Analysis of Factors Affecting Housing Property Values Simple Type at Davarel Green Village Housing

Atansah Sembiring[1], Nazaruddin Matondang[2], Sugiharto Pujangkoro[3]

[1](Universitas Sumatera Utara, Indonesia)
[2](Universitas Sumatera Utara, Indonesia)
[3](Universitas Sumatera Utara, Indonesia)
Corresponding Author: Atansah Sembiring

Abstract: *This study aims to analyze the factors that influence the value of simple type Housing Properties in Davarel Green Village Housing. Physical, economic, social, government, accessibility, completeness of facilities are 6 variables that are used as factors that influence the value of simple type Housing Properties. The data used are primary data, research related to correlation analysis, the sample size should be several times usually at least 10 times the number of variables studied, so 10 x 7 = 70 samples. The results showed that physical, economic, social, government, accessibility, completeness of facilities simultaneously had a positive and significant effect on the value of simple type housing properties, partially the factors that influence property values are physical, social and accessibility factors.*

Keywords: *Housing Properties, Physical, Economic, Social, Government, Accessibility, Completeness of Facilities*

I. Introduction

Housing is one property that has a high investment value, especially in urban areas, so property businesses need to pay attention to the needs and desires of the community as consumers of the housing. Land or land is a medium for the establishment of property, besides being sold separately from buildings, land can also be sold together with buildings. In choosing residential properties (land and buildings) as investments there are several assessment variables that need to be considered, such as social factors, accessibility, availability of facilities, government regulation factors, and others (Sastra, 2005).

Davarel Green Village Housing was developed to meet the needs of the Low-Income Community located in Desa Durin Tonggal, Kec. Pancur Batu, Kab. Deliserdang, approximately 17 km from downtown Medan to the south / southeast. Can be reached via hotmix road (Provincial Road) towards Berastagi / Kabanjahe. The location is considered to be quite feasible to meet the housing needs of the people of Medan and surrounding areas with a variety of excellent alternative access roads. From the East (City Center) can be through Jalan Brigjen Katamso, Simpang Namorambe.

The location is feasible to be used as a housing complex with various supporting factors as follows:
1. Relatively high topography of the land has been proven to be flood-free.
2. Close to downtown Medan (only about 17 Km),
3. There are various alternative ways to reach the project location.
4. Close to social facilities such as; Adam Malik Hospital, Tuntungan Bathing Recreation Location, Hairos Swimming Pool, Pancurbatu Market, School, Campus, House of Worship, Golf Course, Horse Race Course, and others.
5. The air is relatively clean and cool.
6. Panorama of residential locations that are naturally nuanced.
7. The environment around the housing location that has been formed with easy access to the surrounding community.
8. Availability of good modes of transportation so as to ensure smooth mobility of goods and people from and to the project location.
9. Location that is directly adjacent to the district road that has been worked with hotmix asphalt.

The 126 housing units that are marketed at Davarel Green Village Housing since the beginning of 2013 it can be sold out within 6 months. Home sales are quite successful with the sale of all the housing units offered. Houses that are in the same location but different rental prices and selling prices. From observations in the field after handover of houses to consumers, many homes were not occupied or no one rented (occupied by only 20 units, out of 126 units built). This shows a phenomenon, where the theory states that property values are

strongly influenced by location factors, while observed properties are in the same location but the values are much different.

II. Theoretical Review

2.1 Housing and Settlements
Based on Law No. 4 of 1992 concerning Housing and Settlements.

a. A house is a building that functions as a place of residence or residence and a means of family building.

b. Housing is a group of houses that function as a residential or residential environment equipped with environmental infrastructure and facilities

c. Settlements are parts of the environment outside protected areas, both in the form of urban and rural areas that function as neighborhoods or neighborhoods and places of activities that support livelihoods and livelihoods.

According to Rahman (1992) residential property can be categorized into several types, namely:
1. Residential houses, can be divided into elite houses, medium-sized houses, simple houses and cheap houses.
2. Flats, can be divided into flats, apartments and condominiums.
3. According to Sidik (2000), the characteristics of housing that are unique are mainly related to the following:
4. Its fixed location and almost impossible to move.
5. Long-term use.
6. It is heterogeneous in a multidimensional manner, especially in location, natural resources and preferences.
7. Can be physically modified.

2.2 Simple RSS / RSH housing
Very simple housing is a group of residences which at the initial stage was built using quality building materials very simple and equipped with environmental infrastructure, public utilities and social facilities (Komarudin, 1996).

The concept of building a simple house (RS) and a very simple house (RSS) with the support of the Government's BTN subsidized housing loan facility was introduced in August 1991. This policy aims to anticipate the need for housing and settlements for the urban community especially those with low income. Very simple house at firstintended to be occupied by class I and II civil servants, factory workers, and the informal sector who earn a maximum of Rp. 150,000 / month.

2.3 Land Theory
The concept of geography, land meaning land (site) is the surface of the plain that has different physical characteristics from one field to another. Each plot of land has unique characteristics, both in terms of location and composition. Judging from its location, land cannot be shifted or moved so that no two or more plots of land have the same location. Whereas in terms of composition, the land has different properties which causes differences in utilization of the land. These two properties will affect the highest and best use of a plot of land. Good land use will ensure the continuity of a stable ecosystem, limit air pollution and can create a national political, economic, social, cultural, defense and security structure (Reksohadiprodjo, 1994).

2.4 Factors Affecting Property Values
Appraisal (2013), suggests four factors that can affect property values, among others:

1. Economic factors

Economic factors are related to global / international, national, regional and local economic conditions. Demand variables that affect the value of land include the number of workers, wage level, level of income and purchasing power, financial availability, interest rates and transaction costs.

2. Social Factors

Social factors form patterns of land use in an area. Population density, education level, crime rate and pride have (prestigious areas) and behavioral and cultural patterns (sociological) are social factors that influence land value.

3. Government factors

Government policy in the field of law and politics influences land values, national level, economic conditions, monetary policy and taxation can accelerate or slow down economic growth and influence the demand for land. Some examples of policies that can affect the cost and allocation of land use, which in turn will increase land prices, among others; land certificate ownership policies, spatial planning regulations with determination of zoning, tax regulations, licensing regulations (IMB, SIPPT, NJOP, etc.) or the determination of public services (markets, schools, offices, hospitals, malls, etc.) .

4. Physical factors

Physical, environmental and location factors have a strong influence on land values. Site / physical factors are endogenous factors because they are inherent in a plot of land. There are two concepts that must be understood in physical and environmental factors, namely sites and situations.

III. Materials and Method

3.1 Types of Research

Based on the method, this type of research is correlational (Correlational Research). Correlational research is a type of research that studies the relationship of two or more variables, namely the extent to which variations in one variable are related to variations in other variables. The degree of relationship of variables is expressed in one index called the correlation coefficient. Correlation coefficients can be used to test hypotheses about relationships between variables or to state the size of the relationship between the two variables. This research was conducted with the aim of detecting the extent to which variations in a factor are related or correlated with one or more other factors based on the correlation coefficient (Sinulingga, 2015).

3.2 Location and Time of Research

The research was conducted at Davarel Green Village Housing, Durin Tonggal Village, Deliserdang Regency, North Sumatra Province. The choice of location based on consideration in the Housing is entirely simple property. This research is planned to take ± 2 (two) months starting in March 2016.

3.3 Population and Samples

Population is a complete group of elements, usually in the form of people, objects, transactions or events in which we are interested in studying or becoming the object of research. While the element itself is a unit where the data needed will be collected or analogous to the unit of analysis (Mudrajad, 2003).

In connection with determining sample size, based on rule of thumb, Roscoe (1975) in Sinulingga (2015) suggested the following:
a. A reasonable sample size for most studies is 30 to 500.
b. If the sample is divided into categories such as male, senior-junior, odd-even, small and others, then the number of elements in the sample for each category should also be at least 30.
c. If the research is related to multivariate analysis (correlation or multiple regression analysis), the sample size should be several times usually at least 10 times the number of variables studied. For example, if there are 5 research variables consisting of independent variables and dependent variables, the sample size is at least 50.
d. For simple experimental studies using experimental group and control groups, the sample size of each group is between 10-20.

This study consisted of 6 independent variables and 1 dependent variable, the sample size was at least 10 times 7, which is 70 samples.

3.4 Data Analysis Method

This study uses descriptive qualitative analysis method to determine the existence of relationships between dependent variables and independent using inductive statistics correlation with multiple regression analysis. The qualitative descriptive objective in this study is to provide a systematic, factual and accurate description of certain facts.

a. Descriptive Analysis

Mudrajad (2003) explains that qualitative research methods are research methods used to examine natural objects, where researchers are key instruments, while data collection techniques are conducted by interview methods, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization.

b. Multiple Linear Regression Analysis

This analysis is conducted to see if there is a causal relationship between the two variables or examine how large one variable affects the other variables. Relationship between variables that describe the function, namely: y = f (x). This function explains the relationship between the dependent variable (Y) and the free variable (X). Hypothesis testing using t test, F test, r squared test.

IV. Results and Discussion

4.1 Descriptive Analysis

The results of the analysis of the relative index rank and ranking through the questionnaire, then the data is processed by finding the relative rank index (RRI) value of each answer for the level of influence of each factor on the value of property in the Davarel Green Village housing. So that the final results are obtained from the ranking of these factors by using the Product and Service Solution (SPSS) program for respondents in the Davarel Green Village housing, based on the greatest influence is the consumer income level, namely at level 1 with RRI 0.8686. This shows that economic considerations or income levels are the main considerations for respondents in determining the value of Davarel Green village's residential property.

V. Results and Discussion

Results

Statistical processed results assisted by the SPSS program showed that the R Square coefficient test (R^2) was obtained at 0.704 = 70.40%.

This means that the independent variable is able to explain the dependent variable by 70.40%, while the remaining 29.60% is explained by other variables not included in this model (not examined). The test results of the coefficient of determination provide meaning, that only a small number of other independent variables influence property values in the study location.

The magnitude of the significance is 0,000, which means it is smaller than 0.05. Based on these results, it can be concluded that the independent variables simultaneously are able to explain changes in the dependent variable or the model is declared feasible or suitable.

Physical variables have a significant effect (0.003 < 0.05) on property value variables. Economic variables have no significant effect (0.088 > 0.05) on property value variables. Social variables have a significant effect (0.011 < 0.05) on property value variables. Government variables have no significant effect (0.225 > 0.05) on property value variables. Accessibility variables have a significant effect (0,000 < 0,05) on property value variables. Facility variables have no significant effect (0.305 > 0.05) on property value variables.

VI. Discussion

This research has shown that the independent variables include physical factors, economic factors, social factors, government factors, accessibility factors, simultaneously the availability of facilities has a strong correlation with the dependent variable, namely property value. But partially, independent variables that have a significant influence on property values are physical, social and accessibility variables.

Based on the results of previous research conducted by Fahirah (2011) which states that the variables that greatly influence the valuation of property in South Palu are physical variables of housing and availability of facilities. Here it appears that this is quite in accordance with the results of the research conducted, namely physical factors are quite influential. While the facility factor is not very influential on simple property values in Davarel Green Village Housing.

Setiawan (2006) also conducted research on the factors that influence changes in land and building values in Surabaya, the results of which showed that the most influencing factors were location, facilities, property needs and accessibility factors. While other factors such as topography, soil count, area and type of land do not significantly affect the value of land and buildings. When compared with the results of this study it can be seen that accessibility factors include influencing factors.

The home buyers consider intrinsic variables and environmental variables more. It also supports the results of this study which shows the factors that influence property values, namely physical factors which are intrinsic factors.

Physical factors are factors that significantly influence the value of simple type housing properties. This is supported by research conducted previously by Fahirah (2011).

From the results of the analysis of previous studies it was found that social factors are factors that have less influence on property values, while in this study influential. This is a matter that needs to be further investigated, because from the questionnaire questions submitted concerning social factors, namely population, education level and crime rate, does it affect property values in Davarel Green Village Housing, respondents' answers agree more. It can be concluded that the factor of population, education level and crime rate is important for respondents in determining the property value in Davarel Green Village Housing.

From the results of this study, it can be concluded that the phenomenon of property prices (houses) in Davarel Green Village Housing is different after 3 years later, because the perception of homeowners on the value of their property is more influenced by physical, social and accessibility factors. Different physical factors may be caused by different home conditions due to lack of care. Social factors, namely the level of security that feels different. Accessibility factors are the availability of public transportation from each workplace to the location of housing that is not the same between the respondent or the homeowner.

VII. Conclusion and Suggestion

Conclusion

Based on the formulation of the problem, the objectives and results of the analysis in this study, then conclusions can be taken as follows:

1. Independent variable (X) simultaneously affects property values (Y) compared to other variables.

2. Physical, social and accessibility variables partially have a significant effect on property values in Davarel Green Village housing.

Suggestion

Based on the results of this study, there are several suggestions that can be put forward for other researchers who will conduct similar research with this research, namely as follows:

1. For people who will buy land or invest in a simple type of property in Davarel Green Village housing, it is recommended that they consider the results of this study.

2. Developers can use this research to become one (one) reference or indicator in developing a simple type housing.

3. For further researchers who will conduct research on the value of simple type housing properties, it is recommended to make deeper observations and more parameters for determining property values should be used.

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