

V. CONCLUSION AND IMPLICATIONS

A. Conclusion

Based on the results of this study, the discussion of the effect of income, interest rates, number of family members and age on housing loans requests for bank X Banjar City customers. It can be summed up as follows:

1. The effect of interest rates, income, number of family members, and age on housing loans demand for bank X Banjar City customers.
 - a. Interest rates does not significantly effect on housing loans demand for bank X Banjar City customers. However, this is contrary to the hypothesis where the hypothesis of interest rates is negative, so it can be concluded that interest rates do not have a significant effect on mortgage demand. It is also proven that in the field of greater income is considered housing loans installments and high interest rates will not burden customers in taking the housing loans.
 - b. Income has a significant positive effect on housing loans demand for bank X Banjar City customers. In this study, when income can meet the needs and is sufficient to pay housing loans installments, customers prefer to take a mortgage rather than having to rent a house.
 - c. The number of family members does not significantly affect the demand for housing loans for customers of bank X Banjar City. If the customer's income is high and stable enough to take a housing loans, then the large number of family members and family expenses

do not burden the customer in purchasing a housing loans, so the large number of family members will not burden customers in taking the housing loans.

d. Age have a negative and significant effect on the total demand for housing loans for bank X Banjar City customer. The results in the field show that customers who take housing loans are over 35 years old and are no longer included in the productive age category.

2. Among the income, interest rates, number of family members and age, that most influence the demand for housing loans for Bank X Banjar City bank customers are income.

B. Implication

Banking has a direct role for the development of the country and bank credit contributes significantly to the rotation of the country's economy. One of the important problems faced by Indonesia today is the density of occupation and residential houses. Bank Indonesia takes precautions by issuing LTV or Loan to Value regulations intended for housing loans withdrawals.

With the increasing demand for Home Ownership Loans (KPR), the Bank needs to increase the principle of prudence in housing loans demand because housing loans growth that is too high has the potential to pose various risks for the Bank. Housing loans growth that is too high can also encourage an increase in property prices that do not reflect the real price, which can increase credit risk for banks with large property loans. To anticipate such risks, Bank Indonesia Circular Letter No. 14/10/DPNP dated

15th March 2012 was issued concerning the Application of Risk Management to Banks Providing Home Ownership Loans and Motor Vehicle Loans.

Director General of Infrastructure Financing of the Ministry of Public Works and Public Housing (PUPR) Eko D. Heripoerwanto explained that his party had disbursed various subsidized Home Ownership Credit (KPR) schemes. Among them are Interest Difference Subsidy (SSB), Housing Financing Liquidity Facility (FLPP), and Savings-Based Housing Financing Assistance (BP2BT). The scheme was given to boost the subsidized housing industry in the country.

C. Research Limitations

The limitations of researchers in this study are the difficulty of finding customers as respondents who take housing loans because of the uncertainty of days for customers who want to pay housing loans installments, so it is hoped that for further research the factors used can be more in-depth about housing loans demand. While there are still various other factors that can affect the demand for housing loans, such as educational variables.