

Abstract

Currently the development of infrastructure in large cities area is increasingly Increased in terms of demographic, social, and psychographic factors. One of those factor Is the growth of buildings that occur in the city of Bandung, thus giving opportunity for property business.

The property business which is happening in The Apartments Metro Suite, Bandung is an apartment rental business. Bandung is also known as the city of flowers was visited by migrants from outside the city with various needs, such as vacations, work, and education. From the survey results Simple researcher conducted to the service providers apartment units

This study aims to understand the user profile of service users Lease unit in Apartment The Suite Metro, Bandung using assistance Map of Empati consisting of See, Hear, Think & Feel, Say & Do and Gain. This research is a descriptive qualitative research. Segmentation in this study is the user of leased unit rental services in Apartment The Suite Metro, Bandung. This research is using Semitersruktur interviews and triangulation to support the answers of users services as technique of data analys.

With the help of Empati Map, analysis results were obtained Descriptive sub variable See explains that service users have criteria Alone in determining the lodging units to rent. Sub variable Hear Explained that service users are looking for and getting information about the unit The Suite Metro inn through the internet media and the surrounding environment. Sub Think & Feel; Feel explained that service users expect the facility moore like wifi and also a lodging unit that has an interior design Minimalist. Sub variable Say & Do; Do explains that the service user wants

A different touch from each lodging unit, and has an interior designinnovative. Sub variable Pain explained that service users have a complaint Against the not yet supported lodging unit The Suite Metro with wifi facilities, As well as quality control for the cleanliness of an inn unit. Sub variable Gain Explained that the apartment inn units have enough tariff rates Affordable with strategically located in Bandung's major road area. Some shows that consumer service users still have a desire which has not been obtained from an expected lodging unit.

Keywords : *The Consumer Profile, Lease Unit Apartment, Empathy Map*