

Green Open Space (GOS) Value for Urban Housing (A Case Study: Graha Taman Bunga Residence, Bukit Semarang Baru-Semarang)

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ABSTRACT

Environment degradation in city-center creates the phenomenon of sub urban housing development by real estate developers who adopt green property concept. The concept of environment friendly housing is also supported by the pattern of home-buyers demand who tend to look for more save and convenient residence. The process of supply and demand correlation continues until it produces price transaction of housing land. The problem now is how far the home consumers see this land condition context in relation with profitability or utility which is expected from the existence of GOS that is available in housing area referred. This research uses positivistic approach with quantitative research method. Variables that will be tested are variable of GOS distance (independent) and land price in real estate housing (dependent), which are collected through primary survey and secondary survey where data unit of sample is determined by multi stage sampling technique approach. From the result of research finding above, it can be concluded that the influence of GOS to the land price in Graha Taman Bunga Residence does not run in accordance with distance function. This is due to: 1) The market of housing property which has imperfect market character, 2) The value of GOS has non monetary access character, and 3) There is difference between the increase of land price based on future value and price increase in second market. Those three factors show that the scope of GOS existence's profitability or utility is both macro and micro.

Keyword: The value of green open space