

INTISARI

Penelitian ini bertujuan untuk menganalisis seberapa besar pengaruh luas tanah, jumlah lantai bangunan, daya listrik terpasang, jangka waktu sewa, jenis hak, lokasi, umur bangunan, dan lebar jalan terhadap nilai sewa ruko di Perumahan Summarecon Kelapa Gading. Hipotesis yang diajukan adalah bahwa luas tanah berpengaruh positif terhadap nilai sewa ruko, jumlah lantai bangunan berpengaruh positif terhadap nilai sewa ruko, daya listrik terpasang berpengaruh positif terhadap nilai sewa ruko, jangka waktu sewa berpengaruh negatif terhadap nilai sewa ruko, jenis hak berpengaruh negatif terhadap nilai sewa ruko, lokasi (jarak ke Mal Kelapa Gading) berpengaruh negatif terhadap nilai sewa ruko, umur bangunan berpengaruh negatif terhadap nilai sewa ruko, serta lebar jalan berpengaruh positif terhadap nilai sewa ruko.

Alat analisis yang digunakan dalam penelitian ini adalah regresi linear berganda (*Multiple Linear Regression*) dengan metode kuadrat terkecil biasa (*Ordinary Least Square*) yang diperbaiki dengan metode *Weighted Least Square* (WLS). Variabel dependen dalam penelitian ini adalah nilai sewa ruko. Sementara itu, variabel independen yang digunakan adalah luas tanah, jumlah lantai bangunan, daya listrik terpasang, jangka waktu sewa, jenis hak, lokasi, umur bangunan, serta lebar jalan.

Sampel data yang dipakai berjumlah 110 unit ruko yang merupakan jenis data *cross section*. Hasil analisis penelitian menggunakan metode WLS dapat dijabarkan berikut: luas tanah, daya listrik terpasang, jangka waktu sewa, jenis hak, lokasi, umur bangunan, serta lebar jalan berpengaruh signifikan terhadap nilai sewa ruko. Sementara itu, jumlah lantai bangunan tidak signifikan terhadap nilai sewa ruko.

Kata kunci: nilai sewa ruko, regresi WLS

ABSTRACT

The objective of this research is to analyze factors that may influence the shophouses rental rate in Summarecon Kelapa Gading Residence, such as land area, number of floors, power of electricity, lease duration, type of property rights, location (distance to Kelapa Gading Mall), building age, and width of road. The hypotheses formulated in this research are land area has a positive influence to shophouses rental rate, number of floors has a positive influence to shophouses rental rate, power of electricity has a positive influence to shophouses rental rate, lease duration has a negative influence to shophouses rental rate, type of property rights has a negative influence to shophouses rental rate, location (distance to Kelapa Gading Mall) has a negative influence to shophouses rental rate, building age has a negative influence to shophouses rental rate, width of road has a positive influence to shophouses rental rate.

The analytical tool used in this research is Multiple Linear Regression with Ordinary Least Squares (OLS) method. Due to heteroscedasticity and autocorrelation detected in the OLS regression model, the model is corrected by using Weighted Least Square (WLS) method. Dependent variable in this research is shophouses rental rate. Independent variable used in this research are land area, number of floors, power of electricity, lease duration, type of property rights, location (distance to Kelapa Gading Mall), building age, and width of road.

This research used cross section data consist of 110 units of shophouses. The result of WLS regression are land area, power of electricity, lease duration, location (distance to Kelapa Gading Mall), building age, and width of road have significant influence to shophouses rent value. Meanwhile, number of floors has insignificant influence to shophouses rent value.

Keywords: rent rates, WLS regression