

ABSTRACT

PETER LIE *“STUDI MOTIVASI PEMBELI PROPERTI PREMIUM”*

CASE STUDY *: Kasus Apartemen Kelas Atas di SCBD, Jakarta Selatan*

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According to Maslow, after all the basic needs are met, then the highest goal of every individual is self-actualization, while the two-factor theory of Herzberg said the best way to motivate people is to meet the needs of its high level. Then the researchers tried to capture the motivation Buyers Premium Properties on property prices. Property prices are highly dependent on development cost and its construction cost because there is added value, such as image areas and buildings designed by the developer, making prices soar higher. On the other hand Buyers Premium Property has a certain motivation in having or enjoying the area or building so that it gives a certain satisfaction that affect the level of satisfaction as individual needs are higher.

This study proves that the motivation of the premium property buyers no longer look at a very high property prices, but prefer the added value and Image shown developers. The most important thing to consider is among others, the facilities such as branded restaurant or café, school and international university, the region has the response of public service that is fast, has access toll road, has a society civilized and polite, completeness of facilities in the region and building and especially their motivation not only for investment, but preferably on the safety and comfort of the Purchaser.

Keyword : Motivation, Premium Property