ABSTRACT

The fulfillment of house requirement due to this case of population becomes one of ten problems faced by the Central Java Purvincial Government. To complies this program the support of several parties sucs as private (developers), individual and government.

This research is aimed to explain and analyze probability of the type 36 Rumah Sederhana Sehat / RSH (simple home) are build up by developer. Population of this research is all developer (77 developer) that build a RSH and rumah mewah (luxury house) at central java. Using purposive sampling with proportionally succed to choice 52 sample (developer).

Data that obtained collected through of interview with respondents on research location are RSH pricing, land acreage, road width, interest rate and expected profit rate (independent variable). That improve probability of the type 36 RSH that build by developer (dependent variable) in Central Java in 2005.

The analysis used is logistic model with Maximum Likelihood Estimation (MLE). The logistic model with MLE is used to test the hypothesis at 5 % significant level. The price of the house and profit rate have positive influence to probability of developing houses by the developer. Interest rate and road width have negative influence to probability of developing houses by the developer. Where, the land acreage has not significant effect on that probability.

Key word : logit, probability, Rumah Sederhana Sehat / RSH (simple home), developer.