

**UNDERSTANDING THE FORMATION OF BOARDING HOUSE RENT PRICES:
RESEARCHING THE PERSPECTIVES OF OWNERS AND TENANTS AROUND THE
CAMPUS OF UNIVERSITAS KRISTEN INDONESIA PAULUS**

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Abstract

This study aims to thoroughly analyze the factors considered, tenants' perceptions, and strategies used by boarding house owners in setting rental prices. It employs a qualitative approach with a case study method. Data were collected through in-depth interviews with two boarding house owners and six tenants, as well as through direct observation of the boarding houses' facilities, services, and environments. The findings indicate that the main factors influencing rental prices are tenant comfort, facility completeness, cleaning services, security, parking availability, and strategic location. There are differences in the emphasis on price-determining factors between the two owners: Kinawa focuses more on comfort and location, while Otomona emphasizes complete facilities, cleaning services, and parking. Tenants generally perceive rental prices positively, considering them aligned with the facilities and services received. The owners' strategies for setting prices include conducting market surveys, implementing an "open-close boarding house" system, and utilizing social media for promotion. This study also reveals that boarding house rental prices are determined by a combination of economic factors, varying managerial strategies among owners, and tenants' perceived value.

Keywords: *Determining Factors, Tenant Perception, Pricing Strategy.*

1. INTRODUCTION

Boarding houses are a necessity for those who live away from home. A boarding house is a residence with several rooms that are rented and paid for over a period of time (usually monthly). Boarding houses are not permanent residences, but rather accommodations rented for a specific period. Boarding houses are generally the choice for students, pupils, and workers who need accommodations close to campus or their workplace. The demand for boarding houses near campuses in Indonesia continues to increase as the number of students who live away from home requires temporary accommodation with strategic locations, affordable prices, and adequate facilities. The increase in the number of students has a direct impact on the increasing need for temporary housing, making the selection of a boarding house a crucial aspect for students who live away from home (Nisak, 2024). The presence of campuses such as the Paulus Christian University of Indonesia in Makassar has become a major driver of the growth of the boarding house business. Boarding house owners compete to offer superior locations, facilities, and competitive rental rates, making boarding house selection a crucial aspect for students and workers. This study shows that

distance to campus and transportation accessibility are important determinants of boarding house rental rates (Ozabor et al., 2024). Many boarding houses located around the Paulus Christian University of Indonesia campus offer various rental options, from daily, weekly, and yearly, so residents or tenants can choose according to their needs.

Kinawa and Otomona boarding houses are two interesting case studies for this research. Kinawa is renowned for its well-maintained facilities and strategic location, enabling tenants to enjoy comfort without incurring high costs. The monthly rental price is set at Rp 1,200,000 (One Million Two Hundred Thousand Rupiah). This is an interesting study because it can provide insight into how tenants assess the value of the facilities offered compared to the rental price. Comparison of rental pricing strategies and tenant perceptions of the value of facilities at Kinawa and Otomona boarding houses was also raised as something worthy of research. Meanwhile, the Otomona boarding house offers slightly higher prices with fairly complete facilities, such as a mini kitchen, cleaning services, and fast internet access. The monthly rental price is set at Rp. 1,250,000 (One Million Two Hundred and Fifty Thousand Rupiah). This phenomenon creates an interesting comparison between tenants who choose a lower price with standard facilities versus tenants who are willing to pay more for additional comfort. By selecting these two boarding houses with different characteristics, this study can provide a more comprehensive picture of the boarding house market.

Previous research indicates that the main factors influencing boarding house rental prices are location, room size, price, and completeness of facilities. (Nugrahaningrum, 2014). The closer the boarding house is to the center of activity, the higher the rental price tends to be. In addition, better facilities and room size can also increase the rental price. (Wijaya, 2022). In 2023, Dewi conducted a study on the influence of price and location on the decision to rent a boarding house in the Adam Malik Km 9 area, which found that price, location, and facilities have a significant influence on consumer decisions in choosing a boarding house, where good facilities and a strategic location are often prioritized over price. (Dewi, 2023). In addition, Hajar also conducted a study in 2023 on how the presence of a campus affects dormitory rental prices at Muhammadiyah University of Yogyakarta, which found that the existence of boarding houses that are closer to the center of activity is also a factor that influences the rental price of a boarding house. (Hajar, 2023). And also Yuyun, who researched to analyzed the influence of location and price on students' decisions in choosing boarding houses around the UIN Raden Intan Lampung Campus, found that the more strategic the location of the boarding house, the higher the students who choose it as a boarding house. (Yuyun, 2023). In addition, Pokhrel in 2024 also conducted research to analyze the factors that influence students' decision making in choosing Cokroaminoto boarding house services which found that location factors, price factors, facility factors, environmental factors, and security factors greatly influence students' decision making in choosing boarding house services, but the most dominant factor that determines students' decisions in choosing boarding house services is the location factor of the boarding house. (Pokhrel, 2024).

However, most of these studies use a quantitative approach. Therefore, this study employs a qualitative approach to understand in-depth how boarding house owners determine rental prices, how tenants perceive the prices and amenities they receive, and to identify the strategies used by boarding house owners in setting rental prices at the Kinawa and Otomona boarding houses.

Library Review

Boarding House Concept

A boarding house is a temporary residence in the form of a building or room that is rented by the owner to another party (tenant) using a rental payment system for a certain period of time, usually per month. According to the Big Indonesian Dictionary (KBBI), boarding is living in another person's house with or without meals, with a monthly payment. Simply put, boarding houses are usually intended for individuals who need temporary housing, such as students, workers, or people from outside the area (migrants). Boarding houses, as a form of substitute

housing, function not only to support the continuity of daily domestic activities but also as a comfortable place to study for students as residents (Narida et al., 2025). Boarding houses function as temporary residences that provide housing solutions for community groups with high mobility needs, especially students and workers who do not have a permanent residence in that location. In addition, boarding houses also play a role in developing independence and discipline among their tenants. Boarding houses can be understood as a form of communal housing where the arrangement of space, layout of space, and the relationship between functions in the building greatly affect the comfort of residents, so that the arrangement of private, semi-private, and shared spaces must be designed with a proper arrangement to meet the needs of students or workers who live in it (Husna & Husna, 2025). The concept of developing a boarding house for middle to upper class students in general is the construction of a boarding house in a location close to a college/campus that is easily accessible by public transportation and is located in a formal housing environment; the construction of a boarding house with consideration of facilities according to consumer expectations; boarding house services that meet consumer expectations, (Pradana, 2019).

Types and Characteristics of Boarding Houses

Boarding houses are differentiated based on location, facilities, rental system, and target tenants. In terms of location, boarding houses are generally located in strategic areas near campuses, offices, and activity centers. Kinawa Boarding House is located on Jl. Biring Romang Lorong 3, very close to campus, while Otomona Boarding House is located on Lorong 11, slightly further away but still strategically located and quieter. In terms of facilities, there are three types of boarding houses: type A with simple facilities such as an outside bathroom; type B with additional facilities such as air conditioning, an en suite bathroom, a private kitchen, electricity tokens, a study desk, a wardrobe, a bed, internet, and parking; and exclusive boarding houses with premium facilities including a mini kitchen, cleaning services, fast internet, a large parking area, and security. Kinawa Boarding House is included in type B with complete facilities but without a mini kitchen, while Otomona Boarding House is included in exclusive boarding houses with additional facilities such as a mini kitchen in each room, cleaning services, fast internet, and a large parking area. Complete facilities have been shown to have a positive and significant influence on rental decisions. (Suciani et al., 2022)

Boarding House Rental Price Concept

The rental price is a sum of money, generally agreed upon between the owner and tenant as compensation for the use of a property for a specified period. In the context of boarding houses, the rental price reflects the costs the tenant must pay to use the room and facilities available in the boarding house, including additional services and other mutually agreed-upon provisions. Determining the rental rate for a boarding house takes into account activities related to the facilities and operations of the boarding house to ensure the rate reflects the actual costs. (Sholikhah & Pravitasari, 2023). The rental price for a boarding house is determined based on several factors, such as the facilities provided, the condition of the boarding house, and the prevailing market price.

Factors Determining Boarding House Rental Prices

The rental price of a boarding house is determined by a combination of internal factors directly related to the boarding house and external factors influenced by the external environment. These factors help boarding house owners set a fair price based on the value provided to tenants. According to I Wayan & Made Jatra, the determination of boarding house rental prices is strongly influenced by the rental price offered, the completeness and quality of the facilities provided, and the location of the boarding house, close to the center of tenant activity. These three factors have a positive and significant influence on tenants' intention to stay or extend their stay, so owners need to maintain a balance between price, facilities, and location in their pricing strategy to remain competitive in the market. (I Wayan & Made Jatra, 2023). The amount of boarding house rental

prices is strongly influenced by several key factors, including the property's location, accessibility to daily activities, the availability of supporting facilities, and the level of security perceived by tenants. (Setijanti et al., 2023).

Internal factors include the condition of the building, boarding house facilities such as bathrooms, internet access, air conditioning, beds, kitchen, and parking, as well as the boarding house owner's policies regarding tenant rules such as curfews, payments, and prohibitions on bringing guests. Well-maintained buildings, complete and modern facilities, and flexible policies can increase tenant comfort and property rental value. External factors include the boarding house environment, such as security, cleanliness, and noise levels; accessibility to public transportation and activity centers such as markets, offices, and campuses; and market demand influenced by the number of workers and students. High demand for boarding houses causes rental prices to tend to increase due to competition in the market.

Perspectives of Boarding House Owners and Tenants

In researching the determination of rental prices for boarding houses, it is necessary to understand the two parties involved: the boarding house owner and the boarding house tenant. From the boarding house owner's perspective, the primary goal in determining rental prices is to achieve profit (profit-oriented) and optimize owned assets. Business owners set prices based on cost considerations, economic value, and desired profit targets. (Paranoan, 2020). Boarding house owners typically consider various aspects such as construction and maintenance costs, operational expenses (electricity, water, cleaning, and security), and pricing strategies to remain competitive in the surrounding market. Boarding house owners who implement pricing strategies that take into account market conditions and the facilities provided tend to be able to maintain the stability of temporary housing and tenant loyalty.

Meanwhile, from the perspective of boarding house tenants, the primary considerations are affordability, comfort, and completeness of facilities such as en-suite bathrooms, internet access, and neighborhood security. Studies related to student accommodation as tenants found that factors such as distance to campus, facilities, price, and service quality play a significant role in students' housing decisions. (Amoah et al., 2025). Boarding house tenants also assess perceived value, which is the extent to which the rental price is considered commensurate with the benefits received. Research on perceived value shows that perceived value (the comparison of benefits versus costs) influences long-term stay intentions of single renters, making renters' perceptions of price "reasonableness" a key variable in studies on boarding house rental pricing. (Park et al., 2021). Price perception is influenced not only by the nominal price but also by how the price is represented and communicated to consumers. (Daud & Christy, 2022). In the context of determining boarding house rental prices, renters assess the reasonableness of the price based on the benefits and value offered.

The Concept of Consumer Perception and Preference

Perception is a process in which individuals select, organize, and interpret information to form an understanding of an object or situation. Boarding house tenants' perceptions of boarding houses are heavily influenced by personal experiences, environmental information, and interactions with the boarding house owner. Consumer perception refers to the process by which individuals select, organize, and interpret information to form meaningful understandings before making purchasing decisions. (Orou Seko et al., 2020). Meanwhile, consumer preferences reflect an individual's tendency to choose an alternative based on subjective values they perceive as most beneficial. Research on young renters in Poland identified that their preferences for boarding houses were influenced by a combination of economic factors, the physical condition of the boarding house, and quality of life aspects. (Sobieraj et al., 2023). In the case of boarding houses, tenant preferences may be influenced by proximity to campus, comfort, in-room amenities, service quality, cleanliness, or social relationships with other tenants.

Consumer Behavior Theory

Consumer behavior is the study of how goods, services, ideas, or experiences satisfy needs and wants (Kevin, 2021). According to Mowen and Michael (Salim, 2017), consumer behavior is defined as the study of buying units and the exchange processes involving the acquisition, consumption, and exchange of services, experiences, and ideas. Consumer behavior is the actions directly involved in obtaining, consuming, and disposing of products or services, including the decisions that precede and follow these actions (Simanjutak, 2021).

Consumer behavior theory is a branch of economics that studies how individuals or groups make decisions about allocating their resources, particularly when purchasing goods and services. (Nuryakin, 2022). This theory focuses on the factors that influence consumer choices, preferences, and behavior in a market context. This theory explains how consumers make decisions about products or services. (Andrian, 2022). In this context, boarding house residents, as consumers, will consider various factors, such as price, amenities, and location, before making a decision. (Wijaya, 2022).

Service Quality Theory

Service quality is the level of expected excellence and control over that excellence to meet customer desires. According to Tjiptono, service quality is an effort to fulfill customer needs and desires, along with the suitability of the way the service is delivered, to achieve customer expectations and satisfaction. (Fandy Tjiptono, 2014). According to Kotler & Armstrong in (Cristiani, 2015) A study comparing business performance and being rated high and low in service quality by customers revealed that businesses with high-quality services managed to set higher prices, grow faster, and generate greater profits. Service quality theory is a concept that explains how service quality can be measured, managed, and improved to meet or exceed customer expectations or satisfaction. (Purba, 2017). This theory focuses on how quality service influences customer satisfaction. Good service quality can increase consumers' positive perceptions of a service, so they feel that the price paid is commensurate with the benefits received. (Pagiling et al., 2024). According to Rianda, good service, such as speed of response, effective communication, and complaint handling, plays a crucial role in creating a positive residential experience for tenants. (Rianda, 2025).

Service quality encompasses meeting customer needs and desires and fulfilling service representations to align with customer expectations. (Indrasari, 2019). In this study, the quality of facilities offered by boarding houses can influence resident satisfaction levels. (Ardiansyah, 2020). Both partially and simultaneously, price, service quality, location, and atmosphere influence students' decisions in choosing boarding houses. (Revi, 2016).

It can be concluded that service quality is the added value of a product or service in terms of providing benefits to consumers. Where a product or service is equipped with good service, it will create a feeling of comfort in consumers, which will create a tendency for consumers to use it again.

2. RESEARCH METHODS

Research Design

This study uses a qualitative approach to understand the factors influencing boarding house rental pricing. This approach was chosen because the focus of the study is to explore the meanings and perspectives of boarding house owners and tenants, which cannot be measured quantitatively. The theoretical orientation used in this study is symbolic interaction, which can help researchers understand how individuals assign meaning to boarding houses within their social context. The research strategy used in this study is a case study, in which researchers will analyze several different boarding house locations. By using case studies, researchers can identify patterns and themes that emerge from data obtained through in-depth interviews and observations. This study aims to provide deeper insights into the dynamics of boarding house rental pricing and how factors

interact within the broader social context. Researchers are present directly at the research locations as observers and interviewers to ensure that the data obtained reflects the reality on the ground.

Location and Time of Research

This research will be conducted at several boarding houses in Makassar City, specifically on Jl. Biring Romang Lorong 3 and Lorong 11. These locations were chosen because they have a high concentration of boarding houses serving students and workers. The research will be conducted from July to August 2025. Throughout the process, researchers will be on-site to conduct interviews, observations, and documentation.

Data source

The data sources for this study include factors influencing the determination of boarding house rental prices, tenant perceptions of prices, and strategies used by boarding house owners. The data collected were qualitative, derived from primary and secondary sources. Primary data were obtained directly through research and interviews with relevant parties, as well as interviews and journal analysis related to the role of accounting science. Secondary data were obtained through library research, including literature, documents, and books related to the topic.

Table 3.1 List of Informants

No	Number	Information	Explanation
1	1. Mr. Herman Rura 2. Mrs. Erni	Boarding House Owners (Kinawa Boarding House and Otomona Boarding House)	Provides information about the factors considered in determining rental prices and the marketing strategies used.
2	1. Paul 2. Melvin 3. January 4. Dpoem 5. Desti 6. Thank you	Boarding House Tenants (Workers and Students)	Providing perspective on price perception, reasons for choosing a boarding house, and experiences while living in a boarding house.

Informants will be selected based on certain criteria, such as boarding house owners or managers who have been operating for at least one year, and tenants who have lived there for at least three months, to gain a better perspective. Data collection in this study will use a snowball sampling technique, where the researcher will begin the study with several initial informants (for example, one or two boarding house owners) and ask them to recommend relevant informants. To increase the credibility of the data, the researcher will use triangulation by collecting data from various sources (owners, tenants, and related documents) and methods (interviews and observations). This will help ensure the accuracy and reliability of the information obtained.

Method of collecting data

The data collection method in this study was conducted in three stages: in-depth interviews, observation, and documentation. The in-depth interviews were conducted semi-structured using an interview guide, while observations were conducted directly in the boarding house to understand the atmosphere, interactions between owners and tenants, and the physical condition of the boarding house. Documentation was obtained through notes and documents related to the research object.

Data Analysis Methods

The data analysis method used in this study was carried out through several stages: data reduction, data presentation, and conclusion drawing. All interviews were transcribed verbatim, and field notes were organized by theme or category. Data were presented narratively to describe the informants' experiences and perspectives on rental prices. Conclusions were drawn by searching for patterns and themes, interpreting meaning based on theory, and synthesizing the data to produce comprehensive conclusions. Comparative analysis was used to compare factors influencing rental prices in each location to identify differences or similarities in boarding house prices across contexts.

3. RESULTS AND DISCUSSION

Research result

This research was conducted through in-depth interviews and direct observation at the Kinawa and Otomona boarding houses located near Paulus Christian University, Makassar. All findings in this section are the result of thematic analysis of qualitative data collected through structured and semi-structured interviews, as well as direct observation at the research location. These findings are presented in several subtopics directly related to the research focus: (1) factors that determine boarding house rental prices, (2) tenants' perceptions of rental prices, and (3) pricing strategies by boarding house owners.

Description of Location and Research Subjects

In this section, the author presents the results of interviews conducted with informants related to the research topic. The interviews were conducted with the first two main informants, namely Mrs. Erni, the 44-year-old owner of the Kinawa boarding house, who works as a lecturer at the Paulus Christian University of Indonesia, Faculty of Engineering, Civil Engineering Study Program, and Mr. Herman, the 40-year-old owner of the Otomona boarding house. Secondary informants numbered six people, namely three people from the Kinawa boarding house (Paul, Melvin, Januari) and three people from the Otomona boarding house (Dewi, Desti, Mersi), to obtain in-depth information about the Analysis of Determining Factors of Boarding House Rental Prices Based on the Owner and Occupant Perspective (Case Study: Kinawa Boarding House and Otomona Boarding House). Based on a survey conducted by the researcher, Kinawa Boarding House has 24 rooms, each occupied by one occupant, and each occupant pays a boarding fee of 1,200,000 (one million two hundred thousand rupiah) per month. Each room is equipped with complete facilities, including a wardrobe, a comfortable spring bed, a study desk, and air conditioning for the comfort of the residents. Meanwhile, Kost Otomona has 40 rooms, consisting of 35 rooms occupied by 1 (one) resident and 5 rooms occupied by 2 (two) residents. Each room is equipped with adequate facilities, including a wardrobe, spring bed, mini kitchen, air conditioning, and a work desk to support the daily needs of residents.

Analysis of Research Results

The following are research findings based on observations and in-depth interviews conducted by the researcher with informants during the study. In addition to in-person meetings, the researcher also conducted interviews via Zoom.

The boarding house business has a stable market, especially in large cities with dense student, worker, and migrant populations. Mrs. Erni, the owner of the Kinawa boarding house, said she has been running the business for approximately a year. She explained that this business is a long-term investment that she hopes will yield future profits, particularly to meet her family's needs and cover her children's education costs.

In addition to long-term investments, boarding house businesses are also initiated by utilizing vacant land. This boarding house business, which utilizes vacant land, is a way to turn undeveloped land into a productive asset by building boarding houses. This boarding house business is considered a profitable source of passive income in the coming years due to the high

demand for practical and affordable housing. Mr. Herman, the owner of the Otomona boarding house, explained that he has been running this boarding house business for approximately five years, and according to him, rather than letting his land lie fallow, it is better to utilize it as a boarding house business. From the results of the above interviews, the researcher concluded that the boarding house business is considered a strategic solution in maximizing assets and planning for the family's future finances.

Factors Influencing Rental Price Determination

Based on the analysis, several key factors influence the rental price of boarding houses, including resident comfort, completeness of facilities, location, and the size of the parking area provided. In the case of Kinawa Boarding House, Mrs. Erni emphasized that resident comfort is the most important aspect, especially regarding the completeness of room facilities and the strategic location of the boarding house. Meanwhile, at Otomona Boarding House, Mr. Herman emphasized several aspects, namely adequate facilities such as the availability of mini kitchens in each room, cleaning services, and a large parking area. At Otomona Boarding House, the distance from the center of activity is not a primary consideration in determining the rental price.

Based on the interview results above, the researchers concluded that these factors indicate differences in priorities between the two boarding house owners in determining rental prices. These findings suggest that boarding house rental prices are determined not only by economic variables such as supply and demand, but also by the owners' personal preferences and the strategies they employ within their respective business contexts.

Tenant Perception of Offered Rent

Tenants' perceptions of whether the rental price offered aligns with their expectations and values are important for improving tenant satisfaction, their decision to choose a boarding house, and the sustainability of the boarding house business itself. Based on interviews with researchers, tenants at the Kinawa and Otomona boarding houses generally perceive the rental price as commensurate with the facilities and services provided by the landlord. Paul, a student at Paulus Christian University of Indonesia, majoring in Civil Engineering, is one of the tenants at the Kinawa boarding house. Paul has lived at the Kinawa boarding house since early 2024. Paul stated that the dormitory's proximity to campus, the availability of internet facilities, and the cleanliness of the boarding house make the rental price reasonable. Other tenants, such as Melvin and Januari, felt that the complete facilities and quiet environment made the rental price reasonable:

On the other hand, residents of the Otomona boarding house also have a positive perception of the current price. Cleaning is a key consideration for residents. Desti, a student at Almarisah Madani University and a resident of the Otomona boarding house, has lived there since 2021. She considers the price very reasonable for what is provided, including cleaning services and the owner's responsiveness to suggestions and input. Other residents, like Dewi and Mersi, consider the mini kitchen, en-suite bathroom, cleanliness, and security to be the most valuable factors.

Strategies Used by Boarding House Owners in Determining Rental Prices

A boarding house rental pricing strategy is a method or approach used by boarding house owners to set room rental rates by considering various factors such as surrounding market prices, facility and operational costs, property condition and location, and target market. Based on the results of the researcher's interviews, the owner of the Kinawa boarding house implemented an open-close strategy and utilized social media to maintain high occupancy rates. According to Mrs. Erni, the first strategy used was an open-close system, namely, when all rooms were occupied, she would save the contact details of prospective tenants who had previously contacted her. When rooms became available again, she would contact prospective tenants to ask if they were still interested. In addition, she also explained that the second strategy was to share information about room availability through a group, so that group members could pass the information on to people in need of accommodation. Mrs. Erni believed that both strategies were effective in increasing

boarding house occupancy rates.

Meanwhile, the Otomona boarding house employs a different strategy. The owner of the boarding house, Mr. Herman, explained that his management strategy focuses on providing good facilities, including a mini kitchen, maintaining a clean environment, and conducting regular market surveys to compare prices with other boarding houses offering similar facilities. He also emphasized the importance of maintaining the boarding house's reputation to avoid appearing cheap. He believes that the rental price should be commensurate with the comfort and security provided, thus avoiding a negative impression among tenants.

Based on the interview results above, the researcher concluded that the strategies employed by boarding house owners focused on improving quality and service, such as providing mini-kitchens, maintaining cleanliness, and conducting regular market surveys to adjust rental prices to match competitors. Furthermore, they employed effective marketing strategies by storing prospective tenant data and contacting them when rooms become available, as well as utilizing groups to disseminate information about room availability.

DISCUSSION

Factors Determining Boarding House Rental Prices

a. Comfort

Boarding houses with better amenities and a higher level of comfort tend to command higher rents. A quiet and clean environment will enhance the residents' well-being. Residents need ample private space to rest and engage in activities without interruption, which contributes to a sense of well-being.

b. Strategic Location

Dormitories are strategically located, close to campuses, offices, shopping centers, and other public facilities. This allows residents to easily reach their daily activities without incurring significant transportation costs and time. Strategic locations offer easy access to various modes of transportation, including public transportation. This simplifies the residents' journey and reduces the hassle of commuting.

c. Spacious Parking

Spacious parking facilities with adequate capacity (able to accommodate several cars and motorbikes) in accordance with boarding house parking standards really support the comfort of residents/tenants, because they do not need to worry about running out of parking space, vehicles can be arranged neatly, and it is easy to get in and out without having to jostle, thus increasing the sense of security and comfort while staying at the boarding house.

d. Cleaning Services

The quality of cleaning services is crucial in determining the rental price of a boarding house. It's not just a "value-added" feature, but also a key pillar in determining the attractiveness and satisfaction of residents or tenants. Regular cleaning, whether in rooms, bathrooms, or areas like the yard, creates a healthy and comfortable environment to support daily activities. Good cleaning services also reflect the boarding house's commitment to providing the best possible service to residents, fostering a sense of comfort and long-term trust. Therefore, cleaning services not only play a role in maintaining aesthetics but also directly contribute to rental value and the sustainability of boarding house occupancy.

e. Security

Security is also a key aspect that is highly considered by both boarding house owners and tenants. A safe boarding house environment with strict supervision and rules enforced by the owner, such as a ban on disruptive activities at night, provides comfort and protection for residents. This significantly impacts the perception of rental value, as tenants receive not only physical amenities but also guaranteed security during their stay.

The completeness of amenities is a crucial factor influencing the decision to set a boarding house's rental price. Complete amenities such as an en suite bathroom, mini kitchen, study desk,

wardrobe, spring bed, air conditioning, and internet access are added value, providing greater comfort for tenants. These amenities can enhance boarding houses' appeal and resale value, making them naturally more expensive than those with fewer amenities.

Marketing and pricing strategies

Market survey
Market surveys are conducted to understand competitors' rental prices, amenities offered, and tenant preferences. Market surveys help boarding house owners adjust prices to remain competitive and meet tenant expectations, thereby increasing the likelihood of future renters returning.

b. Dormitory Opening and Closing Strategy

In addition to conducting market surveys, boarding house owners also implement opening and closing strategies, for example, by only opening rentals during certain periods or adjusting room availability to demand, which can be used to optimize the needs of both boarding house owners and tenants.

Tenant Response

Tenant satisfaction is strongly influenced by competitive rental rates, adequate amenities, and a strategic location. A rental rate that meets expectations can increase tenants' intention to re-rent and recommend the boarding house to others. A boarding house owner who is responsive to tenant issues or complaints, such as facility repairs, can increase tenant satisfaction.

Based on the results and discussion, the determination of boarding house rental prices is influenced by several main factors, including tenant comfort, facility capacity, boarding house location, and other services such as cleanliness and security. Consumer behavior theory explains that consumer purchasing decisions are strongly influenced by price perceptions and service quality. Service quality theory explains that facilities and service quality play an important role in increasing consumer satisfaction, so that the set price is reasonable and can be recovered. These two theories successfully explain the relationship between factors that influence rental prices and the perceptions and experiences of boarding house tenants in Kinawa and Otomona. A boarding house rental pricing strategy that considers social and economic factors can be used to increase the profitability of boarding house businesses.

4. CONCLUSION

Based on the research results, the authors concluded that factors such as parking, facilities, strategic location, comfort, and cleaning and security services influence the price difference between Kinawa and Otomona boarding houses. Each boarding house owner has different priorities in determining rental prices, with Kinawa boarding houses placing greater emphasis on comfort and strategic location. Meanwhile, Otomona boarding houses focus more on tenant security, complete facilities, parking, and cleaning services. Tenants' perceptions of rental prices are very positive because they are in line with the facilities offered. The use of marketing strategies such as social media, a boarding house opening and closing system, and market surveys can help these businesses remain operational, making this pricing strategy effective in increasing tenant loyalty and satisfaction. This research was only conducted in two boarding houses with a limited number of informants and located in the same area, so the results cannot describe the boarding house market conditions broadly. For further research, a larger sample size can be used, and boarding houses in different areas can be included to obtain more diverse results. Quantitative methods can also be applied to statistically measure the influence of each factor on rental prices. In addition, this study could expand the variables, for example, by including factors such as promotions, types of rental contracts, or management quality, to make the analysis more comprehensive.

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