THE DECISION MAKING OF THE BASIC PRICE OF
GUNAWANGSA APARTMENT LEASE SURABAYA

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Abstract
In line with the rapid growth of Surabaya population the availability of people’s residence has become the centre of attention. One of the solutions to overcome the problem is by building apartments, either for sale or rent. The land and building property right is one of the reasons that the owner prefers to lease the apartment. Lease price need to be determined by considering the price based on the expenses being spent. This Final Project is aimed to analyze the basic minimum lease price of Surabaya Gunawangsa Apartment.

The method used in determining the lease price is break even point analysis. By using this method, the yearly minimum lease price of Gunawangsa Apartment per m² which can reach the break even condition between the total expenses and the total income. The result of this Final Project, show that the total cost is Rp. 2.664.727.067,94 + (10.437,55 x Q), so that the minimum lease price of Gunawangsa Apartment obtained with 80% Occupancy Rate is Rp. 98.528,67 monthly per m².

Key words: Break even point analysis, Apartments Gunawangsa, Rental rates
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