Abstract

The research was conducted to study factors in rental decision making for apartment and analysis of various factors, including variables, and study relationships between variables and the decision making on selection of the apartment. The total 384 samples can be classified into 3 groups each 128 samples: group of current tenants stayed in apartment, group of future tenants and groups of former tenants in apartment. The research employed survey and data were analyzed by descriptive method using mean, frequency percentage, standard deviation and testing hypotheses by correlation analysis.

The findings showed that product is the most significant factor among variables for rental decision making in apartment. Within product, design and attraction of buildings are most significant in ranking. Ranking second is to promote the marketing support regarding tenant security by security guards, key card system, and CCTV cameras. For the location factor, the results showed low ranking concerning access walk or transportation from building to outside. As to the price factor, some tenants require 2 month deposit installments. In addition, the analysis of correlation among 4P's (product, price, place and promotion) found that: 1) For the group of current tenants, the factors of price, place, and promotion are positively correlated to their decision making but factor of product is not correlated; 2) For the group of future tenants, the factors of product and price are correlated to their decision making but factors of place and promotion are not correlated; 3) For the group of former tenants, the factors of product, place, and promotion are correlated but factor of price is not correlated. The research was tested by Pearson correlation coefficient at .05 significant level.