

## ABSTRAK

# ANALISIS KELAYAKAN BISNIS RESTORAN DAPUR GEPREK NYONYAH DI BANDARA INTERNATIONAL SOEKARNO – HATTA

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Penelitian ini membahas analisis kelayakan bisnis restoran dapur geprek nyonyah di Bandara International Soekarno – Hatta. Penelitian ini di desain dengan metode analisis deskriptif dengan rancangan studi kasus. Penilaian kelayakan dikelompokkan kedalam empat aspek yaitu: aspek pasar, aspek manajemen, aspek teknis dan operasional serta aspek keuangan yang merupakan aspek kunci dalam penilaian suatu studi kelayakan. Metoda analisis yang digunakan pada penelitian ini adalah aspek keuangan (*payback period*, *net present value*, *modified internal of return*, dan *profitability index*).

Dari penelitian ini memberikan hasil dimana *payback period* atas investasi yang dilakukan oleh investor akan kembali selama 7 tahun 130 hari lebih cepat dari yang diperkirakan oleh investor, nilai atas *net present value* memberikan hasil positive yaitu sebesar Rp 1.189.303.974, *modified internal rate of return* memberikan hasil sebesar 41,88% dimana hasil ini melebihi tingkat biaya modal yaitu sebesar 9,98%, dan *profitability index* yang dihasilkan sebesar Rp 17,0872 dimana nilai ini lebih besar dari 1.

Penelitian ini menyimpulkan bisnis ini layak dijalankan karena keempat indikator aspek keuangan memberikan sinyal positif dalam pelaksanaan bisnis ini dan didukung hasil atas analisis deskriptif atas aspek pasara, aspek manajemen dan aspek teknis.

**Kata Kunci:** kelayakan bisnis, *payback period*, *net present value*, *modified internal of return*, *profitability index*.

## ABSTRACT

# FEASIBILITY ANALYSIS OF DAPUR GEPREK NYONYAH RESTAURANT BUSINESS AT SOEKARNO INTERNATIONAL AIRPORT – HATTA

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This study discusses the feasibility analysis of the dapur geprek nyonyah restaurant business at Soekarno - Hatta International Airport. This research was designed with descriptive analysis method with case study design. The feasibility assessment is grouped into four aspects, namely: market aspects, management aspects, technical and operational aspects and financial aspects which are key aspects in the assessment of a feasibility study. The analytical method used in this study is the financial aspect (payback period, net present value, modified internal return, and profitability index).

From this study, the results show that the payback period on investments made by investors will return for 7 years 130 days faster than expected by investors, the value of the net present value gives a positive result of Rp. 1,189,303,974, the modified internal rate of return gives the result is 41.88% where this result exceeds the level of cost of capital which is 9.98%, and the resulting profitability index is Rp. 17.0872 where this value is greater than 1.

This study concludes that this business is feasible to run because the four indicators of the financial aspect provide a positive signal in the implementation of this business and are supported by the results of a descriptive analysis of the market aspect, management aspect and technical aspect.

**Key Word:** feasibility study, payback period, net present value, modified internal of return, profitability index.