



ICBESS 2017

The 4th International Conference on Business, Economics and Social Sciences
Powered by Indonesia College of Economics Jakarta (STEI)

Interdisciplinary Research in the fields of
Business, Economics and Social Science
Toward Global Future Competitiveness

Tentrem Hotel Yogyakarta
9 – 10 August 2017



1969

STEI INDONESIA

Sponsored by



Co - Host :



Universitas Selangor
Malaysia



Universiti
Kuala Lumpur



Kasem Bundit
University Thailand



Icoop College



National University
Vietnam



Universitas Dili
Timor - Leste



STIA LAN Jakarta



Universitas
Cokroaminoto Palopo



Universitas
Wiraraja Sumenep



TSM
Tisak School of Management



KALBIS Institute
Science | Technology | Business
Managed by BINAHUSANTARA



UNISZA
Universiti Zainal Abidin



Universitas
Negeri Manado



Universitas Surabaya



Universitas Pancasila



UNTAR
Universitas Tarumanagara



Universitas
Gunadarma



Universitas
MERCU BUANA

The 4th International Conference on Business Economics and Social Sciences
Abstracts Proceeding
Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI) Jakarta / Indonesia College of Economics

Published by:

Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI) Jakarta / Indonesia College of Economics
Jl. Kayu Jati Raya No. 11A Rawamangun
Jakarta Timur 13220
Indonesia
Email : info@stei.ac.id, icbess@stei.ac.id
Telp : +6221 4750321
Fax : +6221 4722371

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permissions of the Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI) Jakarta / Indonesia College of Economics

First published in 2017

Editor : Irvan Noormansyah, BA(Hons), MA, PhD

Drs. Ridwan Maronrong, M.Sc

Jusuf Hariyanto, Drs., M.Sc.

Erna Lovita, SE, M.Si, Ak, C.A

Liez Zulfiati, SE, M.Si, Ak, C.A

Layout : Gatot Prabantoro, SE., MM

Design Cover : Gatot Prabantoro, SE., MM

Library of Congress cataloguing in Publication Data :

The 4th International Conference on Business Economics and Social Sciences Abstracts
Proceeding published by the Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI) Jakarta / Indonesia
College of Economics includes bibliographical references, Series ISBN 978-979-9022-15-8

Distributed by :

Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI) Jakarta / Indonesia College of Economics
Jl. Kayu Jati Raya No. 11A Rawamangun
Jakarta Timur 13220
Indonesia
Email : info@stei.ac.id, icbess@stei.ac.id
Telp : +6221 4750321
Fax : +6221 4722371

INDEX

FOREWORDS	
WELCOME SPEECHS.....	
PATRONS.....	
PROGRAM	
PRESENTATION SLIDES.....	
KNOWLEDGE AND AWARENESS OF THE PRIVATE PERSONS TAXPAYER COMPLIANCE RATE TAX PAYERS AT PERFORMING THE OBLIGATION OF TAXATION (Study Case : Tax Payers In Rawamangun Jakarta Timur) Merliyana, Enung Siti Saodah, Tomy Prasetya.....	1
EFFECT OF COMPETENCE AND INDEPENDENCE INTERNAL AUDITOR AND COMPETENCE HR THE QUALITY OF FINANCIAL REPORTING THE PROVINCIAL GOVERNMENT / MUNICIPAL GOVERNMENT DKI JAKARTA Nelli Novyarni & Imelda Aprileny	2
THE PATTERN OF COOPERATION BETWEEN THE NON-OIL EXPORTERS AND SMALL AND MEDIUM ENTERPRISES IN BUSINESS SHOES Zaidar Zainuddin & Emiyarni MNur	3
THE EFFECT OF INDUSTRIAL TYPE, PROFITABILITY, AND PUBLIC SHAREHOLD ON ISLAMIC SOCIAL REPORTING DISCLOSURES (Empirical Study of Companies Listed in List of Syariah Securities Periode 2013-2016) Uun Sunarsih & Dahlifah.....	4
THE EFFECT OF WORK EXPERIENCE AND GENDER OF AUDIT JUDGMENT (Empirical Study at DKI Jakarta Public Accountant Firm) Wiwi Idawati	5
PROBLEM TREE ANALYSIS OF COCONUT SUGAR QUALITY PENETRATE INTERNATIONAL MARKET AND MODERN MARKET Suliyanto, Weni Novandari, Suwaryo.....	6
THE EFFECT OF CURRENT AND DEFERRED TAX EXPENSE TO EARNINGS MANAGEMENT AT A MANUFACTURING COMPANY LISTED ON THE EXCHANGE INDONESIA SECURITIES FOR 2010-2014 PERIOD Iren Meita, Zahrotul Hayati & Agus Munandar.....	7
ENTREPRENEURIAL COMPETENCY DEVELOPMENT WITH TRAINING PROGRAM FOR ENTREPRENEUR SMALL SCALE INDUSTRY SANJAI CRACKERS IN BUKITTINGGI CITY Sri Ulfa Sentos, Ariusni, Alpon Satrianto	8
THE ROLE OF CORPORATE GOVERNANCE AND ENVIRONMENTAL COMMITTEES IN GREENHOUSE GAS DISCLOSURE Daniel TH Manurung, R Wedi Rusmawan Kusumah, Bachtiar Asikin, Irma Suryani.....	9

THE OPPORTUNITIES TO HAVE OWN HOME IN BANDARA ACEH CITY Yasrizal.....	10
PRICE FORMATION AROUND CUM DATE DIVIDEND ANNOUNCEMENT: EMPIRICAL EVIDENCE IN INDONESIAN STOCK EXCHANGE Budi Frensidy, Irene Josephine, Ignatius Roni Setyawan	11
RISK OF STOCK PRICE RISK AND STOCK RETURN FROM SHARES THAT IS LISTED ON THE INDONESIA STOCK EXCHANGE Eko Budi Santoso	12
PROJECT BASED LEARNING AND INNOVATION IN ENTREPRENEURSHIP EDUCATION Oscarius Yudhi Ari Wijaya & Wirawan ED Radianto.....	13
DO DISTANCE OR TRAVELING TIME TO CENTRAL BUSINESS DISTRICT HAS EFFECT ON RESIDENTIAL LAND PRICE IN URBAN AREA? Suparmono, Darsono, Jhony Sarungu, Guntur Riyanto	14
SPILOVER EFFECTS OF FOREIGN DIRECT INVESTMENT ON DOMESTIC FIRMS: AGGREGATE AND DISAGGREGATE ANALYSIS Suyanto.....	15
THE EFFECT OF SIZE, FIRM AGE, GROWTH, AUDIT REPUTATION, OWNERSHIP AND FINANCIAL RATIO ON INTELLECTUAL CAPITAL DISCLOSURE Yesica Delvia & Nico Alexander	16
DO FINANCIAL RATIOS, FIRM CHARACTERISTICS AND CORPORATE GOVERNANCE AFFECT FIRM PERFORMANCE? Jenny, Silvy Christina.....	17
BUILDING CONCEPT OF CORPORATE SOCIAL RESPONSIBILITY REPORTING THROUGH ISLAMIC PERSPECTIVE ON SHARIA BANK Rimi Gusliana Mais, Eko Ganis S, Aulia Fuad Rahman, Aji Dedi Mulawarman	18
THE ROLE OF PERCEIVED ORGANIZATIONAL SUPPORT IN THE RELATIONSHIP BETWEEN JOB INSECURITY AND ORGANIZATIONAL CITIZENSHIP BEHAVIOUR Anna Partina, Mugi Harsono, Sri Hunik Runing, Tulus Haryono	19
VIOLATIONS OF FINANCIAL REGULATION, LEVERAGE AND FINANCIAL PERFORMANCE ON CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE (Study On Non-Financial Companies Listed In Indonesia Stock Exchange) Rika Lidyah, Titin Hartini, Mismiwati.....	20
TAX ON COOPERATIVES IN INDONESIA Kus Tri Andyarini	21

INVESTIGATION OF INTELLECTUAL CAPITAL IMPACT AND FIRM SIZE TO ISLAMIC SOCIAL REPORTING WITH PROFITABILITY AS MEDIATION ON SHARIA BANKS IN INDONESIA Dinnul Alfian Akbar.....	22
BANK INTERNAL FACTORS AND PROFIT DISTRIBUTION MANAGEMENT OF SYARIAH BANKS IN INDONESIA Mismiwati.....	23
POLICY INTEGRATION : POLICY-MAKING PERSPECTIVES AND INSTITUTIONAL CHALLENGES ON FORESTRY SECTOR IN INDONESIA Yogi Suwarno.....	24
THE EFFECT OF COMPETENCE, MOTIVATION AND QUALITY ASSURANCE TOWARD THE AUDIT QUALITY (Study at The Auditors of The Directorate General of Customs And Excise) Fauzi Rachman, Wiwi Idawati	25
THE INFLUENCE OF PARENT’S PERCEPTION ON THEIR INTEREST TO SEND THEIR CHILDREN TO PAUD Lilik Trianah & Diah Pranitasari.....	26
THE INFLUENCE OF COMPENSATION, ORGANIZATIONAL COMMITMENT AND CAREER PATH TO JOB PERFORMANCE EMPLOYEES Sulaefi.....	27
EVALUATION OF LOCAL GOVERNMENT INNOVATION PROGRAM (Analysis Of Free Health Service Program (P2km) In Bandar Lampung) Simon Sumanjoyo Hutagalung.....	28
THE IMPLEMENTATION OF DESIGN THINKING METHOD ON ‘HAPPY RAINBOW’ START UP BUSINESS Wawan Kurniawan, Teddy Siswanto, Ratna Shofiat, Hartini.....	29
STRESS OR HAPPINESS? UNDERSTANDING EMOTION AT WORK ON FEMALE CORRECTIONAL OFFICERS IN JAVA, INDONESIA Anggun Resdasari Prasetyo, Unika Prihatsanti, Ika Zenita Ratnaningsih	30
THE EFFECT OF BRAND LOVE ON BRAND TRUST, BRAND LOYALTY AND WORD OF MOUTH (A Case Study: Go-Jek (Online Taxi Motorbike) In Jakarta) Vita Briliana	31
THE EFFECTS OF INTELLECTUAL DISCLOSURES CAPITAL, DEBT TO ASSETS RATIO, DEBT EQUITY RATIO, COMPANY SIZE AND ASSETS TURNOVER ON COMPANY PROFITABILITY (Empirical Study on Manufacturing Companies Listed on Indonesia Stock Exchange Period 2011 - 2015) Diana Supriati, R Kananto, Asiva Kusriananda.....	32

FACTORS THAT EFFECT THE STOCK RETURN OF MANUFACTURING COMPANIES AT THE INDONESIA STOCK EXCHANGE Agatha Marwati, Indra Arifin Djashan.....	33
CAREER MANAGEMENT AND EMPLOYEE WORK PERFORMANCE : CASE INDEPARTMENT OF AGRICULTURE CIANJUR Meita Pragiwani, Mohammad Benny Alexandri.....	34
EFFECT OF JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT ON TURNOVER INTENTION Christina Catur Widayati, Nico Alexander, Titin Maryati	35
EFFECT OF AUDIT COMMITTEE CHARACTERISTICS AND BOARD OF DIRECTORS' COMPENSATION AGAINST RISK MANAGEMENT COMMITTEE EXISTENCE R Wedi Rusmawan Kusumah, Bachtiar Asikin, Daniel TH Manurung, Andina Nur Fathonah	36
DEVELOPMENT OF ECONOMIC, LEGAL, AND POLITICAL FRAMEWORK TO IMPROVE PUBLIC SERVICE QUALITY IN INDONESIA A Rina Herawati	37
ANALYSIS OF MUTUAL FUND'S PERSISTENCE IN INDONESIA Mohammad Benny Alexandri, Meita Pragiwani, Joko Bagio Santoso	38
THE INFLUENCES OF TAX, BONUS MECHANISM, FOREIGN OWNERSHIP, LEVERAGE AND COMPANY SIZE THROUGH COMPANY DECISION ON TRANSFER PRICING (Empirical Study on Registered Manufacturing Company In Indonesia Stock Exchange Year 2012-2015) Sulistiyowati & R Kananto.....	39
THE PAST RISK AND RETURN AS THE SIGNALS OF THE FUTURE INDEX AND RETURN ON SHARIA STOCK IN INDONESIA Muhammad Anhar.....	40
INTERNATIONALIZATION OF HIGHER EDUCATION THROUGH THE ROLE OF CULTURAL INTELLIGENCE MANAGEMENT AMONG FOREIGN STUDENT Nury Ariani Wulansari, Desti Ranihusna, Siti Ridloah, Whisnu Elianto.....	41
ANALYSIS OF FACTORS INFLUENCING THE VALUE OF BANKING COMPANIES REGISTERED IN BEI Flourien Nurul Ch & Lies Zulfiati	42
ANALYSIS OF INDONESIAN RICE PRICE TRANSMISSION AND IT'S IMPLICATIONS Ahmad Muslim.....	43
INTERDEPENDENCY BETWEEN INTERNATIONALIZATION AND FIRMS' PERFORMANCE Della Meilody & Deddy Marciano.....	44

THE ANALYSIS OF WELFARE LEVEL FAMILY DRIVER ONLINE OJEK IN JAKARTA Yusuf Maksudi & Ade Mulyati.....	45
ANALYSIS OF FINANCIAL PERFORMANCE OF STATE OWNED BANK AND PRIVATE BANK THAT GO PUBLIC Subekti Singgih Hadi & Lina Noersanti.....	46
INTELLECTUAL CAPITAL INFLUENCE ON FINANCIAL PERFORMANCE BANKING Ono Tarsono, Faris Faruqi, Ayuni Fauziyah.....	47
THE ANALYSIS OF REPUTATION, INFRASTRUCTURE CAPABILITY, TECHNICAL CAPABILITY, AND INNOVATION CAPABILITY OF HIGHER EDUCATION INSTITUTIONS TO STUDENT SATISFACTION Siti Nurjanah & Basuki Toto Rahmanto	48
THE INFLUENCE OF ORGANIZATIONAL CULTURE AND JOB TRAINING ON THE PERFORMANCE OF PT BINTANG TOEDJOE EMPLOYEES WITH JOB SATISFACTION AS MEDIATING VARIABLE Agnesia Juliana & Ferryal Abadi	49
CORPORATE GOVERNANCE, TAX AVOIDANCE AND COST OF DEBT Wenny Maulidina & Lies Zulfiati.....	50
MANAGEMENT OF CHILD-FRIENDLY INTEGRATED PUBLIC SPACE (RPTRA) AS A SPACE FOR CHILD DEVELOPMENT AND COMMUNITY INTERACTION (Case Study In Rptrah Bahari, South Jakarta Administrative City) Hamidah R Susilatun & Hilda Rifani.....	51
EFFECT OF PROFITABILITY, LIQUIDITY, AND SIZE OF COMPANY ON ACCEPTANCE OF AUDITOR'S GOING CONCERN OPINION Arief Wicaksono & Faris Faruqi.....	52
MODERATING EFFECT OF USEFULNESS MANAGEMENT ACCOUNTING SYSTEM ON THE RELATIONSHIP BETWEEN INNOVATION AND FIRM PERFORMANCE : EVIDENCE FROM BANDUNG DISTRICT, WEST JAVA, INDONESIA Muhammad Dahlan	53
THE EFFECT OF CORPORATE GOVERNANCE AND ASYMMETRY INFORMATION ON EARNING QUALITY IN MANUFACTURING COMPANIES FROM 2011-2015 Maya Mustika.....	54
THE EFFECTIVENESS OF THE MANAGEMENT OF THE PROCUREMENT OF GOODS OR SERVICES IN THE PROVINCIAL GOVERNMENT OF NORTH SULAWESI Novrabella Clarashinta Pakasi.....	55
ANALYSIS OF GOVERNMENT ACCOUNTABILITY PERFORMANCE ON SUPERVISION AND SERVICES OFFICE AT THE CUSTOMS OF MATARAM I Nyoman Tantri Phala	56

BPKH GOOD GOVERNANCE SOLUTION HAJJ FUND AT MINISTRY OF RELIGIOUS REPUBLIC OF INDONESIA Nursanita Nasution.....	57
CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL PERFORMACE IN INDONESIA ISLAMIC BANK Faris Faruqi.....	58
COMPANIES' FINANCIAL PERFORMANCE AND MACROECONOMICS CONDITION, HOW THEY RELATE TO SHARE PRICE CASE STUDY COMPANIES IN CONSUMPTION SECTOR IN IDX Doddi Prastuti & Pristina Hermastuti Setianingrum	59
PARTICIPATION OF MIGRANTS IN MINANGKABAU DEVELOPMENT Musril Zahari.....	60
THE DETERMINANTS OF INTELLECTUAL CAPITAL DISCLOSURE Herri Sugandi & Irwanto Handojo	61
THE EFFECT OF CAR, NPL, LDR, BOPO, TOTAL ASSET, BI RATE AND EXCHANGE RATE TOWARD ROA OF BANKS LISTED IN INDONESIA STOCK EXCHANGE DURING 2011-2016 Muhammad Ikhsan.....	62
THE EFFECT OF IMPLEMENTATION INTERNAL CONTROL SYSTEM AND FINANCIAL ACCOUNTABILITY TOWARDS QUALITY OF FINANCIAL STATEMENTS GOVERNMENT OF BEKASI CITY (Survey at regional work units (PD) Government of Bekasi City) Lia Eleonora, Wiwi Idawati	63
THE EFFECT OF INTERNAL AND EXTERNAL MECHANISM TO CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE Astrid Rudyanto, Ryan Rinaldi Senjaya.....	64
ATTACHMENT AND BULLYING AMONG ADOLESCENTS IN SEMARANG, INDONESIA Erin Ratna Kustanti	65
VILLAGE FUND MANAGEMENT IN PERSPEKTIVE HABERMAS CRITICAL THEORY Maruhun, Thatok Asmony, Lilik Handajani	66
THE INFLUENCE OF ADMINISTRATION OF REGIONAL-OWNED PROPERTY TOWARD QUALITY OF GOVERNMENT FINANCIAL REPORT OF WEST NUSA TENGGARA PROVINCE Karina Galuh Mentari, Akram, Thatok Asmony.....	67
EFFECT OF QUALITY OF FINANCIAL REPORTING TO ASIMETRY INFORMATION ON MANUFACTURING COMPANY IN BEI Siti Almurni & Hendrawati	68
CAPITAL MARKET INTEGRATION OF ASEAN-5 STOCK MARKET Imron HR & Jusuf Hariyanto	69

IMPLEMENTATION OF QUALITY CONTROL IN WOMEN FOOTWEAR PRODUCTION PROCESS Agatha Rinta Suhardi & Kiki Rizki Amalia.....	70
INTEPRETIF STUDIES ABOUT THE IMPLEMENTATION OF THE GREEN BANKING IN CREDIT LENDING AT BNI KCU MATARAM Amri, Lilik Handajani, Hermanto	71
THE EFFECT OF THE COMMODITY PRICE ON SHARIAH STOCK MARKETS VOLATILITY IN DEVELOPED AND DEVELOPING COUNTRIES Dian Surya Sampurna & Ridwan Maronrong	72
THE INFLUENCE OF INDEPENDENCE, EXPERIENCE, DUE PROFESSIONAL CARE, AND ACCOUNTABILITY OF THE QUALITY OF AUDIT (Empirical Study On Regional Public Accounting Firm In Central Jakarta and East Jakarta)..... Kartika Damayanti Kautsar & Rini Ratnaningsih	73
ACCOUNTING CONSERVATISM, EARNING MANAGEMENT AFTER IFRS CONVERGENCE Rifathi Syadzli & Muhamad Safiq	74
AUDIT OF NICKEL ORE PRODUCTION PT INTEGRA TECHNOLOGY NUSANTARA-A CASE STUDY M Hasbi Saleh	75
STRATEGY FOR INCREASING ADDED VALUE BY SEAWEED PROCESSING AND MARKETING BUSINESS (A Case Study in West Maluku Tenggara-Indonesia) Stenly Jacobus Ferdinandus, Agustina Risambessy, Raja Bonan Dolok Sormin	76
CAREER INTEREST AS AN ACCOUNTANT LECTURER WITH COMPENSATION AS A MODERATING VARIABLE Erna Lovita	77
MANAGERIAL BEHAVIOR IN FINANCIAL PERFORMANCE ON DIVIDEND POLICY (Study on Sub Sector Tobacco, Food and Beverage listed on Indonesian Stock Exchange) Tita Deitiana & Fhika Astali Pohan	78
SOCIAL CAPITAL ON INDIGENOUS PEOPLE : THE COMMUNITY WAYS TO LIFE WITHIN GLOBAL CHANGING Nandang Mulyana, Hetty Krisnani, Risna Resnawaty	79
CONSUMER CONSIDERATION IN DECIDING THE PURCHASE OF SPECS SPORTS SHOES THROUGH BRAND IMAGE, PRODUCT DESIGN AND PRICE PERCEPTION Sri Widyastuti, Bayu Retno W, Achsanul Qosasi	80
CORPORATE GOVERNANCE AND ITS ROLE IN THE EFFECT OF ISLAMIC SOCIAL REPORTING (ISR) ON THE FIRM VALUE Salis Musta Ani	81

PROFESSIONALISM AND INSPECTORATE AUDITOR'S PERFORMANCE : AN ANALYSIS OF GENDER PERSPECTIVE Lailah Fujianti	82
THE EFFECT OF ISLAMIC FINANCIAL RATIO OF PROFITABILITY Dahlifah & Uun Sunarsih	83
ISLAMIC MANAGEMENT AND ITS ROLE IN DEVELOPING ORGANIZATIONAL ETHICS Mohd Fuad Mohd Salleh, Astri Yulia	84
THE RISK OF CLIENT AND THE AUDIT PLANNING: INFLUENCE OF ACCEPTANCE OF AUDIT (Study at Public Accounting Office in Jakarta, Indonesia) Tigor Sitorus, Deby Suryani	85
INFLUENCE OF STRENGTHENING INSTITUTIONAL AND PRODUCTION SMEs BASED ON GREEN ECONOMY IT'S IMPACT ON PERFORMANCE Sriyono, Sigit Hermawan, Sarwendah Biduri	86
THE IMPACT OF WORKING SATISFACTION FACTORS ON THE EMPLOYEE PERFORMANCE IN PT PETROLINDO SATRIAPUTRA JAKARTA Agus Arijanto	87
LABOR ABSORPTION ON INDONESIAN INDUSTRY SECTOR Rama Chandra, Sumitro, Ginanjar Syamsuar	88
THE WORD FRAMING EFFECTS, MORAL DILEMMA AND DECISION MAKING: CONCEPTUAL PAPER Deasy Ariyanti Rahayuningsih	89
THE IMPACT OF STRATEGIC MANAGEMENT PRACTICES ON FIRM PERFORMANCE (A Study Of Indonesian Construction Company) Fajar Sasongko	90
THE EFFECT OF TECHNOLOGY CAPABILITY, KNOWLEDGE CAPABILITY AND ENTREPRENEUR ORIENTATION ON SMEs SUSTAINABLE COMPETITIVE ADVANTAGE Nur Endah RetnoWuryandari	91
DETERMINANTS OF REVALUATION ASSET Tiolina Evi	92
ANALYSING THE ROLE OF ACCOUNT REPRESENTATIVE TOWARD THE OBEDIENCE OF TAXPAYERS Tiolina Evi	93
THE INFLUENCE OF TIME BUDGET PRESSURE ON AUDIT QUALITY AND AUDITOR DYSFUNCTIONAL BEHAVIOR AS INTERVENING VARIABLE Arief Wicaksono, Faris Faruqi, Gisela Sybil Beatrys	94

EFFECT OF TRAINING AND JOB PERFORMANCE ON JOB SATISFACTION IN PT GARUDA INDONESIA TRAINING CENTER Muhammad Nashar, Ryani Dhyan Parashakti, Hilda Sona Fauziah.....	95
EFFECT OF PROFITABILITY, LIQUIDITY, LEVERAGE, REPUTATION AUDITORS, FOREIGN OWNERSHIP, PUBLIC OWNERSHIP AND LISTING AGE ON USE OF THE WEBSITE TO PUBLISH ACCOUNTING INFORMATION Imam Subaweh & Sri Supadmini.....	96
MINANG LANGUAGE LEARNING THROUGH FOLKLORE Erni Hastuti, Reza Chandra, Teddy Oswari	97

DO DISTANCE OR TRAVELING TIME TO CENTRAL BUSINESS DISTRICT HAS EFFECT ON RESIDENTIAL LAND PRICE IN URBAN AREA?

Suparmono¹, Darsono², Jhony Sarungu³, Guntur Riyanto⁴

^{1,2,3,4}Sebelas Maret Surakarta University

Ir. Sutami No.36A, Jebres, Kota Surakarta, Jawa Tengah, Indonesia

Abstract- This study was intended to reveal the effect of accessibility believed to exert an effect on land price, where the accessibility refers to the variable of distance and traveling time to city center or central business district (CBD). In this study, the accessibility was measured in terms of distance as well as travelling time from land location to CBD. Based on the multiple linear regression analysis results on 379 land samples, it was shown that distances to CBD did not exert significant influences, while the travelling time exert significant influences on the land prices. Travelling times to Gadjah Mada University campus and Malioboro area exerted significant influences on housing land prices. This result revealed, that the accessibility of traditional location theory is no longer measured from the distance to the city center, but the more significant travel time affects the price of residential land.

Keywords: land price, accessibility, travel time