

Impact of Location and Economic Agglomeration on Land Sales Value in Ternate City

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ABSTRACT

Impact of Location and Economic Agglomeration on the Selling Value of Land in Ternate City. Commission Chairman: Said Mala, SE., M.SI, Commission Member: Mohammad Hasnin, SE., M.SI

The objectives of this study are: (1) To determine the level of accessibility, the degree of the center of economic activity, and the level of selling price of land in the city of Ternate; (2) Analyzing the impact of the level of accessibility and the degree of the center of economic activity on the selling value of land in the city of Ternate. The level of accessibility is measured based on the distance between the location of the land to the center of economic activity, while the degree of the center of economic activity is measured based on the number of industries and markets operating at each kelurahan level, while the selling value of land is the land price based on NJOP and Market Price. The testing tool used is multiple linear regression analysis using the statistical package for social scientists (SPSS) as a statistical test tool.

The results of the analysis show that: (1) the level of accessibility has a positive and partially insignificant effect on the selling value of land based on NJOP and market prices in the city of Ternate; (2) The number of industries has a positive and significant partial effect on the selling value of land based on NJOP and market prices in the city of Ternate; and (3) the number of markets has a negative and partially insignificant effect on the selling value of land based on market prices, while based on NJOP it has a positive and insignificant effect in the city of Ternate.

Keywords: Accessibility Level, Number of Industries, Number of Markets, and Selling Value of Land.

Dampak Lokasi dan Aglomerasi Ekonomi Terhadap Nilai Jual Tanah di Kota Ternate

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ABSTRAK

Dampak Lokasi dan Aglomerasi Ekonomi Terhadap Nilai Jual Tanah di Kota Ternate. Ketua Komisi: Said Mala, SE., M.SI, Anggota Komisi: Mohammad Hasnin, SE.,M.SI.

Tujuan penelitian ini adalah: (1) Untuk mengetahui tingkat aksesibilitas, derajat pusat kegiatan ekonomi, dan tingkat harga jual tanah di kota Ternate; (2) Menganalisis dampak tingkat aksesibilitas dan derajat pusat kegiatan ekonomi terhadap nilai jual tanah di kota Ternate. Tingkat aksesibilitas diukur berdasarkan jarak antara lokasi tanah ke pusat kegiatan ekonomi, sementara derajat pusat kegiatan ekonomi diukur berdasarkan jumlah industri dan pasar yang beroperasi di setiap tingkat kelurahan, sementara nilai jual tanah yaitu harga tanah yang berdasarkan NJOP dan Harga Pasar. Alat pengujian yang digunakan adalah analisis regresi linier berganda dengan menggunakan *statistick package for social scientistis* (SPSS) sebagai alat uji statistik.

Hasil analisis menunjukkan bahwa: (1) Tingkat Aksesibilitas berpengaruh positif dan tidak signifikan secara parsial terhadap nilai jual tanah berdasarkan NJOP maupun Harga Pasar di kota Ternate; (2) Jumlah Industri berpengaruh positif dan signifikan secara parsial terhadap nilai jual tanah berdasarkan NJOP maupun Harga Pasar di kota Ternate; dan (3) Jumlah Pasar berpengaruh negatif dan tidak signifikan secara parsial terhadap nilai jual tanah berdasarkan Harga Pasar, Sementara berdasarkan NJOP berpengaruh positif dan tidak signifikan yang ada di kota Ternate.

Kata Kunci: Tingkat Aksesibilitas, Jumlah Industri, Jumlah Pasar, dan Nilai Jual Tanah.