

Thesis Title	The Application of Multiple Regression Analysis in Explaining and Evaluating the official Land Price in the Bangkok Metropolis.
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ABSTRACT

In Thailand, official land price serves several purpose. It is used as the basis price for land purchasing, mortgages, collateral, taxation and fees, and other investments etc. No matter what the objectives of the land evaluation are, the most important thing is the process of evaluating land value or land price. Land evaluation generally requires various types of information concerning the land such as social, economic, and physical conditions, to be estimating variables. Due to the situation that there is much of information concerning these variables, the consideration and determination in selecting them for evaluating land price seems to be very difficult. In addition, evaluating land price of the whole area of the city would make it more complicated. For instance, the case of land evaluation for the purpose of tax and fee collection is much different from land evaluation for other purposes. This is because its impact on Thai society as a whole; both to public and private sectors, is very significant since it has legal support. Hence land evaluation this way requires much time and numbers of personnel.

To come up with guidelines for supporting the evaluation of land, it has been done through the study of variables and pattern of land evaluation by statistical method. This would make the criteria of land evaluation more practical. Thus it would benefit not only public organization involved but also ordinary people since it creates social equity.

To come up with the whole picture of the phenomena of the price of urban land (Bangkok Metropolis), the Multiple Regression Equation and the Objective variables are applied for the explanation and estimation of the price of land within Bangkok Metropolis.

In parallel the study also pointed out various variables affecting the plot of land which leads to the difference of the value of land in a particular area. For this case, attention is paid to objective variables. This is because they are obvious and measurable variables that can be determined easily.

For the purpose of this thesis study, Bangkok Metropolis was selected to be the study area while the source of information relating land price is the Department of Lands. Basically, land price is evaluated by the government. The objective of land evaluation is to be applied for the comparison of land price for the purpose of the collection of taxes and fees for transferring land rights. The reason to select Bangkok Metropolis as the study area is that it provides sufficient information of land evaluation within the whole urban area. Thus, the phenomena of land price in urban area can be possibly presented much easier than other sites. For the purpose of this study, various theories and several criteria related to planning and land evaluation prepared by Department of Lands are applied. After that, concepts and guidelines for studying variables which relate to planning process will be determined. The study is aimed at the relation of the mentioned variables to the price of land. For this case Multiple Regression Analysis is applied to be the methodology for statistical analysis and Stepwise Regression is selected to forecast the variable factor (land price) .

The result of the study is that the phenomena of evaluated land price of the whole area of Bangkok Metropolis (Department of Lands is the evaluator) can be proved. It explains the impact of variables on the difference of the price of each plot of land, and how the factors make land price differ from one place to another. In addition, the relation between the factors and land price is also presented. Besides, the hierarchy of the importance of these variables can be determined.

Based on the study and its analysis on land price in Bangkok Metropolis, it is found the most important variables affecting the land price. Land use, especially commercial plays the most significant role to distinguish the different land price. The hierarchy of the importance of these factors is as follows; commercial land use, public utilities, commercial and residential land use, distance from city center, commercial center land use, distance from community center , public transport (Bus), distance from government institutions, and collector road. The variables coming up from this thesis study would be very useful since they can be applied for determining variables for land

evaluation within Bangkok Metropolis. Moreover, it also benefits the urban planning of Bangkok Metropolis especially in case that the information concerning these factors is required for planning process. As a result, the pattern of land evaluation with simple statistical method that is very practical can be drawn.