ATCHARA ROACHANARUANGRAI : FACTORS INFLUENCING PATTERNS AND
STRUCTURE OF URBAN LAND VALUE IN THE NAKHON SAWAN MUNICIPALITY.
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The purpose of this research is to study the patterns of land
value and factors affecting land value in the Nakhon Sawan municipality.
The hypothesis of the research is that land use characteristics and its
location have influenced on patterns and structure of the land in the
municipality.

The research data consist of 2 variable groups, and 12 independent
variables. These data were then analysed as follows :

1. An analysis of the patterns of land value in the Nakhon Sawan
municipality was processed by crosstab frequency and was found that all
independent variables have shown land value patterns in two forms. The
first pattern indicated the positive correlation between independent
variables representing the percentage of commercial land use, the traffic
volume, the population density, the percentage of public land use, the
percentage of government land use and the dependent variable, the land
value. The second pattern indicated the negative correlation between the
independent variables of distance from the CBD, the percentage of vacant
land, distance from the water body, distance from the street intersection,
distance from historic site, the percentage of residential land use, the
percentage of manufacturing and service land use and the dependent variable,
the land value.

2. The structure of land value in the municipality was processed
by stepwise regression analysis and the result was that significant
variables at 0.05 confidential level were the percentage of commercial land
use, the traffic volume during 7.15-8.15 A.M., the population density per
1,000 SQ. metre, distance from the CBD and distance from historic site
which had a very high coefficient value of 0.82 with the land value. The
predictive ability of the coefficient land value at any point in the
Nakhon Sawan municipality is corrected at 67 percent.

So these significant variables would constitute in the model of
land value for predictive purpose of other city.