

Consumer Awareness and Consumer Buying Interest to Green Residential in Surabaya

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Abstract

In the last ten years, the energy consumption of household sector grew at an average 1.4 % per year from 272 million unit barrels of oil (BOE) in 1999 to 315 million BOE in 2009. The consumption growth is related to population growth, increasing purchasing power and increasing access to energy (Ministry of Energy and Mineral Resources, 2010). The increasing of energy requirements will also contribute to global warming. These conditions indicate need of Indonesia public awareness increase. Supporting the development of a green home design, it will have a positive impact on environmental health, social and increase property value. However, build a green residential is not easy and cheap, it requires a certificate Leadership in Energy and Environmental Design (LEED), which causes increase the cost, then give an impact on selling price to consumers (Schindler & Udall, 2008). In Indonesia as a LEED certificate is also issued by the GBCI (Green Building Council of Indonesia) is Greenship, where the standards issued by GBCI (2011) that green home is divided into six categories: Appropriate Site Development (ASD), Energy Efficiency and Conservation (EEC), Water Conservation (WAC), Material Resources and Cycle (MRC), Indoor Health and Comforth (IHC), Building and Environment Management (BEM).

Yudelson (2007) states green building is a building that utilizes natural lighting and saving energy from electronic equipment in buildings, so reduce operating costs. Similarity research by Yu, Liao, and Chai (2013) describe that the potential buyer of condominium related to perceptions and knowledge on sky rise greenery. It will be analyzed with Contingent Valuation method, indicating a high demand for these potential buyers as well as placing environmental benefits and related to willingness to pay higher on the condominium sky rise greenery. However, Purdie (2009) argues that energy efficiency is a major component of green building and materials obtained through devoted to green building, such as glass, paint, wall, etc. The material allows green building price more expensive than the usual, so not all consumers want to have green building.

This study focused on respondents to the housing built by PT. Intiland Development Tbk and PT. Ciputra Property Tbk, because those developers have been a member of GBCI. Their projects showed a concern to the environment, such as greening area along the road in CitraRaya and Graha Family residential estate. The research problems are:

1. What is the most factor that respondents consider to the concept of green residential?
2. Are there differences in the level of awareness and consumer buying interest to the green residential based on the demographic background of respondents (age, sex, occupation, education level)?

The purposes of study are:

1. Determining the most factor of respondents consider to the concept of green residential?
2. Analyzing the differences level of awareness and consumer buying interest to the green residential based on the demographic background of the respondents (age, sex, occupation, education level).

The research method use a random distribution of questionnaire to a number of sample, then analyzed using SPSS. The analyzed data techniques are Factor Analysis and Manova.