of students' preference to choose a boarding house in Tomang Village is higher when compared to Grogol Village. This is in accordance with the consumption theory which states that consumption is directly proportional to income. In this context, students with higher incomes have greater purchasing power so they prefer boarding houses that are considered to have better quality or facilities.
2. There is a significant positive influence between the boarding house price variable and student preferences in choosing a boarding house and it states that if boarding house prices have increased Therefore, students tend to prefer boarding houses in Grogol Village compared to Tomang Village. This is consistent with demand theory, which states that price is negatively related to demand. If prices increase, demand for goods will decrease. and individuals prefer cheaper substitute goods.
3. There is a significant positive influence between boarding house facilities and student preferences in choosing a place to live. The results show that the better and more comprehensive the facilities offered by a boarding house, the more likely students are to choose a boarding house in Tomang Village over one in Grogol Village. This finding reflects that facilities are a key determinant in consumer decision-making, particularly for students, when choosing a place to live.
4. There is no significant or negative influence between lifestyle variables and student preferences in choosing boarding houses and stated that high or low levels of lifestyle will not increase student preferences in choosing Tomang or Grogol as a boarding area. This is because student lifestyle is more influenced by the character of each individual and is more influenced by parental decisions regarding boarding location. Furthermore, Most of the respondents had completed their first and third level of college. For students in their first level states seldom have free time, So their activities are still limited to their lecture routines. Meanwhile, students in their third year or above stated that they are more focused on their theses than anything else.
5. Based on the concept of elasticity, namely price elasticity of demand, it is stated that costs are elastic goods, It means The requested cost is greatly influenced by The size of the price. This is certainly in accordance with the theory and the results of the analysis obtained. Based on the elasticity of income to demand, it is stated that boarding houses are a basic necessity for students. This also applies in accordance with the theory that states that housing is a primary need for individuals. Based on cross elasticity, it is stated that the relationship between cost to grow taller to the top And mid-range boarding house down is substitution (replacement). This is in accordance with the results of the analysis obtained which states that . If the price increases, then demand for goods will decrease and individuals prefer cheaper substitute goods.

Suggestion

Based on the results of the research that has been conducted, so that the process of selecting a boarding house by students can take place more optimally and take into account various interrelated factors, the author provides several recommendations as follows:

1. Boarding house owners or managers are advised to balance rental prices with the

JURNAL PENELITIAN PROGRESSIF
Vol 4 No 2 (2025): March 2025 - August 2025 | DOI: https://doi.org/ 10.61992/jpp.v4i2.227
E-ISSN:2963-4369

facilities offered by carefully calculating monthly operating costs as the basis for determining the base rental price. Based on this calculation, boarding house owners are expected to avoid setting excessively high profit margins to maintain competitive prices. Furthermore, pricing should also consider market prices in the surrounding area with similar facilities, ensuring boarding houses remain attractive to students. With these adjustments, it is hoped that students as boarding house residents will feel more comfortable, satisfied, and receive value for their money.

2. It would be better if the universities (Trisakti University and Tarumanegara University) Consider controlling the growth rate of new students or evaluating the possibility of relocating the campus to a relatively sparsely populated area. This is because the increasing number of students has resulted in an increasing number of new boarding houses, while land around Trisakti University and Tarumanegara University is limited. This will certainly This will have many consequences, such as rising land prices, rising rental prices, and rising property taxes. If this trend continues, it could lead to income inequality between regions. Therefore, further research is needed on the macroeconomic impacts of the increase in students at Trisakti University and Tarumanegara University
3. It is hoped that respondents can Fill out the questionnaire more carefully, honestly, and accurately to ensure the data obtained accurately reflects the reality on the ground. Data accuracy is crucial for the validity of research results, so respondents' active participation and awareness in completing the questionnaire are crucial factors.

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JURNAL PENELITIAN PROGRESSIF
Vol 4 No 2 (2025): March 2025 - August 2025 | DOI: https://doi.org/ 10.61992/jpp.v4i2.227
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