
ANALYSIS OF VARIABLES AFFECTING PROPERTY VALUE IN HOUSING WITH GROWING HOUSE CONCEPT IN THE ADAMARIS RESIDENCE HOUSING, TANJUNG MORAWA, DELI SERDANG

By

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Abstract

The purpose of this research is to find out analysis of variables affecting property value in housing with growing house concept in The Adamaris Residence Housing, Tanjung Morawa, Deli Serdang. The location of this research is The Adamaris Residence Housing which is located on Jalan Limau Manis, Limau Manis Tanjung Morawa, Deli Serdang Regency, North Sumatra Province. This research lasted for two months, from April to October 2021. This research is a quantitative Research. The Adamaris Residence Housing which has two types of houses, namely canary type as many as 248 houses with a land area of 78m² and a building area of 23m² and castillo type as many as 112 houses with a land area of 104m² and a building area of 27m². The total number of samples obtained is 41 which is used as the end in determining the results of the study. Hypothesis testing in this study uses a partial test. The results show that location has a positive and significant effect on property value in The Adamaris Residence Housing. Price has a positive and insignificant effect on property value in The Adamaris Residence Housing. Environment has a positive and significant effect on property value in The Adamaris Residence Housing. Characteristic has a positive and significant effect on property value in The Adamaris Residence Housing.

Keywords: Property Value, Location, Price, Environment, Characteristic

INTRODUCTION

The house as a place to live today is one of the most important assets to complete basic needs. The land and buildings which are the land for the residence to be built, over time continue to decrease. Land and housing needs of the community are increasing every year. This increasing demand for land is often used, especially in the residential property sector to facilitate these needs.

The public's interest in choosing to live in housing usually seems very large. This is not only true in big cities but has spread to the corners of the city. This can be ensured by more and more developers who continue to build in every corner of the city, whether they are big developers or small developers. The number of housing projects will have an impact on increasingly diverse choices and in the end consumers will choose based on careful consideration.

Limited land causes the government, developers and the community to be able to use land efficiently. The use of this land is indirectly related to the use of space functions. At the same time, it also fulfills the demands of its residents' needs such as public services, provision of other appropriate facilities and infrastructure, with land use that tends to be more efficient. This pushes the price of land to increase from year to year because the demand for housing increases with the limited land that can be used less and less so that not a few developers end up building vertically.

The demand for housing in the form of housing that has other facilities and infrastructure remains a winner for the community in choosing a place to live, especially the Indonesian people. Indonesian culture that is open to each other and the social needs of its people, makes the choice of a place to live with residential housing more

needed; then with this realized housing with the concept of growing houses, namely; land use is relatively minimal, but still efficient and meets the social needs of its inhabitants.

A growing house is a house that is built at a cost according to the minimum standard of a house, namely; the construction can be carried out in stages to achieve standards and dimensions of spatial division based on international standards and modules for the range of motion/human activities (Mai and Shamsudin, 2007). A growing house is also an idea in planning. A growing house is a house that is developed in accordance with the development of the life cycle of its inhabitants. To obtain housing, especially decent housing, the government issued a policy on housing and settlements in Indonesia (Fahirah, 2011). One of the contents of the policy is regarding the location of housing, namely; the location of housing being developed must take into account the population and its distribution, land use, availability of social facilities, and harmony with the environment.

There is a relationship between a person's economic condition with consideration of priority scale in determining housing demand needs. First, consider the location factor, namely a house that is close to a place that can provide job opportunities. The second priority is on the clarity of land and house ownership status. The third priority is on the form factor and building quality (Turner, 1991). Eckert (1990), mentions the factors that are very important and influence the demand for the housing market, namely:

1. Economic factors, changes in economic factors that affect housing demand are income, interest rates, loan policies, rental rates and house prices.
2. Social factors are population density, family size, education, crime rate and age distribution.
3. Government factors include Zonic, city government services and community tax rates.

4. Environmental factors, changes in environmental factors that affect housing demand are topography, land form, soil conditions and facilities such as the following: parking, shopping centers, schools, places of worship, job opportunities, transportation and services for business establishment permits.

The purpose of this research is to find out analysis of variables affecting property value in housing with growing house concept in The Adamaris Residence Housing, Tanjung Morawa, Deli Serdang.

LITERATURE REVIEW

Housing

Based on Law Number 1 of 2011 concerning Housing and Settlements, housing is a group of houses that function as a residential environment or residential environment equipped with environmental facilities and infrastructure.

Housing can be interpreted as a reflection of the human person, both individually and in a unity and togetherness with the natural environment and can also reflect the standard of living, welfare, personality, and civilization of the human inhabitants, society or a nation (Yudhohusodo, 1991).

Good housing planning is planning that includes planning for infrastructure, facilities and public utilities for housing. There are several perspectives to consider are:

1. Environmental Perspective

The environment of a planned housing must be able to meet the needs of decent and affordable housing in a healthy and safe environment, and supported by the availability of infrastructure, facilities and public utilities. So that housing becomes a healthy, safe, harmonious and orderly environment.

2. Social and Economic Perspective

A housing must be affordable for all people, especially for low Income people. The government and developers can provide convenience in financing or building

infrastructure, facilities and public utilities in the residential environment.

3. Institutional Perspective

The planned housing must be in accordance with the spatial planning and use of the land to be built. may not violate the rules that have been made above. Therefore, it is necessary to have control from the government in the form of order and legal certainty in its management.

Location

Location is the place where a business or activity is carried out. An important variable in the development of a business is the location of the urban area (Swastha, 2012).

From this it can be concluded that location is an important variable in determining the value. This is because location is closely related to the accessibility of a property in its achievement and flexibility. The easier the location of a property to access, the higher the value of the property. The farther from the city center, the lower the value, because the city is the center of all activities of human life. The flexibility of a location is the extent to which a business can react to changing economic situations because the location selection decision is related to a long-term commitment to aspects that are capital intensive, so a company must really consider and select locations that are responsive to economic changes, demographics, culture, and future competition (Tjiptono, 2011).

Price

The ideal house building is a building that is designed according to its designation and meets the aspects of strength, quality and beauty aspects. A house like this certainly has a better selling value (Fahirah et al., 2010).

This is because houses tend to experience changes since the beginning of their construction for related reasons such as space requirements, increasing social status, lifestyle, and which lead to the comfort of the house itself.

Comfortable conditions can actually be easily obtained if basic human needs are met. Comfort can also be obtained by providing

external factors that can help achieve a comfortable condition, or by eliminating the cause of the discomfort this is indirectly related to the price offered to meet the needs in housing.

Environment

The main thing that must be considered in housing planning is good and targeted environmental management, because the environment of a housing is a very decisive factor and its existence should not be ignored.

This can happen because the good and bad environmental conditions will have an impact on residential residents. If it turns out that the natural carrying capacity of the environment is no longer able to compensate, it is necessary to invest in environmental treatment, so that environmental sustainability can be created. With these efforts, housing development will not have a negative impact, especially for the housing environment. The busyness of modern society with work, of course, to eliminate boredom and routine can only be realized in a residential environment, because the house is a place to rest and spend time with family (Widodo, 2012)

RESEARCH METHODS

The location of this research is The Adamaris Residence Housing which is located on Jalan Limau Manis, Limau Manis Tanjung Morawa, Deli Serdang Regency, North Sumatra Province. This research lasted for two months, from April to October 2021.

This research is a Quantitative research in which the type of research that will measure the relationship between two or more variables. Quantitative research is research that describes systematically, factually and accurately about the facts, characteristics and relationships between the variables studied (Pandiangan et al., 2022).

In quantitative research, population is defined as a generalization area consisting of objects/subjects that have certain qualities and characteristics that are applied by researchers to be studied and then drawn conclusions (Pandiangan et al., 2018). Therefore, the

population that will be sampled in this study is the head of the family who lives in housing with growing house concept in The Adamaris Residence Housing which has two types of houses, namely canary type as many as 248 houses with a land area of 78m² and a building area of 23m² and castillo type as many as 112 houses with a land area of 104m² and a building area of 27m². The sample is part of the population to be studied and which is considered to be able to describe the characteristics of the population (Pandiangan, 2018; Pandiangan et al., 2021). Probability sampling technique which uses simple random sampling. Simple random sampling is the taking of samples from the population is done randomly without regard to the existing strata in the population (Pandiangan, 2015). Based on the slovin formula, this sample is divided into two parts according to the type of house in The Adamaris Residence Housing where the population is inhabited and has grown to be the target. Then the total number of samples obtained is 41 which is used as the end in determining the results of the study.

Hypothesis testing in this study uses a partial test. Partial test was conducted to determine whether or not the influence of the independent variable on the dependent variable partially (Pandiangan, 2022; Tobing et al., 2018).

RESULT

Overview of Housing the Adamaris Residence

The Adamaris Residence Housing is located on Jalan Limau Manis, Limau Manis Tanjung Morawa, Deli Serdang Regency, North Sumatra Province. This housing is housing that was built by Wiraland as the developer and marketing party. This housing began to be built in 2009 and began to be marketed in 2011 by implementing a simple house for the lower middle class and implementing a house with the concept of a growing house.

This housing consists of 2 types, the first is the canary type with an area of 6x13 as many as 248 houses with a land area of 78m², and a building area of 23m² and the castillo type with an area of 8x13 as many as 112 houses with a land area of 104m² and a building area of 27m².

Figure 1. Residential Map of the Adamaris Residence Housing



Descriptive Statistical Analysis of Respondents Character

Based on the results of research that has been conducted on 41 respondents, the data shows that 3 respondents have an age between 20 to 29 years with a percentage of 7.32%, 11 respondents aged 30 to 39 years with a percentage of 26.83%, 21 respondents aged 40 to 49 years with a percentage of 51.22%, and 6 respondents aged 50 to 59 years with a percentage of 14.63%. This shows the age statistics that are relatively young and newly married who choose to live in The Adamaris Residence Housing at the age of 20-49 years with the desire to own a house that is comparable to their current abilities.

Based on the results of research conducted on 41 respondents, the data shows that 33 respondents with a percentage of 80.49% are the owners of these assets, while 8 respondents with a percentage of 19.51% are tenants. It can be concluded based on the data generated that the number of respondents who have the status of their own owners is greater than the number of respondents who are tenants.

Based on the results of research conducted on 41 respondents, descriptive

statistical data on occupations, such as 5 respondents worked as entrepreneurs with a percentage of 12.20%, 9 respondents worked as ASN/PNS with a percentage of 21.94%, 4 respondents worked as TNI/POLRI with a percentage of 9.76%, 9 respondents work as BUMN with a percentage of 21.95%, and 14 respondents work as private employees with a percentage of 34.15%. It can be concluded that the percentage of respondents who work as private employees is greater when compared to other jobs in The Adamaris Residence Housing.

Based on the results of research conducted on 41 respondents, it can be seen that 4 respondents with a percentage of 9.76% are unmarried and 37 respondents with a percentage of 90.24% are married. This shows that the percentage of respondents who are married is greater than the percentage of respondents who are unmarried in The Adamaris Residence Housing.

Based on the results of research conducted on 41 respondents, descriptive statistical data on the number of children produced are as follows. 4 respondents with a percentage of 9.76% do not have children, 9 respondents with a percentage of 21.95% have 1 child, 19 respondents with a percentage of 46.34% have 2 children, 9 respondents with a percentage of 21.95% have 3 children and there is no data found having children more than 3 people. This shows that the respondents in The Adamaris Residence Housing are married couples with the majority of children they have are 2 people.

Based on the results of research conducted on 41 respondents to the latest education, the following data are generated. 25 respondents with a percentage of 60.98% have a bachelor's degree and 16 respondents with a percentage of 39.02% have a master's degree.

Based on the results of research conducted on 41 respondents with the limit of research being houses that have grown, the results of descriptive statistical data on research information sources are 41 respondents with houses that have grown.

Partial Test Results

Variable	B	Sig.
Location	0.686	0.003
Price	0.109	0.386
Environment	0.670	0.013
Characteristic	0.929	0.001

Dependent Variable: Property Value

The results show that location has a positive and significant effect on property value in The Adamaris Residence Housing. Price has a positive and insignificant effect on property value in The Adamaris Residence Housing. Environment has a positive and significant effect on property value in The Adamaris Residence Housing. Characteristic has a positive and significant effect on property value in The Adamaris Residence Housing.

CONCLUSION

The results show that location has a positive and significant effect on property value in The Adamaris Residence Housing. Price has a positive and insignificant effect on property value in The Adamaris Residence Housing. Environment has a positive and significant effect on property value in The Adamaris Residence Housing. Characteristic has a positive and significant effect on property value in The Adamaris Residence Housing.

Suggestions for this research are:

1. For the government, it can be taken into consideration in regulating the housing property policy plan, especially in housing with the concept of growing houses. This is in line with the results of research where the demand for houses with the concept of growing houses is increasing. The government may be able to implement a house with the concept of a growing house as a means of housing units that will be built by developers later.
2. For the community, the selection of a house with the concept of a growing house can be used as one of the right considerations in owning a house. A house

that grows with all its characteristics deserves to meet the requirements of having an ideal home later. This research can also be used as knowledge for the community so that they know more about the features of the house with the concept of a growing house.

3. For practitioners, researchers and developers, it can be taken into consideration to continue to expand the concept of growing houses in the development of housing units in the future where the housing developed will be like to be inhabited and complete all the requirements and needs of its residents.
4. For further researchers as a reference for students who want to conduct studies on property values that have the characteristics of growing houses, they can multiply other independent variables that may have a significant influence, such as legal factors and other external factors and can also be used as reference material for the development of science in the field property and valuation.

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HALAMAN INI SENGAJA DIKOSONGKAN