PRICING ANALYSIS OF BALE HINGGIL APARTMENT UNITS IN SURABAYA

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Abstract

Bale Hinggil apartment is located on Jl. Dr. H. Soekarno Surabaya. This apartment has a strict competitor within 350 meters, and offers the same price. In contrast to its competitors which are next to the main road, Bale Hinggil apartment is standing under the bridge and right next to the river. This makes it difficult to compete in the market. Thus, it is necessary to use the price factor so that the apartment can be re-attract buyers.

The pricing analysis uses cost-based approach that results in cost curves, value-based approach with a questionnaire that generates the demand curves, and marginal approach.

Based on the obtained marginal approach the selling price of each type, ie; IDR 187,546,645 for Studio units, IDR 374,834,002 for 2 BR units, and IDR 546,020,938 for 3 BR units.

Keywords: pricing, apartment, cost curves, demand curves, marginal approach