

PREFERENCES OF RENT GARAGE OWNERS IN LOCATION SELECTION IN DALUNG VILLAGE, BADUNG REGENCY

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ABSTRACT

Dalung Village, a residential development area in North Kuta District, Badung Regency, has many densely populated residential areas, yet the areas are not supported by adequate parking facilities. It is then used by the community around the residential areas to develop a rental garage business resulting in the direction of land use in Dalung Village in the current settlement designation area developing towards trade and services. This study aimed to determining the factors that become rental garage owner's preferences in choosing the location of a rental garage related to the characteristics of land use in Dalung Village. The research method used was a qualitative method with a case study approach. Data was collected through field observations, interviews and distribution of google form questionnaires to rental garage owner's. The results of this study indicate that the community's preference were the factor of the residential environment with lots of parking on the shoulders, the density factor of the number of vehicles that passed on public roads and environmental roads, environmental safety factors, capital and maintenance efficiency factors as well as the presence of similar businesses (rental garage) in an residential areas. The factor that made land use occurred was the lack of firmness of the Dalung village government and Badung district government in make arrangement for regional spatial planning areas and providing sanctions for violations of village spatial planning.

Keywords: rental garage; land use; preference; community; environment.

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INTRODUCTION

Dalung Village is one of the areas recorded in the RTRW of Badung Regency as a priority residential area in North Kuta District. With the status as a priority residential area, the development of residential areas in Dalung is not controlled, which then makes Dalung Village the village with the highest population in North Kuta District, amounting to 21,332 people (BPS Kab. Badung, 2019). The high population also affects the number of privately owned motor vehicles in Dalung. This then creates quite a dilemma, especially in residential areas that do not have enough private vehicle parking facilities so that many of them park their vehicles on roads or residential roadsides. As stated by Miro (2012) in Haqie, et al. (2019), namely regarding the increase in the number of private vehicles that are not matched by an increase in road area, which will result in a buildup of vehicles and the road will become saturated. Some of the roads that are converted into parking spaces can cause obstacles to the mobility of traffic flows which result in congestion around residential areas.

Sumaatmaja (1988) in Sarwendami (2018) argues that settlements are part of the earth's surface inhabited by humans including all facilities and infrastructure such as drinking water supplies, lighting, transportation, education, health, and others that can support life into a single entity in the form of residential home. The dense residential area in Dalung is caused by the conversion of land functions developed by the developer with the lack of parking facilities provided in the settlements, resulting in a large number of parking vehicles on the shoulder of the road. In accordance with the regulations in the Draft Regional Regulation of the Province of Bali Number 4 of 2016 concerning the Implementation of Road Traffic and Transportation, that the use of space belonging to the road or road shoulder that is not in accordance with its function will be subject to administrative sanctions. This then makes land use change occur by starting to develop parking rentals or rental garages to accommodate vehicles from the surrounding community so as not to cause parking on the shoulder of the road in residential areas which will have an impact on congestion. The parking rental or rental

garage in question is in the form of parking facilities outside the space belonging to the road that are made specifically or to support activities which can be in the form of parking buildings and/or parking lots managed by individuals and/or entities, as stated in the Regional Regulation of Badung Regency Number 13 2013 concerning the Implementation of Parking Facilities. Parking facilities in the form of rental garages are widely developed in residential or residential areas where there are parking vehicles on the shoulder of the road and there is still vacant land. Sirojuzilam (2006) in Setyawarman (2009) states that location is the main factor that can support the growth and development of rental garage business activities.

The selection of the right location according to Jain and Mahajan (1979) in Hapsari, et al. (2015) has the highest priority in making a decision, choosing a location is often based on ease of access, security and safety for future users, as well as many other internal and external factors that can determine a person's decision making or preferences. in selecting or determining the location of the business. According to Tjiptono (2007) in Fitriyani (2018), the choice of a place or location for a service business requires careful consideration of several factors, such as; easy access to be reached by public transportation, easy visibility to see, traffic (traffic), spacious and safe parking space, expansion which is the availability of space for business expansion in the future, business environment, namely the surrounding environment that supports business existence, competition with competitors on location, and government regulations, for example provisions prohibiting the existence of a business adjacent to residential areas. When choosing a location to be used as a rental garage, factors are often needed that encourage each individual in determining his decision, Porteus (1977) in Dwiputra (2013) states that preferences are part of the decision-making component of an individual. These components include; perceptions, attitudes, values, and tendencies. Individual behavior studies can be used by environmentalists and designers to assess the user's desire for an object to be planned. Preferences can then be identified by measuring the level of usefulness and the relative components contained in an alternative choice. This then resulted in a lot of land use change in Dalung, starting from the location which was originally paddy fields, unused land, and or settlements that were no longer suitable to be demolished and then used as rental garages. The owner of this rental garage is not only the community as the owner of the land, but there are also those who rent to buy land to be used as a rental garage which has resulted in the proliferation of this business in Dalung.

Land conversion is generally directed at an effective and efficient use pattern, so that the location factor becomes quite important. The conversion of agricultural land to non-agricultural uses involves various stakeholders. Iqbal and Sumaryanto (2007) state that there are four main stakeholders who play a role in the process of changing the function of agricultural land, namely the government and its agencies, the community and their social strata, the private sector and its business corporations, and Non-Governmental Organizations (NGOs). Based on this phenomenon, it is important to do basic research on things that affect the choice of rental garage location on the spatial pattern of Dalung Village. Overall the writing in this study aims to determine the trends that influence people's preferences as land owners or rental garage owners, and the factors that are considered for choosing the location to be a rental garage related to the characteristics of land use as a residential area in Dalung Village.

RESEARCH METHODS

The place of this research is located in Dalung Village which is one of the villages located in North Kuta District, Badung Regency. Administratively, Dalung Village consists of 23 (twenty three) official banjars and 17 customary banjars. Dalung Village has the highest population in North Kuta District with a total population of 21,332 people, consisting of 11,009 men and 10,323 women (BPS Kab. Badung, 2019). Having a total area of 675.71 Ha, land use for settlement is the highest in Dalung Village with an area of 256 Ha. Based on the RTRW of Badung Regency 2013-2033, Dalung Village is one of the priority residential areas in North Kuta District with the following housing units, Perum Dalung Permai, Perum Dalung Asri, Perum Dalung Tiga, Perum Anggi Elok, Perum Cemara Hijau, Perum Garuda Kencana, Perum Cemara Giri Graha, and Perum Wahana Graha, thus causing a significant increase in population growth which can have an impact on increasing the number of vehicle users in the Dalung Village area. The time of the research was carried out for 4

months (May 2020 to September 2020). Data collection was carried out for 1 week, without specifying certain days such as Saturdays, Sundays and national holidays. This research method uses a qualitative method with a case study approach, a case study approach is carried out to find the factors that drive people's preferences in choosing a rental garage location that also affects land conversion. According to Subadi (2006) a case study approach that examines aspects, issues and events about the geographical setting repeatedly. The case study in this study prioritizes data collection techniques through observation of participation or involvement. Suryabrata (2003) mentions case study research and field research aimed at studying intensively about the background of the current situation, and the environmental interactions of a social unit, such as individuals, groups, institutions or communities. The stages in conducting research are starting with doing a grand tour to find phenomena and issues in the field to writing and making research conclusions. Map of Dalung Village and the distribution points of research locations in rental garages can be seen in Figure 1.

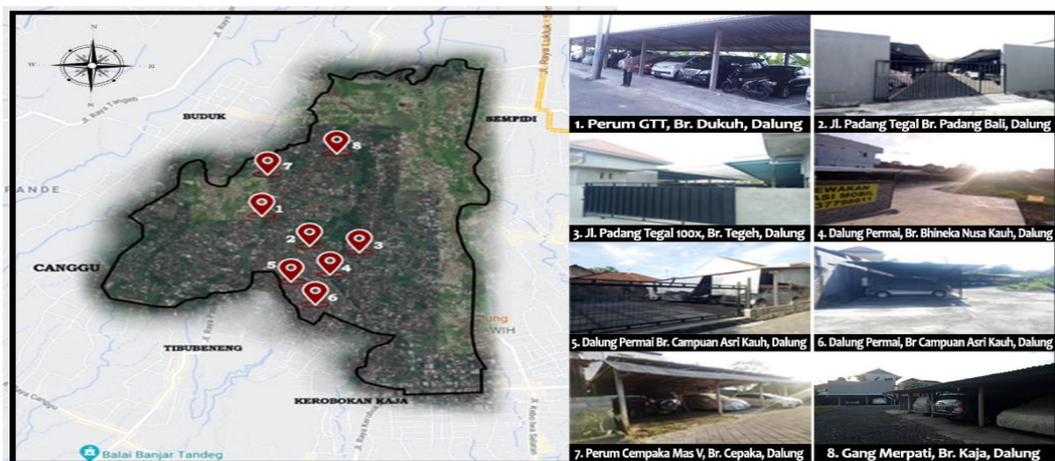


Figure 1. Research Location

This study has 2 (two) types of data, namely qualitative data and quantitative data obtained from primary and secondary data sources, primary data sources in the form of factors that influence people's preferences in choosing a location for a rental garage business, such as; environmental characteristics, ease of accessibility, security & environmental safety, as well as internal and external factors from the rental garage owner obtained from interviews, google form questionnaires and field observations. While secondary data is obtained through documentation studies in the form of characteristics of physical conditions in the research area and maps of research locations that can explain the distribution points of the rental garage locations under study, government documents, written materials and related data searches through cyberspace. Data collection by interviews and questionnaires was carried out by purposive sampling to 8 (eight) owners of rental garages in Dalung Village.

Table 1. Research Data Needs

Data requirements	Method of collecting data					Data source	Mthod of collecting data
	K	O	D	L	I		
Environmental Characteristics		√		√	√	- Field observation - Institutional Survey to Dalung Village Government	
Community Driving Factors	√	√	√			- Field observation - Interview and Questionnaire Distribution	

				- Documentation	K:
Community Activities	√	√		- Field observation - Interview and Questionnaire Distribution	
Village Spatial Pattern Plan & Land Transfer Pattern		√	√	√ - Field observation - Institutional Survey to Dalung Village Government - Documentation	

Questionnaire; O: Observation; D: Documentation; L: Literature Study; I: Institutional Survey (Source: Personal Analysis. 2021)

Research Flowchart

Data analysis according to Moleong (2011) is an effort made by collecting data, organizing data, sorting into units which can then be managed, synthesizing them, looking for and finding patterns, finding out what is important and what is learned, and deciding what can be told in the story. others. The analysis stage used starts from data collection in the form of analysis of phenomena obtained from the results of the grand tour regarding the development of rental garages related to land conversion that occurred in Dalung Village, followed by data collection, and further data analysis. In further data analysis, data reduction which is considered important is carried out, then the data is distinguished based on the type of data. Qualitative data will go through a coding process, while quantitative data will go through a statistical analysis process. After the data reduction process, it was followed by a data triangulation process to test and compare the data obtained from various data collection techniques. After that, it ends with the conclusion of the research. The data that has been disaggregated will be presented in the form of documentation, statistics and short descriptive descriptions. The research analysis chart can be seen in Figure 2.

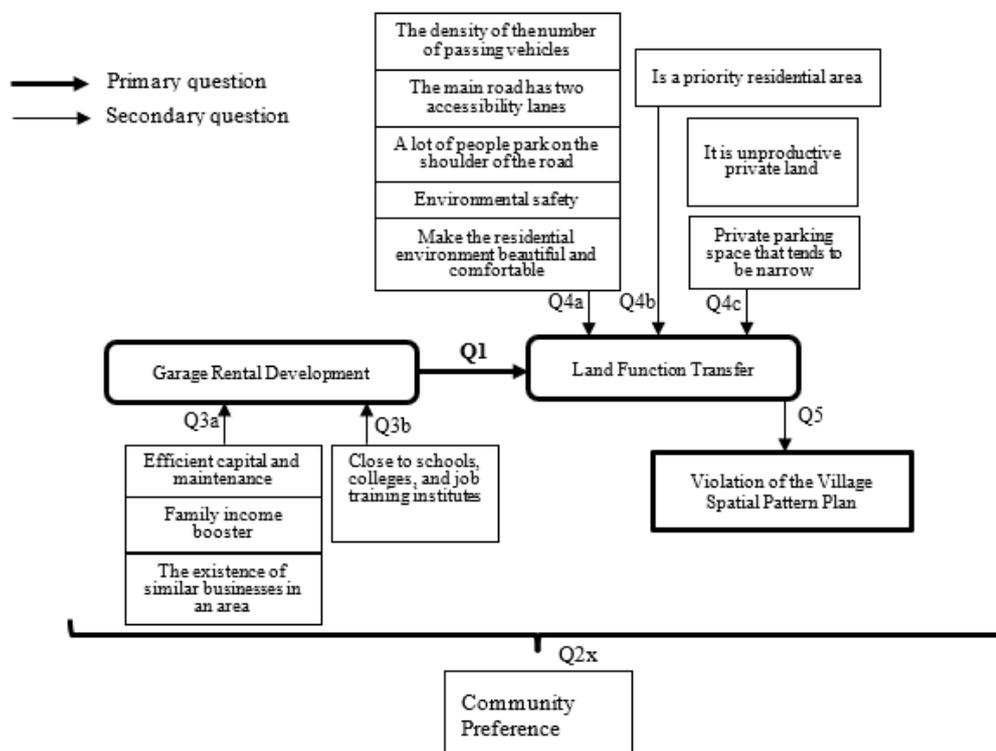


Figure 2. Research Analysis Chart

RESULTS AND DISCUSSION

Indicators and Factors Influencing Preferences for Choosing a Rental Garage Location in Dalung Village

Based on the theory of location selection according to Tjiptono (2007) and the results of observations in the field by conducting interviews and distributing google form questionnaires to 8 (eight) owners of rental garages located in Dalung Village, an overview of the selection of rental garage locations is obtained which is summarized into several different categories. The categories include, a). The location selection is based on economic and population aspects, namely; efficiency of capital and maintenance, increase in family income, presence of competitors, located in residential areas, and urbanized areas, b). Site selection based on activity systems, development systems, and environmental systems, namely; there is parking on the shoulder of the road in a residential environment, parking providers for residents of the neighborhood, the community does not have a parking garage, vehicle security, making the environment more beautiful and comfortable without the distraction of parking vehicles on the shoulder of the road, potential site, productive use of vacant land, residential area that continues to grow, the environment is close to schools and offices. These categories are then summarized into 5 (five) indicators along with the factors for consideration or determining preferences for rental garage owners, including economic indicators, population indicators, accessibility indicators and community activities, site potential indicators, and educational facilities indicators.

Economic indicators are one of the indicators that should be taken into account when opening a business, the following is an assessment obtained through interviews and google form questionnaires for parking garage owners on the selection of rental garage business locations, which can be seen in Table 2.

Table 2. Assessment of Economic Indicators on the Selection of Rental Garage Locations

No	Indicator	Factor	Value
1	Economy	<ul style="list-style-type: none"> • Areas with a community economy that tends to increase • Capital and maintenance efficiency • Family income booster • The existence of similar businesses in an area 	<p style="text-align: right;">0</p> <p style="text-align: right;">6</p> <p style="text-align: right;">3</p> <p style="text-align: right;">5</p>
Total			14

Table 2 shows that the economic indicators have several factors that dominate people's decisions as owners of rental garages in Dalung Village to choose the location of a rental garage business in an area, namely capital and maintenance efficiency, the existence of similar businesses, and to increase family income. The driving factors for preference obtained from table 2 as mentioned by Algifari (2003) in the theory of site selection, namely factors of production process efficiency or business capital which are grouped based on technical efficiency and economically will be able to increase business success. Meanwhile, Dharmmesta and Handoko (2012) suggest that choosing the right location will minimize the costs (investment and operations) in the short and long term, and will increase the company's competitiveness. Ekapriyatna, et al (2016) argue that the existence of similar businesses or competitors can be used as opportunities for entrepreneurs in developing their businesses which can be in the form of product variations and product quality. Asrina, & Martina (2017) have a view that the existence of similar businesses in an area can actually be a threat to a business. However, this can be anticipated in a creative way in terms of price, quality, and innovation competition. The company's success will only be achieved if the company is able to develop a competitive advantage over the strategies implemented by competing companies.

The population indicator raises several factors as it is known that Dalung Village is a priority residential area in North Kuta District and has a high population growth rate. This can be seen in Table 3 below.

Table 3. Assessment of Population Indicators on the Selection of Rental Garage Locations

No	Indicator	Factor	Value
2	Population	• Rapid population growth rate	0
		• Is a priority residential area	3
Total			3

The results of interviews and the distribution of the google form questionnaire show that the population indicator has priority residential area factors chosen by 3 correspondents, this indicates that not many rental garage owners in Dulung Village consider priority residential areas as a factor that drives their preferences in choosing a business location for a garage. rent. However, the theory put forward by Losch in Suryani (2015) says that the location of the seller greatly affects the number of consumers he can work with. The further away from the seller's place, the more reluctant consumers are to buy because the transportation costs to go to the seller's place are getting more expensive. Losch tends to suggest that the location of the business is in the market or close to the market (consumers). The theory aims to find the pattern of industrial locations so that a spatial balance is found between locations.

Accessibility indicators and community activities indicate that a high population density will also affect the accessibility and activities of the community in it, the results of interviews and questionnaire distribution get several factors selected and become the community's consideration in choosing a rental garage location. It can be seen in Table 4 below.

Table 4. Assessment of Accessibility Indicators and Community Activities on the Selection of Rental Garage Locations

No	Indicator	Factor	Value
3	Accessibility and Community Activities	• The number of passing vehicles is dense	5
		• The main road has two accessibility lanes	1
		• People park a lot on the shoulder of the road	8
		• Environmental safety	3
		• Make the residential environment beautiful and comfortable	1
Total			16

Accessibility indicators and community activities are indicators that have the highest value, one of which is the community activity factor that carries out parking activities on the shoulder of the road in a residential environment chosen by all correspondents of 8 people, which can be said to be the most influential in the selection of rental garage locations in an area. . Then proceed with the density factor of the number of vehicles that pass both on the main road and residential neighborhood roads, besides that the environmental safety factor is also one that affects the correspondent's preferences because a safe environment will minimize the risk to the safety of the tenant's vehicle. In accordance with what was stated by Tjiptono (2007), the selection of a place or location for a service business requires careful consideration of several factors, such as; easy access and reach by public transportation, visibility of the location that can be seen from the side of the road, traffic (traffic) with many people passing by can have a big influence on impulse buying, traffic density and congestion also affect the existence of business locations and can also be an obstacle to service and access for police, fire, and ambulance, there is a large and safe parking lot, the availability of a large enough space for business expansion in the future, a business environment that supports a business, the location of competitors and government regulations on the existence of a business. a type of

business in the region. According to Ariani (2009) in choosing a location in the middle of housing, one should also pay attention to several things, such as the ease of accessing the business location from the highway and the ease of getting public transportation facilities, and traffic with congestion or smooth traffic that can affect impulse buying. . Broadly speaking, indicators of accessibility and community activities are one of the indicators that are taken into account in choosing the location of a business, as stated by Luhst (1997; 128) in Maryati (2018) which states that with accessibility and a supportive environment, it will be easy to obtain access to various activity centers, such as trade centers, education centers, industrial areas, banking services, recreation areas, government services, professional services and even integration between all these activities.

One of the indicators that can also influence the selection of the location of a business is the potential of the site / site, the potential of the site has several factors that arise from the influence of the site and the surrounding environment as well as the influence of the internal land owner himself. It can be seen in Table 4 below.

Table 5. Assessment of Site Potential Indicators on Selection of Rental Garage Locations

No	Indicator	Factor	Value
4	Site Potential	<ul style="list-style-type: none"> • Is private land that is not productive or idle land • It is a developing residential area • Private parking space that tends to be narrow 	3 0 1
Total			4

Based on the assessment of potential site indicators in Table 5, the most influential is private land that is not productive or unused land which was chosen by 3 respondents. This shows that some of the rental garage owners have unproductive personal land which encourages the owner's desire to make it a rental garage business. In addition, there is also one correspondent who chooses privately owned parking spaces that tend to be narrow, this happens a lot in residential areas that have minimal parking areas for four-wheeled vehicles. The indicators of the potential of the site and its factors are actually related to changes in land use or land use changes that often occur in the Dalung Village area, many people prefer their unproductive land to be used as an effort to improve the family's economic level. As stated by Barlowe (1986) in Tilaar (2013), many changes in land use that occur due to the need to meet the needs of an increasing population and are associated with increasing demands for a better quality of life.

The indicator of educational facilities is one of the factors that must be implied when choosing a business location, this is because if the location of the rental garage business is close to schools which tend to be many or crowded, it will create a residential area in a densely populated area which will also have an impact on the number of motorized vehicles. . It can be seen in Table 6 below.

Table 6. Assessment of Education Facilities Indicators on Selection of Rental Garage Locations

No	Indicator	Factor	Value
5	Educational facilities	<ul style="list-style-type: none"> • Close to elementary, middle and high school schools to lectures and job training institutions 	1
Total			1

The assessment in Table 6 shows that the indicators of educational facilities did not have a significant effect on the correspondents in choosing the location for the rental garage. According to one correspondent, this is because not many people go to school, study and even attend job training institutions using four-wheeled vehicles who will rent a garage. Ariani (2009) argues that in choosing a business location in the middle of housing, what must be considered are environmental factors around the business that support services or that can be complementary to the services or

services offered, for example cafes that are close to dormitories, student campuses, schools, offices and so on will also affect the number of consumer visits.

The results of the distribution of the questionnaire with the values described in table 2 to table 6, when summarized in a diagram, will bring up a comparison as shown in Figure 3.

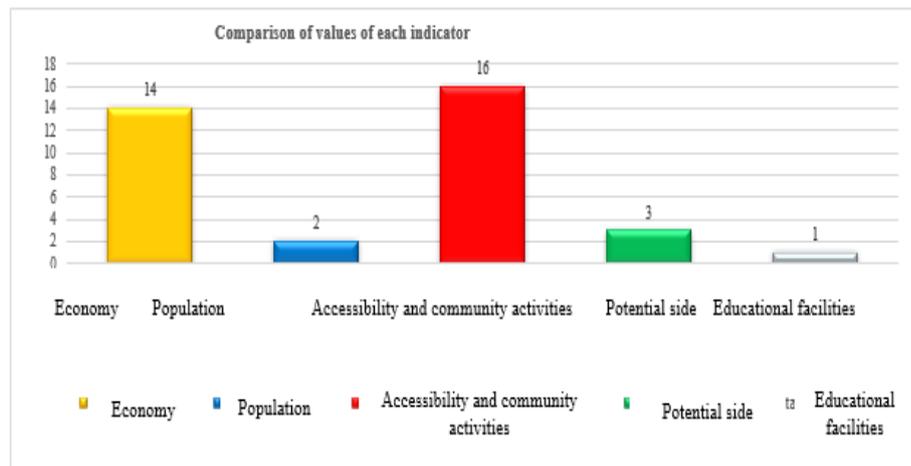


Figure 3. Comparison of Indicator Values

The comparison in Figure 3 shows the indicators and factors that influence the preferences of correspondents in choosing a location to be used as a rental garage business, dominated by indicators of accessibility and community activities, namely the factor of people parking a lot on the shoulder of the road, the density factor of the number of vehicles passing on public roads and roads. environment, and environmental safety factors. Furthermore, there are also economic indicators which are also dominantly influential with factors of capital efficiency and maintenance and the presence of similar business factors (rental garages) in an area.

Selection of Rental Garage Locations Related to Land Use in Dalung Village

Dalung Village is recorded in the RTRW of Badung Regency as a priority residential area in North Kuta District, so that the spatial layout of Dalung Village is dominated by the designated residential area. This resulted in housing growing rapidly without being able to be controlled by the Village Government and Local Government. The rental garage layout permit includes trade and services so it is not possible to have a legal permit in a residential area in Dalung Village, which results in land conversion that is not in accordance with the spatial designation of Dalung Village. The Dalung Village Government through the Head of Planning and Development Affairs I Nyoman Alit Wiranata stated that until now the village government is still reviewing and studying the proliferation of rental garages in Dalung Village which is a trade and service category and will certainly be able to influence the transfer of the spatial plan function of Dalung Village by located in the designated residential area. However, the existence of a rental garage is actually able to ease the task of the village government and local government to organize and bring order to the residential environment with many vehicles parked on the shoulder of the road. It's just that administrative sanctions are still applied for those who violate the provisions of regional spatial planning, if the rental garage is located in a residential area, of course it will not be able to issue a building construction permit (IMB). The analysis of land use in Dalung Village as contained in the RTRW of Badung Regency is described in Table 7.

Table 7. Analysis of the Spatial Pattern Plan of Dalung Village

No	Land use	Area (Ha)	% Area
1	Government Facilities	31,22	4,62
2	Trade & Services	40,16	5,94
3	Settlement	445,91	65,99

4	Wetland Food Farming	123,05	18,21
5	Green open space	0,18	0,03
6	Terminal	0,15	0,02
7	Street	30,58	4,53
8	River	4,46	0,66
Amount		675,71	100

The transfer of function or use of land in Dalung Village has actually occurred and started from a food cultivation area which turned into a residential designation area, this cannot be separated from the role of government agencies and stakeholders in making policies, in accordance with the theory of land conversion proposed by Iqbal and Sumaryanto (2007). Until now, neither the village government nor the local government has been able to properly control the rate of housing development and urbanization as a result of the land conversion. Based on the Law of the Republic of Indonesia Number 26 of 2007 concerning Spatial Planning, spatial planning is a system of spatial planning processes, space utilization, and space utilization control, which has several main provisions for achieving the objectives of spatial planning implementation, including spatial planning arrangements, development of spatial planning, implementation of spatial planning, and supervision of spatial planning. Map of the spatial pattern of Dalung Village based on the RTRW.

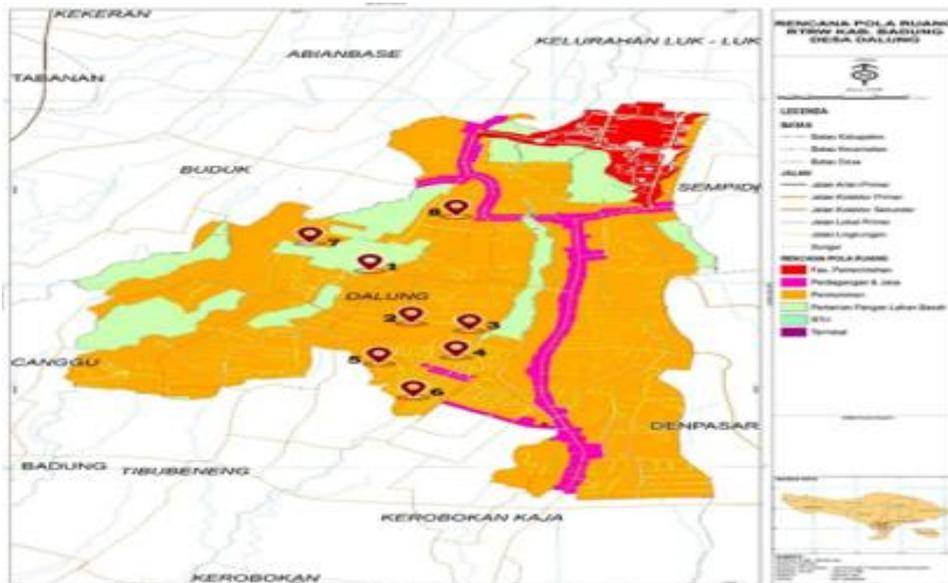


Figure 4. Spatial Pattern Plan for Dalung Village

CONCLUSION

The plan for the spatial pattern of Dalung Village is divided into several zones with reference to the RTRW of Badung Regency. In the orange area, which is a residential area, there are points where the garage rental research location is carried out. If it is noticed that the location of the rental garage location is in a residential designation area and some points are close to a wetland food-agricultural area, this of course has deviated from the provisions of the village spatial pattern. The absence of strict sanctions for violators of the spatial plan of Dalung Village also influenced the selection of rental garage locations in the designated residential area. In addition, providing socialization of land use to the community is very important to do so that not every vacant land or unused land is designated as trade and services.

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