RENT PRICING ANALYSIS OF
GRAHA SEPULUH NOPEMBER SURABAYA

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Graha Sepuluh Nopember could be considered as an income generator for ITS to implement university autonomy concept. Rent pricing is one of critical factors to generate income. The objective for this research was to analyse the rent price of rooms in Graha Sepuluh Nopember. This research was using two methods. They were break even analysis and market data approach. The rent price could be determined using break even analysis that counted balance condition between cost and revenues. While the market values could be obtained by market data approach by comparing subject properties with some typical properties.

Based on breakeven analysis method, rent price of ballroom at Graha Sepuluh Nopember is Rp 11.688.000,00/event. Market value by from using market data approach is Rp 10.290.80.00/event for weekday and Rp 11.754.200.00 / event for weekend. From the analysis and profit target, rent price of its ballroom is Rp 12.272.000,00/event for weekday and Rp 14.025.000,00/event for weekend. The ballroom’s rent price is higher than Rp 4.272.000,00/event or 53,40% than existing rent price for weekday and is higher Rp 4.025.000,00/event or by 40,25% than existing rent price for weekend.

Key words: break even analysis, Graha Sepuluh Nopember, market data approach, market values, rent price.