PRICING ANALYSIS OF KAPAS KRAMPUNG PLAZA
(KAZA)

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ABSTRACT

Kapas Krampung Plaza is a shopping mall or plaza which is one of the alternative needs for Surabaya people. The aspect management of the Kapas Krampung Plaza is one of the important thing, such as determination of lease price. The revenue from the lease will finance the management of the plaza.

The process for determining space rent price can be done by two approaching factors which are internal factor and external factor. Internal factor is by analyzing the fix cost and the variable cost. External factor is by making the demand curve of tenants or other kind of tenant through a survey questionnaire.

The result from this study based on analysis of the cost is 435.000 IDR/m²/month, and based on analysis of demand is 200.000 IDR/m²/month. Based on both cost analysis and demand analysis the lease price is 465.000/ IDR/m²/month.

Key words: Rent price, Cost analysis, Demand analysis