

ABSTRAK

ELMA MERICHI (2022) judul Analisis kelayakan finansial investasi pembangunan perumahan hidayah di jalan pancur Desa Tanjung Baru Kecamatan Baturaja Timur Kabupaten OKU. Pembimbing 1: Ir. Hj. Lindawati MZ, M.T, Pembimbing II : H. Fery Desromi, S.T., M.T.

Penelitian ini dilakukan di perumahan hidayah di jalan pancur Desa Tanjung Baru Kecamatan Baturaja Timur Kabupaten OKU. Teknik analisa data dalam penelitian ini menggunakan teknik analisis kuantitatif merupakan teknik yang digunakan untuk menganalisa informasi kuantitatif (data yang dapat diukur, diuji dan diinformasikan dalam bentuk seperti persamaan dan tabel).

Berdasarkan hasil analisis yang telah dilakukan maka dapat disimpulkan bahwa dengan tingkat suku bunga 15% per tahun diperoleh nilai *Net Present Value* (NPV) sebesar Rp4.811.337.308,00 > 0, dan nilai Benefit Cost Ratio (BCR) sebesar 1,198 > 1. Nilai *Internal Rate of Return* (IRR) sangat besar, lebih besar dari MARR. Sehingga dalam aspek finansial, Proyek Perumahan Hidayah layak dilaksanakan. Dari analisis sensitivitas pada kondisi pendapatan tetap dan biaya naik 20% diperoleh nilai NPV sebesar Rp3.180.342.297,00 > 0, BCR sebesar 1,123 > 1 dan IRR sangat besar, sehingga masih layak.

Kata Kunci: kelayakan finansial, investasi

ABSTRACT

ELMA MERICHI (2022) title Analysis of the financial feasibility of investing in the construction of guidance housing in the shower road of Tanjung Baru Village, East Baturaja District, OKU Regency. Advisor I: Ir. Hj. Lindawati MZ, M.T, Advisor II : H. Fery Desromi, S.T., M.T.

This research was conducted in the guidance housing on Jalan Pancur, Tanjung Baru Village, East Baturaja District, OKU Regency. Data analysis techniques in this study using quantitative analysis techniques are techniques used to analyze quantitative information (data that can be measured, tested and informed in forms such as equations and tables). Based on the results of the analysis that has been carried out, it can be concluded that with an interest rate of 15% per year, the Net Present Value (NPV) is IDR 4,811,337,308.00 > 0, and the Benefit Cost Ratio (BCR) is 1.198 > 1. The Internal Rate of Return (IRR) is very large, bigger than MARR. So that in the financial aspect, the Hidayah Housing Project is feasible. From the sensitivity analysis under conditions of fixed income and costs increasing by 20%, the NPV value is Rp. 3,180,342,297.00 > 0, the BCR is 1.123 > 1 and the IRR is very large, so it is still feasible.

Keywords: financial feasibility, investment