

ABSTRACT

The increasing number of existing population resulted in the need for housing as a residence in the city has increased, so many emerging companies engaged in the field of industrial property. Fortuna PT Karya Persada is one company that is engaged in property. One of the products of PT Fortuna Karya Persada is Dakota Fortune Pasteur where this product is a cluster-shaped property that is being constructed in the area Pasteur Bandung.

Dakota Fortune Pasteur is one of the products of PT Fortuna Karya Persada is intended for the upper middle class. Mid-2014 last, Fortune Pasteur Dakota product has been introduced to the market in which products are comprised of 12 units where the average type 110. In the property industry, the price is a variable that affects the consumers who will buy it.

This study aimed to evaluate the price of the Cluster in accordance with the perceived benefit customers with the price paid customers to avoid pricing too high or too low on the willingness of customers to pay using Value Based Pricing.

Based on the calculation and evaluation of customer value obtained map on the product advantage Dakota Fortune Pasteur is the area because it has perceived value received by customers Dakota Fortune Pasteur is equal to the value received by the customers of competitors is equal to 1:08: 1:02. In the price-sensitivity meter for the land per square meter price range that is acceptable at the price interval Rp. 5,750,000.00 to Rp. 6,750,000.00 and for buildings per square meter price range that is acceptable to the hose Rp. 5,250,000.00 to Rp. 6,250,000.00. While the proposed recommendation on the price of land and building products Dakota Fortune Pasteur taking into account the existing price of products Dakota Fortune Pasteur, the price of competitors, customer value map, and customer willingness to pay in the amount of USD 6,750,000.00 for a package price of land per square meter and Rp 5,500,000 for the building price per square meter.

Keywords: Dakota Fortune Pasteur, Price, Customer Value Map, Customer Willingness To Pay, Value Based Pricing.