

## **ABSTRACT**

**IBRAHIM. “FACTORS AFFECTING THE SELLING PRICE OF LAND FOR HOUSING (CASE STUDY: PULOGADUNG DISTRICT)”**

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*City attractiveness is the cause of the emergence of urbanization in Indonesia. The urbanization trend is also causing an increase in demand and make housing prices in urban areas to rise. According to BI from 2002-2016 there was an average increase of 135% of home prices in Indonesian cities. In Jakarta, the selling price component ranges from 45-90% of the total house price. Apart from demand factors there are other factors that affect land prices. This study intends to map the factors that have a significant impact on the selling price of land in Pulogadung District. The selected variables are internal and external factors. The time period of this study uses data from 2018 to 2019 using the Multiple Liner Regression method. By determining significant factors that can affect the selling price of land in Pulogadung District, this study makes a model that can estimate the selling price of land for a location in Pulogadung District.*

*Keywords* : “**Factors Affecting the Selling Price of Land**”, “**Multiple Regression**”, “**Land Price**”