

INTISARI

Penelitian ini bertujuan untuk meneliti seberapa besar pengaruh keberadaan PT. Madukismo terhadap harga rumah. Dampak perkembangan industri yang pesat dapat menimbulkan polusi, akibatnya dapat mempengaruhi harga jual rumah di sekitar lokasi industri. Subjek penelitian ini adalah warga desa yang bertempat tinggal di daerah PT. Maduismo yaitu desa Tirtonirmolo, Kecamatan Kasihan, Kabupaten Bantul. Metode penelitian ini menggunakan pendekatan hedonic price. Pengumpulan data primer menggunakan kuesioner dan wawancara kepada 256 responden yang dipilih dengan menggunakan metode *purposive sampling*. Hasil analisis menunjukkan variabel jarak ke kota dan adanya transportasi umum tidak berpengaruh terhadap harga jual rumah di Desa Tirtonirmolo, Kecamatan Kasihan, Kabupaten Bantul. Sedangkan luas bangunan, jumlah kamar, luas tanah, ada tidaknya taman, jarak ke industri, jarak sekolah, dan polusi udara berpengaruh terhadap harga jual rumah di Desa Tirtonirmolo, Kecamatan Kasihan, Kabupaten Bantul.

Kata Kunci: *Hedonic Price, Marginal Willingness to Pay, Harga Jual Rumah, Polusi Udara.*

ABSTRACT

This study aims the importance of using PT. Madukismo against house prices. The impact of industrial development that can increase the impact, consequently can increase the selling price of houses around the industrial location. The subjects of this study were villagers residing in the area of PT. Maduismo namely Tirtonirmolo village, Kasihan District, Bantul Regency. This research method uses the hedonic pricing method. Primary data collection using questionnaires and interviews with 256 respondents who were selected using purposive sampling method. The analysis showed that the distance to the city and the presence of public transportation did not affect the selling price of houses in Tirtonirmolo Village, Kasihan District, Bantul Regency. While building area, number of rooms, land area, no park, distance to industry, distance of school, and air border to the selling price of houses in Tirtonirmolo Village, Kasihan District, Bantul Regency.

Keywords: Hedonic Price, Marginal Willingness to Pay, Housing prices, Water Pollution.