

摘要

本研究係採用桃園工業區土地實際交易價格作為實證對象，運用特徵價格理論，探討影響工業區土地價格的因素。因桃園縣之地理區位係處於內湖科技園區、新竹科學園區兩大產業聚集重鎮之中間位置，因此亦分析桃園縣輻輳區位與前述兩園區之距離是否成為其地價影響因素之一。故除將一般文獻研究對價格有所影響之宗地條件及區位條件納入分析外，亦將工業區管理服務、產業聚集及桃園縣輻輳位置等要素，測試是否亦為工業區土地價格的影響因素。而研究採用的方法係以特徵價格函數為基礎，工業區地價為應變數，可能影響工業區地價的因素為自變數，並使用一般化的 Box-Cox 轉換函數測試各種函數型態，最後選擇一最適函數型態進行特徵價格的估算。

實證結果發現，有關工業區之宗地條件中移轉土地面積、臨街路寬、臨街關係等 3 項變數為工業區地價影響因素。而在區位條件中，與桃園縣政府距離、與內湖科技園區距離等 2 項變數，對工業區地價具有負向的關係，即與縣政府或內科距離越遠，地價越低。再者，藉以代表產業聚集指標的鄉鎮市製造業勞動力聚集比例亦通過模式檢定，與地價呈現正向關係，顯示勞動力聚集比例越高，能提高廠商設廠的意願，增加工業用地的需求，有助於地價的提昇。此外，有設置服務中心的工業區，因能提供管理服務，對廠商較具有吸引力，反映於地價結構上，是呈現正向關係。

最後則依據實證研究結果，提出以下建議，在產業聚集方面，政府應協助廠商形成產業聚集氛圍，不僅有利於工業區地價的提升，更可提高產業的競爭力；在工業區管理服務的提供方面，政府應由開發工業區導向轉為管理服務導向，由工業區內所設置的服務中心，提供完善管理服務，創造工業區土地價格的提昇。

關鍵字：工業區、特徵價格、產業聚集、管理服務

ABSTRACT

This study aims to test the affecting factors of Taoyuan industrial land prices by constructing hedonic pricing functions. The empirical data is compiled from market prices. The importance of Taoyuan which is located between Neihu Technology Park and Hsinchu Science Park, lies in an center place of two industrial parks above -mentioned. In order to emphasize the importance of Taoyuan's location,two variables of distances to Neihu Technology Park and distances to Hsinchu Science Park are tested in this paper. Otherwise, the conditions of lots, location, industrial parks' management service, industrial agglomeration are considered affecting factors of industrial land prices and all tested in this study. In accordance with hedonic pricing theory, a Box and Cox transformation was applied to the dependent variable to test functional forms. This method was used to identify the preferable functional form for the study data. The preferable functional form that we tested in this study is the basis for evaluating industrial land prices.

Based on model testing, this study indicates that variables related to conditions of lots, locational attributes, industrial agglomeration and industrial parks' management service determine land prices. Variables related to conditions of lots, such as size, the width of street, and a street lot determine land prices. Variables related to locational attributes, such as distances to Neihu Technology Park and distances to local government administration of Taoyuan are negatively related to land price, implying that each additional kilometer of distance from Neihu Technology Park and the nearest center of local government reduces the price of a parcel of land. Moreover, the variable of the percentage of the manufacturing employees related to industrial agglomeration is positively related to land prices; that is, the percentage of the manufacturing employees is higher, it indicates that more firms located together in certain place. And this behavior helped firms to achieve profits from industrial agglomeration economy. And the prices of such land should be higher. Besides, the variable of industrial parks' management service is positively related to land price.It indicates that industrial parks which have service centers should attract more firms to locate together by management service provided and the prices of such land should be higher.

According to empirical results, this study proposes that government should

promote the establishment of industrial clustering phenomenon. It is helpful for raising industrial land prices and industrial competitiveness. Otherwise, government should shift development policies to management services of industrial parks, and supply thorough management services to raise land prices.

keywords : Industrial parks , Hedonic prices , Industrial agglomeration ,
Management service