

Intisari

Penelitian ini bertujuan untuk mengestimasi nilai wajar properti dan tarif sewa Rusunawa SPS yang berlokasi di Kelurahan Pulogebang, Kecamatan Cakung, Kota Jakarta Timur. Pendekatan yang digunakan untuk mengestimasi nilai wajar properti adalah Pendekatan Biaya. Estimasi nilai tanah dengan metode perbandingan data pasar dan estimasi nilai bangunan dengan metode *Depreciated Replacement Cost* (DRC). Tarif sewa diestimasi berdasarkan Pendekatan Pasar, Analisis *Willingness to Pay* dan perhitungan tarif sewa berdasarkan Peraturan Menteri PUPR No. 7 tahun 2022

Hasil penelitian diperoleh estimasi Nilai Wajar Rusunawa SPS berdasarkan Pendekatan Biaya adalah sebesar Rp69.864.100.000 yang terdiri dari nilai tanah berdasarkan metode perbandingan data pasar sebesar Rp61.144.400.000 dan nilai bangunan berdasarkan metode biaya pengganti baru yang terdepresiasi sebesar Rp8.719.700.000 dan tarif sewa yang dihitung menggunakan metode perbandingan data pasar menghasilkan nilai sewa sebesar Rp606.600/bulan/unit. Tarif sewa rusunawa berdasarkan Peraturan Menteri PUPR No 7 Tahun 2022 menghasilkan tarif sewa antara Rp50.500 hingga Rp687.000 per unit per bulan. Berdasarkan kesediaan membayar penghuni rusunawa (WTP) tarif sewa rata-rata yang bersedia dibayarkan sebesar Rp710.000/unit/bulan yang menghasilkan tarif yang lebih tinggi dari tarif sewa rata-rata eksisting yang ada sebesar Rp660.000 atau lebih tinggi 7,6% persen daripada tarif yang berlaku saat ini.

Kata Kunci: Rusunawa SPS, Nilai Wajar, Pendekatan Biaya, Tarif Sewa, Analisis *Willingness to Pay*

Abstract

This research aims to estimate the fair value of the property and rental rates of Rusunawa SPS which are located in Pulogebang Village, Cakung District, East Jakarta City. The approach used to estimate the fair value of the property is the Cost Approach. Land value estimation using market data comparison method and estimating the value of buildings using the Depreciated Replacement Cost (DRC) method. Rental rates are estimated based on the Market Approach, Willingness to Pay Analysis and calculation of rental rates based on PUPR Ministerial Regulation No. 7 year 2022

The results showed that the estimation of the fair value of assets based on the Cost Approach amounted to IDR 69,864,100,000 consisting of the land value based on the market data comparison method of IDR 61,144,400,000 and the value of the building based on the new depreciated replacement cost method of IDR 8,719,700,000 and the rental rate calculated using the market data comparison method results in a rental value of IDR 606,600/month/unit. Rusunawa rental rates based on PUPR ministerial regulation No 7 of 2022 result in rental rates of between IDR 50,500 and IDR 687,000 per unit per month. Based on the willingness to pay simple flats occupants (WTP) the average rental rate that is willing to be paid is IDR 710,000/unit/month which results in a higher rate than the existing average rental rate of IDR 660,000 or 7.6% higher percent of the current rate.

Keywords: Rusunawa SPS, Fair Value, Cost Approach, Rental Rates, Willingness to Pay Analysis.