

Analysis of Effectiveness and Efficiency Factors Affecting Boarding House Selection Preferences in Malang City

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Boarding houses are expanding rapidly in many cities in response to lifestyle changes and the growing need for practical accommodation among economically active groups. Their residents generally include employees, students, and self-employed individuals who rent rooms based on diverse considerations. This study analyzes the effectiveness and efficiency of boarding-house operations in Malang City in relation to residents' service satisfaction. A descriptive design combining qualitative and quantitative approaches was employed. Data were obtained by converting information weights from survey results and structured interviews with 136 purposively selected respondents known to the researchers. All respondents were male boarding-house residents in Malang City. The effectiveness predictors were ambience, room condition, security, and garage availability, whereas the efficiency predictors were accessibility, electricity, water, and internet access (Wi-Fi). The qualitative analysis used a gap-analysis (shift-share) approach combined with an Ishikawa diagram, while the quantitative analysis used SPSS to estimate a regression model. The findings indicate that security was the residents' primary consideration regarding effectiveness, while accessibility was their primary consideration regarding efficiency.

Keywords: boarding house, residents, effectiveness, efficiency, Malang City

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1. Introduction

Boarding houses have grown rapidly in various cities alongside lifestyle changes and the need for practical accommodation among economically active groups. Residents generally include employees, students, and self-employed individuals who rent rooms based on diverse personal considerations. This study analyzes the effectiveness and efficiency of boarding-house operations in Malang City and the surrounding area in relation to residents' service satisfaction. Imran et al. (2024) state that boarding houses are highly attractive to migrants who work, study, or conduct business because they provide affordable and secure accommodation with convenient accessibility. Accessibility and security are therefore major considerations when individuals live away from their permanent homes. Furthermore, Muryanto and Herlian (2024) emphasize that boarding houses represent the fulfillment of a primary need for accommodation, although the arrangement is temporary because the room is rented.

Previous studies show that decisions to choose a boarding house are not determined by a single attribute, but by a combination of environment, location, price, facilities, security, and comfort. Environmental factors have been identified as dominant considerations, while location and price consistently remain important determinants of rental decisions (Hajar, Susilawati, and Nilakusmawati 2012; Amilia and Iriyani 2019; Paruntu, Hatidja, and Langi 2021; Rahayu and Hartiningtyas 2022; Ilhami and Feri 2023).

In addition to physical attributes, residents' interest and preferences are influenced by the marketing mix, service quality, distance from activity centers, cleanliness, air circulation, the number of occupants per room, and location attractiveness. These findings indicate that boarding-house managers need to balance cost efficiency with service quality and the comfort perceived by residents (Paembong, Soegiarto, and Nurqamarani 2019; Ristanti, Simanjorang, and Limbong 2023; Bartasari and Arnellis 2023; Dini and Subhan 2024; Prihono and Nurcahyanie 2024; Sukirno, Manan, and Zainuddin 2025; Binsya and Siam 2025). This study aims to analyze the effectiveness and efficiency of boarding-house operations in Malang City in relation to residents' service satisfaction.

2. Methodology

This descriptive study employed qualitative and quantitative approaches. Data were obtained by converting information weights from survey results and structured interviews with 136 purposively selected respondents who were known to the researchers. All respondents were male boarding-house residents in Malang City. The effectiveness predictors consisted of ambience (x1), room condition (x2), security (x3), and garage availability (x4), while the efficiency predictors consisted of accessibility (x5), electricity (x6), water (x7), and Wi-Fi or internet access (x8). The qualitative approach used gap analysis (shift-share) combined with an Ishikawa diagram. The quantitative approach used SPSS statistical software to estimate a regression model.

The data collection process began with a survey. During this stage, trained surveyors who understood the substance of the study conducted in-depth interviews with each selected respondent. The interviews were guided by a structured list of questions prepared by the researchers and surveyors.

The respondents' answers to the survey questions were subsequently verified using triangulation. Sa'adah, Rahmayati, and Prasetyo (2022) explain that triangulation is an important step before converting information into quantitative data because it ensures a common understanding when assigning data weights to each predictor component. Huda, Salim, and Habsyi (2025) further emphasize that validity requires careful attention so that the analyzed data can generate conclusions and recommendations that genuinely correspond to the research objectives.

After the triangulation process, the researchers used their informed judgment to convert the descriptive interview responses into scores ranging from 1 to 10. This broad scoring range was intended to enable finer distinctions between responses that appeared similar but reflected different empirical facts and backgrounds.

3. Results And Discussion

Boarding-house customer preferences in Malang City are highly diverse. Boarding houses are needed not only by migrants from outside Malang but also by residents of the surrounding area whose homes do not provide convenient access to their workplaces or who need a place to rest on working days. Some residents came from Batu City and the districts of Lawang, Kepanjen, Turen, and other parts of Malang Regency. Nazaha et al. (2024) found that convenient access and a secure environment are the primary considerations when choosing a boarding house. This is because residents mainly focus on meeting work-related and social needs.

Proximity to the workplace or campus is a major reason because it supports time efficiency and personal health needs. Some people also use boarding houses as temporary accommodation while receiving medical treatment, such as dialysis or physiotherapy. Rental periods may be weekly, monthly, or annual. Boarding-house owners therefore offer substantial flexibility in rental duration to accommodate the changing needs

of residents. Ompusunggu et al. (2022) report that although boarding houses were originally intended to provide accommodation for school and university students, they are now widely used by workers and other individuals requiring temporary housing because they are considered practical, secure, and highly efficient.

Table 1. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.425 ^a	0.180	0.129	0.204818

The correlation coefficient ($R = 0.425$, or 42.5%) indicates that the model is still influenced by many factors that were not included as predictors in this study. For the male boarding-house residents in Malang City who were the focus of the analysis, a value above 40% in social research provides a relatively strong basis for decision-making, although other predictor variables should also be considered. Ilmi et al. (2024) note that decisions about boarding houses and their facilities are highly subjective and may involve numerous predictors because each person has different personal needs. These considerations cannot be imposed on either boarding-house owners or prospective residents. Consequently, providing facilities that correspond to common needs is one practical strategy for boarding-house owners. More generally, consumer purchase intention may also be influenced by price, brand image, business location, service quality, price perception, and promotional strategies (Sa'adah, Syairozi, and Badriyah 2024; Muflika, Syairozi, and Yaskun 2024).

Table 2. Regression Coefficients

Model	Variable	B	Std. Error	Beta	t	Sig.
1	(Constant)	3.765	1.710	–	2.201	0.030
	Ambience	-0.074	0.070	-0.131	-1.051	0.295
	Room	-0.045	0.057	-0.071	-0.787	0.433
	Security	0.135	0.124	0.214	1.089	0.278
	Garage	0.158	0.073	0.406	2.163	0.032
	Accessibility	0.270	0.125	0.432	2.155	0.033
	Electricity	0.132	0.085	0.232	1.549	0.124
	Water	-0.278	0.079	-0.466	-3.521	0.001
	Internet	0.036	0.064	0.049	0.558	0.578

The regression model in Table 2 indicates that the surrounding ambience, the physical condition of the room, and water availability may be treated as lower priorities by boarding-house residents. This finding is supported by the preferences of employees, school students, and university students, who tend to focus more on their work or academic responsibilities than on the condition of the boarding house itself. This differs from hotel-room requirements for tourism or relaxation, where the surrounding atmosphere, the physical condition of the room and its furnishings, and abundant water availability are more prominent. Boarding-house rooms are primarily used for sleeping and resting quietly. Most respondents stated that when they entered their rooms, their main intention was simply to sleep. Other needs, such as eating, drinking, and even bathing, could be met through better facilities at workplaces, campuses, and other public facilities near the boarding house. Wijaya and Abduh (2021) suggest that boarding-house entrepreneurs should consider this behavior when designing buildings and facilities. Fawzia, Andini, and Ramadhan (2023) further emphasize that male residents generally have simpler needs than female residents. Men tend to be more practical in meeting their needs and therefore rely less on the completeness of facilities provided in the boarding house.

Table 3. Kendall's Tau-b Nonparametric Correlation Analysis

Kendall's tau-b	Statistic	Ambience	Room	Security	Garage	Accessibility	Electricity	Water	Internet
Ambience	Correlation Coefficient	1.000	.159	.546**	-	.624**	.248**	.376**	-.228**
	Sig. (2-tailed)	.	.053	.000	.000	.000	.002	.000	.005
	N	136	136	136	136	136	136	136	136
Room	Correlation Coefficient	.159	1.000	.375**	-	.343**	.411**	.111	.068
	Sig. (2-tailed)	.053	.	.000	.000	.000	.000	.180	.413
	N	136	136	136	136	136	136	136	136
Security	Correlation Coefficient	.546**	.375**	1.000	-	.730**	.483**	.404**	-.247**
	Sig. (2-tailed)	.000	.000	.	.000	.000	.000	.000	.003
	N	136	136	136	136	136	136	136	136
Garage	Correlation Coefficient	-.676**	-	-.772**	1.000	-.698**	-.476**	-	.248**
	Sig. (2-tailed)	.000	.000	.000	.	.000	.000	.000	.003
	N	136	136	136	136	136	136	136	136
Accessibility	Correlation Coefficient	.624**	.343**	.730**	-	1.000	.642**	.588**	-.233**
	Sig. (2-tailed)	.000	.000	.000	.000	.	.000	.000	.005
	N	136	136	136	136	136	136	136	136
Electricity	Correlation Coefficient	.248**	.411**	.483**	-	.642**	1.000	.682**	-.064
	Sig. (2-tailed)	.002	.000	.000	.000	.000	.	.000	.440
	N	136	136	136	136	136	136	136	136
Water	Correlation Coefficient	.376**	.111	.404**	-	.588**	.682**	1.000	-.054
	Sig. (2-tailed)	.000	.180	.000	.000	.000	.000	.	.511
	N	136	136	136	136	136	136	136	136
Internet	Correlation Coefficient	-.228**	.068	-.247**	.248**	-.233**	-.064	-.054	1.000
	Sig. (2-tailed)	.005	.413	.003	.003	.005	.440	.511	.
	N	136	136	136	136	136	136	136	136

The nonparametric correlation analysis using Kendall's tau-b shows that the internet and garage predictor variables were negatively correlated with several other predictors. Empirical observations and respondent statements indicate that garages are mainly needed for four-wheeled vehicles and are therefore considered unimportant by many residents. Residents who brought motorcycles but did not have access to an adequate garage likewise stated that this was not a problem. They could leave their motorcycles with coworkers or fellow students whose homes were in the same direction, making it more practical and comfortable to be picked up by those friends. The empirical study identified many unique yet highly logical strategies and ways of thinking among the respondents.

A similar pattern was found for internet facilities. All workers and students agreed that internet signals throughout Malang City were strong and reliable. Mobile data packages from various providers worked well and were available at very low prices. Using personal data packages was therefore considered more efficient than paying an additional fee for shared internet facilities at the boarding house. Internet access was also widely available in public facilities, coffee shops, workplaces, schools, and campuses.

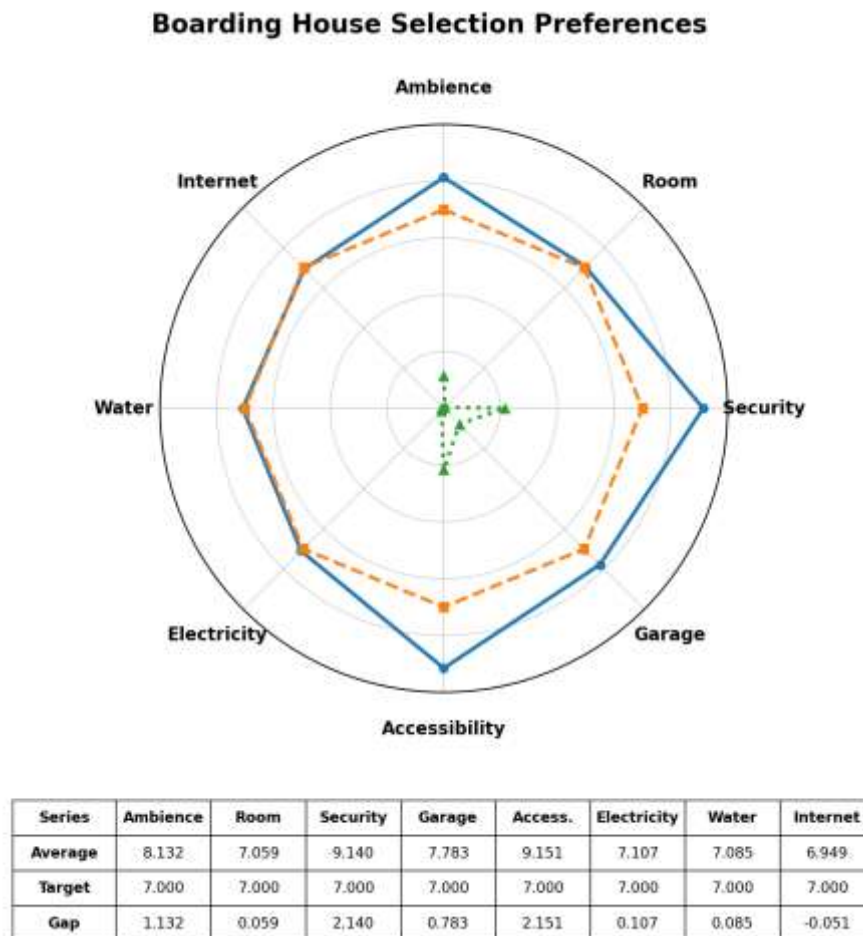


Figure 1. Boarding House Selection Preferences

Based on the findings, Figure 1 presents the gap values in respondents' preferences when selecting a boarding house. The shift-share gap analysis produced slightly different results regarding the need for a garage, but confirmed that internet access was not considered an important facility in boarding-house selection. Figure 1 also shows that basic water and electricity services were not viewed as major expectations in the selection process. Regarding water-related activities, most respondents argued that bathrooms at workplaces, campuses, and public facilities were adequate. This reduced residents' dependence on water facilities at their boarding houses. Many residents stated that they preferred to bathe at work or on campus at certain times before activities began or when returning from work.

Similarly, electricity availability and the reliability of the supply provided by PLN were not major concerns because power outages in Malang City were rare. Other facilities, such as air conditioning, were also considered unnecessary because Malang's climate was perceived as relatively cool throughout the day.

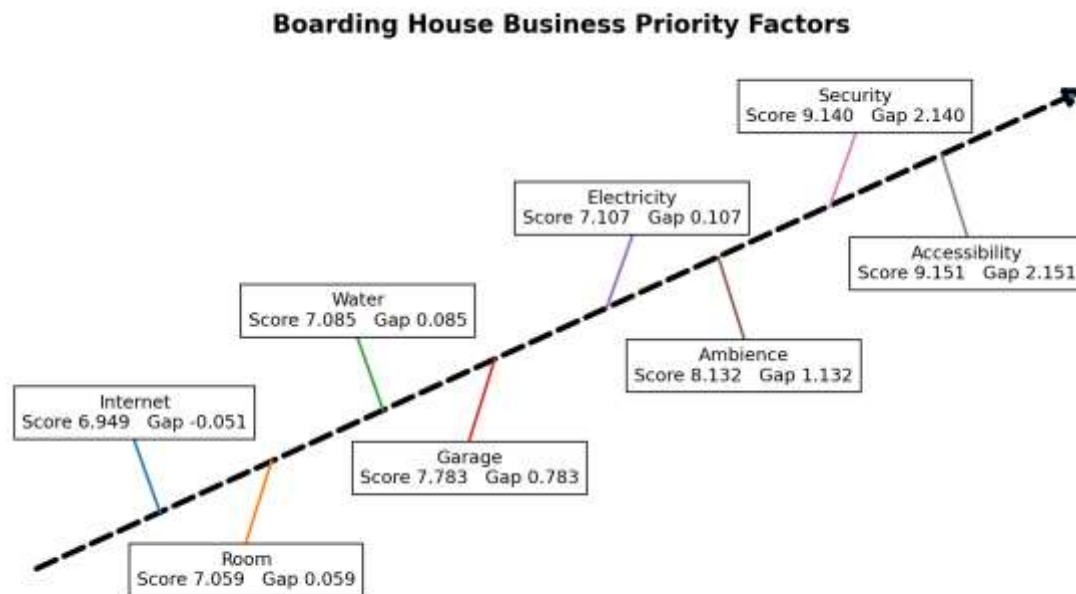


Figure 2. Fishbone Diagram of Boarding House Business Priorities

The fishbone diagram in Figure 2 confirms that internet availability was not an important preference among boarding-house residents in Malang City. Easy access to Wi-Fi at public facilities, campuses, offices, and coffee shops allowed residents to obtain information without requiring boarding-house managers to provide internet facilities. Boarding houses differ from hotels; residents in Malang City primarily use them as places to sleep and store personal belongings.

From the government's perspective, boarding houses are important in supporting regional economic activity through their contribution to local revenue and the movement of the real sector (Ringan 2023). Tipaka, Elim, and Datu (2025) further emphasize that boarding houses make a significant contribution to locally generated revenue and serve as an indicator of economic activity in cities and regions.

4. Conclusion

Security and accessibility are the main preferences when residents select a boarding house. Male and female residents differ in their facility preferences; nevertheless, security and accessibility remain the primary considerations for residents in Malang City when choosing an effective and efficient boarding house.

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