

Abstract

Beach hotel projects demonstrate identity, aesthetic and functions for users or customers. There are several kinds and properties of roofing materials in the market. The researcher was interested in selection factors of roofing materials in beach hotel projects. The researcher examined information concerning the concepts of construction material selection and roof material products in the market. This is a quantitative research that collected data from 85 architects and owners of beach hotel projects through a questionnaire survey. The results showed that beach hotel projects have priorities in roofing selection as follows: (1) colors, (2) convenience in installation, and (3) price including installation, respectively. As to the color, the priorities are: (1) original color, (2) wood color, and (3) brown color. In addition, the roof suppliers that have on-site services are more favorable. In addition, architects are the party that has highest influence in selecting roof materials. In small projects, price is more focused than the large ones. Projects with higher room rate have precedence in price and useable life of roof materials much more than projects with lower rate. The results can help architects and project owners in selecting the roof material products that are suitable for each beach hotel project in the view of aesthetic and also suggest the material specification that affects project income and cost.