

ABSTRACT

Diponegoro University has formulated a strategic step in developing infrastructure facilities, such as built Rusunawa Undip for supporting the education and welfare of students. Rusunawa Undip can accommodate 252 students, but now the occupants are only $\pm 21\%$ of total capacity, although rent offered relatively cheap. This research aims to examine the influence between rent, family's income, facilities, location, and substitution price to Rusunawa Undip's demand.

This research uses data from populations all of the Rusunawa Undip's occupants, number of 52 students. In this research, the method uses multiple linear regression analysis to determine influence rent, family's income, facilities, location, and substitution price to the number of Rusunawa Undip's demand.

The results of research conclude that rent, family's income, facilities, and substitution price have affect to Rusunawa Undip's demand. Only location which hasn't affect to Rusunawa Undip's demand. The results also show that the variables which is most influence to Rusunawa Undip's demand, such as rent and facilities. Therefore, Rusunawa Undip should pay more attention to these two variables to increase Rusunawa Undip's demand.

Keywords : Rusunawa Undip's demand, rent, facilities, location, and substitution price.