

Analysis of Factors Affecting the Value of Shophouse in Lubuk Pakam City, Deli Serdang Regency

Putri Harfitalia¹, Sugiharto Pujangkoro², Hilma Tamiami Fachrudin³

^{1,2,3}Universitas Sumatera Utara, Indonesia.

Corresponding Author: Putri Harfitalia

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ABSTRACT

Analysis of factors affecting the value of shophouse in Lubuk Pakam City, Deli Serdang Regency is an important study in estimating the value of shophouse, knowing the value of a shophouse will be very helpful in making decisions in selling or buying shophouses, because shophouse is the most common type of commercial property often transacted, especially in Lubuk Pakam City, Deli Serdang Regency. The purpose of this study was to analyze the effect of physical, accessibility, facilities, and environment factors on value of shophouse in Lubuk Pakam City, Deli Serdang Regency. This type of research is causality research. The population in this study were shophouse owners and tenants, totaling 268 people in 2021. The sampling method used the Slovin formula. Primary data collection using questionnaires and secondary data collection using multiple linear regression analysis. The results of this study found that physical, accessibility, facilities, and environment factors have a positive and significant effect on value of shophouse in Lubuk Pakam City, Deli Serdang Regency.

Keywords: Physical, Accessibility, Facilities, Environment, Value, Shophouse

INTRODUCTION

Lubuk Pakam City is a city located in the middle of Deli Serdang Regency which is also the regency capital and functionally has an increasing intensity of economic development and a shopping center. Lubuk Pakam City is a center for

investors or economic entrepreneurs to build property and assets, and it can be seen that many properties are found which are very profitable business areas for investors.

Property is one of the important assets for the community as a means of investing in valuable assets that can be used to obtain economic value. Population growth and the variety of community professions make the community's need for property increasingly increasing which will certainly have a positive impact on increasing property values. Such as houses, shop houses and other buildings that can be used as residences or places of business (Harjanto and Danny, 2016).

One of the property buildings that are currently favored by the community is the shophouse building. In addition to its function that can be used as a place to live, the shop building can also be used as a place of business at the same time. For a clearer understanding of the meaning of shophouse, first it is classified between residential houses and business houses. In layman's thinking, the house is a very important place for humans, this is because the house can protect humans from rain, heat and make family gatherings. Currently, houses have been divided according to their functions, for example, residential houses, business houses and residential houses which are also used as places of business (Yamin, 2013).

Shop houses or more often referred to as shop houses are the designations for

buildings in Indonesia which are generally made up of two to five floors, where the function is more than one, namely residential and commercial functions. The lower floor is used as a place of business or office, while the upper floor is used as a residence (Wicaksono, 2014). The construction of shop houses is now being carried out in various cities and regions. This is in line with the community's need for facilities to carry out buying and selling transactions in an increasingly developing economic system. Shophouse buildings are also known as shop houses or houses that are also used as places of business. Shophouse buildings are generally built next to other shophouses. It aims to build a certain complex that will make it easier for the community to carry out all their business activities in one place (Manullang, 2018). In addition to the physical factor of the building, another factor that affects the value of the shophouse building is accessibility. Accessibility factors include distance, condition of facilities and infrastructure, availability of various connecting facilities including frequency, level of security and comfort, availability of road network, number of means of transportation, road length, road width and road quality. In addition, what determines the level of accessibility is the pattern of land use arrangements. The diversity of patterns of arrangement of public facilities from one region to another such as the diversity of patterns of arrangement of public facilities geographically, different types and intensity of activities. This condition makes the distribution of land in an area uneven and the distance factor is not the only element that affects the level of accessibility.

Analysis of factors affecting the value of shophouse in Lubuk Pakam City, Deli Serdang Regency is an important study in estimating the value of shophouse, knowing the value of a shophouse will be very helpful in making decisions in selling or buying shophouses, because shophouse is the most common type of commercial

property often transacted, especially in Lubuk Pakam City, Deli Serdang Regency.

In 2017 the construction of the Tebing Tinggi toll road to Kualanamu International Airport and its completion in 2018 made the distance to the airport quite short, making it easier for people from Tebing Tinggi City and its surroundings to easily reach the airport via the toll road. Without realizing this, it turned out that the Bakaran Batu road, which was very busy at the beginning of the airport construction, was traversed by several vehicles going to the airport, fell drastically.

The results of research from Parthady (2013) concluded that the physical characteristics of shophouses, namely land area, building area, outside parking and Balinese architectural design dummy had a positive and significant effect. The variable location of the road width, the distance from the hotel, the distance from the airport has a positive and significant effect, while the variable location distance to housing, the distance to tourist objects and the distance to elementary schools have a negative and significant effect. Setiawan (2013) stated that the factors that are thought to be closely related to the rental value of shophouse properties are location characteristics, namely the distance of the property to the central business district and the width of the front road; physical characteristics, namely the floor area of the building, the width of the front of the building, the number of floors of the building, the age of the building, and the installed electrical power facilities. Muslim (2008) stated that the location factor variables, namely the distance to the central business district and the width of the front road as well as the physical factor variables, namely the floor area of the building being rented and the effective age of the building affected the variation in the value of shophouse rentals significantly. Zukriady (2006) states that location, building area; building age, rental period, and parking area together have a significant effect on the level of shop house capitalization with a clear power of 83.53%.

Ginting and Ciptono (2006) states that all independent variables of location, building area, parking area and rental period have an influence, which is the distance from the city center and location has a significant influence on the level of capitalization with an apparent power of 74.33%.

The purpose of this study was to analyze the effect of physical, accessibility, facilities, and environment factors on value of shophouse in Lubuk Pakam City, Deli Serdang Regency.

RESEARCH METHODS

This type of research is causality research. In the process, the researchers applied a survey method to obtain facts from existing symptoms and sought factual information about the problems in this study by collecting quantitative data from the survey results through distributing questionnaires to the target respondents in the study area (Pandiangan et al., 2021).

The population can be defined as the whole of the members or groups that make up the object that is subject to investigation by the researcher (Pandiangan, 2015). The population in this study were shophouse owners and tenants, totaling 268 people in 2021. The sample is part of the population that has the same characteristics as the population (Pandiangan, 2018). Sampling is the process of selecting a subset of elements from a larger group of objects used for research (Pandiangan et al., 2018). Objects can be goods or people. In market research, the researcher must establish criteria and then select the required number of respondents for the study (Pandiangan et al., 2022). The sampling method used the slovin formula. Based on the calculation using the slovin formula, the number of samples that will be used in this study is 73 shophouse which are divided into three parts according to the village in Lubuk Pakam City.

This research is a survey research, namely research conducted to obtain facts from existing symptoms and seek factual information to obtain the truth (Sinulingga, 2016). Primary data collection using

questionnaires and secondary data collection.

This research uses multiple linear regression analysis. Statistical analysis of multiple linear regression was chosen because this study had more than two measurements for n samples (Tobing et al., 2018).

RESULT

Description of Research Site

This research was conducted in Lubuk Pakam City, Deli Serdang Regency, North Sumatra Province. The location selection was made based on considerations that in the area there were shophouses used for offices and trade. Deli Serdang Regency is one of 33 regencies/cities currently in North Sumatra Province. Lubuk Pakam is one of the sub-districts located in the Deli Serdang Regency, North Sumatra Province, Indonesia. Lubuk Pakam sub-district is also the capital of Deli Serdang district. Lubuk Pakam is crossed by the Trans-Sumatra Highway and the Trans-Sumatra Railway and is one of the centers for the development of the Mebidang (Medan-Binjai-Deli Serdang) project. The Lubuk Pakam sub-district is close to Kualanamu International Airport, which is in the Beringin sub-district. This city has territorial boundaries with 3 other districts, namely:

- a. To the north it is bordered by the Beringin District.
- b. In the east it is bordered by Pagar Merbau District.
- c. To the south, it is bordered by Pagar Merbau District.
- d. In the west, it is bordered by Tanjung Morawa District.

The indigenous people or tribes who inhabit the Deli Serdang district are the Melayu Deli, as well as in the Lubuk Pakam sub-district. However, Lubuk Pakam is very heterogeneous, people from other ethnic groups also live in this sub-district, including the Batak tribe, especially the Karo, Simalungun, and parts of Toba. There are also many people from other ethnic groups such as Javanese, Chinese, in this

area. The languages used are generally Indonesian, Malay, Karo, Batak Toba, Chinese.

In 2021, the number of Lubuk Pakam sub-districts is 90,984 people, with a density of 3,356 people/km². Then, the percentage of the population of Lubuk Pakam sub-district based on their religion,

namely Islam 63.35%, then Christianity 29.73% where Protestant 26.57% and Catholic 3.16%. Others are Buddhist, namely 6.37%, Hinduism 0.45% and Confucianism 0.10%.

The research location chosen is the area of Lubuk Pakam City, Lubuk Pakam District, Deli Serdang Regency.

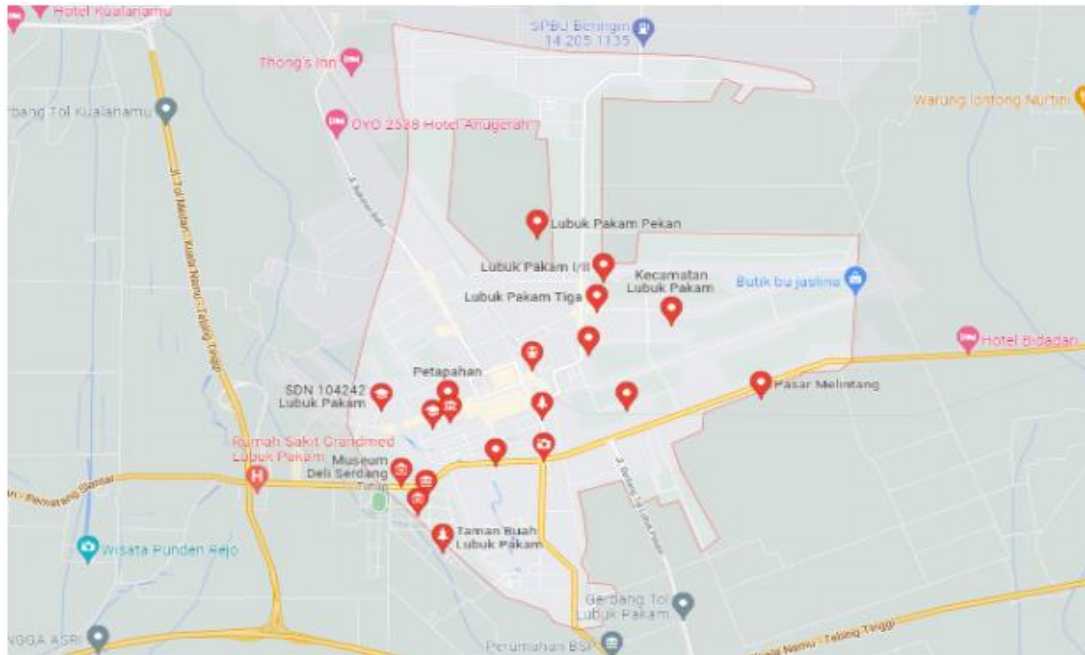


Figure 1: Lubuk Pakam District

Hypothesis Testing Results

Coefficient of Determination Test Results (R²)

Table 1: Coefficient of Determination Test (R²)

Model	Adjusted R Square
1	0,989

Based on Table 1 shows the adjusted r square value of 0.989 which states the degree of closeness of the relationship between the value of shophouse (Y) with physical, accessibility, facilities, environment factors reached 0.989 and there is a fairly strong relationship between physical, accessibility, facilities, environment factors with the value of shophouse in Lubuk Pakam City, Deli Serdang Regency. This means that 98.9% of the diversity of shophouse values is influenced by physical, accessibility, facilities, environment factors. While the remaining 1.1% is determined by other factors outside the variables studied.

Simultaneous Test Results (F Test)

Table 2: Simultaneous Test (F Test)

Model		F	Sig
1	Regression	1678.306	.000 ^a
	Residual		
	Total		

Based on Table 2, the hypothesis carried out by the F test, namely simultaneous testing, obtained the F_{count} of 1678,306 with a significance value (0.000) which is much smaller than alpha 0.05, so H₀ is rejected. This shows that there is a significant effect of physical, accessibility, facilities, environment factors on the value of shophouse in Lubuk Pakam City, Deli Serdang Regency.

Partial Test Results (t Test)

The results of Table 3 found that physical, accessibility, facilities, and environment factors have a positive and significant effect on value of shophouse in Lubuk Pakam City, Deli Serdang Regency

Table 3: Partial Test (t Test)

Variable	Coefficient B	Std. Error	Beta	t count	Sig.	Information
Constant	-.033	.563		-.059	.953	Significant
Physical	.006	.048	.033	2.129	.018	Significant
Accessibility	1.005	.027	.920	36.645	.000	Significant
Environment	.097	.033	.056	2.935	.005	Significant
Facilities	.031	.023	.036	3.380	.002	Significant

CONCLUSION AND SUGGESTION

The results of this study found that physical, accessibility, facilities, and environment factors have a positive and significant effect on value of shophouse in Lubuk Pakam City, Deli Serdang Regency.

Based on the research results, suggestions that can be submitted as researchers are as follows:

1. For Developers

As a source of information to identify and study areas that are strategic locations for property development in the form of shophouse

2. For Appraisers

As literacy or a source of information in assessing assets in the form of shophouse during a pandemic (abnormal conditions)

3. For the General Public

In buying a shop, it is necessary to consider physical factors, accessibility factors, facilities factors and environmental factors because they will greatly affect the value of shophouse.

4. For Other Researchers

In order to refine the model in this study by multiplying other independent variables that are thought to have a significant influence on the value of shop houses.

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