

SUMMARY

Lishandy Erlangga, Department of Urban and Regional Planning, Faculty of Engineering, University of Brawijaya, 31 Januari 2017, *Struktur Penentu Harga Lahan Formal Kota Malang Berdasarkan Persepsi Developer*, Dosen Pembimbing : Dr. Eng. I Nyoman Suluh Wijaya, ST.,MT. dan Dr. Ir. Abdul Wahid Hasyim, MSP.

The development of housing in Malang the Poor very rapidly. This became the fascination of some developers to look at opportunities to build housing in the city of Malang. The opportunity to become an opportunity for developers to raise the price of residential land increased from year to year. The increase in the price of residential land in the city of Malang from year to year increased by 150% since the year 2012. Pricing from developers in determining the current housing price impressed not seeing a variety of factors. That is to say in the determination of the price of land, the developer specifies a low level of high land price to be paid by the buyer without known underlying considerations.

The purpose of this research is to identify system performance between the factor determining the price of residential land in the city of Malang on the basis of the perception of the developer using the DEMATEL method (Trial Decision Making And Evaluation Laboratory). DEMATEL method is used to find out the linkages between determinants of the price of land. The results of the analysis using the DEMATEL aksesibilitas factor giving a greater influence against other factors. The factors used in this research is a factor in topography, accessibility, road networks, markets and noise. Factor B IE accessibility gives greater influence against other factors. Factors that influenced by the accessibility (B) namely topography (A), (E), the noise of the road network (C), and (D). This illustrates that the aksesibilitas greatly affect the performance of other factors. In aksesibilitas well, then existing residential land prices in the city of Malang be increased. Topography (A) affect the location of srategis (B) by the value of the influence of 3.64 and markets (D) with the value of the influence of 3.7. Noise (E) affect the road network (C) by the value of the influence of 3.86 and markets (D) with a value of 3.8 influence. Noise (E) only affect the market (D) with a value of 3.8. Factors of road network has no influence on other factors contrary factors road network heavily influenced by other factors.

The result of DEMATEL pointed out that accessibility has a greater influence than other factors and has a great importance than other factors. It can illustrate that the factors that most affect the price of residential land in the city of Malang is accessibility.

Keywords: land prices, housing, DEMATEL