

INTISARI

Latar Belakang: Penelitian tentang Evaluasi Kelayakan Investasi *Bone Densitometer* di Rumah Sakit Panembahan Senopati Bantul dilakukan karena sampai saat ini belum pernah dilakukan evaluasi kelayakan investasi sehingga belum diketahui keuntungan dan kerugiannya. Tujuan penelitian ini untuk mengevaluasi kelayakan investasi secara ekonomi yang meliputi penilaian dari aspek pasar, keuangan dan manfaat bagi masyarakat.

Metode Penelitian: Penelitian ini merupakan penelitian evaluatif dengan rancangan studi kasus. Subyek penelitian ini adalah pasien pengguna alat *Bone Densitometer* selama tahun 2003. Data yang dikumpulkan bersifat kuantitatif. Analisis kelayakan investasi dari aspek pasar meliputi permintaan, *unit cost* dan tarif. Analisis kelayakan investasi dari aspek keuangan meliputi arus kas, proyeksi arus kas, *Net Present Value*, dan resiko investasi. Resiko investasi diuji dengan analisis sensitifitas, dan melalui pengujian variabel yang mempengaruhi *cash flow*. Analisis manfaat bagi masyarakat adalah biaya yang dapat dihemat oleh masyarakat apabila *osteoporosis* terdeteksi maupun *osteoporosis* tidak terdeteksi. Alat ukur yang digunakan yaitu *check list* dan pengambilan data langsung di lapangan. Sedangkan analisis data yang digunakan meliputi analisa deskriptif kuantitatif.

Hasil Penelitian: Investasi dari aspek pasar layak karena perkiraan kunjungan rawat jalan selalu meningkat, tarif pelayanan *Bone Densitometer* kompetitif, kualitas *Bone Densitometer* sebanding dengan pesaing. Investasi dari aspek keuangan layak karena *NPV* positif, *Profitability Index* >1, analisis sensitifitas dengan berbagai skenario hasilnya positif. Investasi *Bone Densitometer* dari aspek manfaat *favourable* karena manfaat yang diperoleh masyarakat lebih besar dibanding biaya dan investasi, dan dengan *discount factor* 7%, *Benefit Cost Ratio* 1,75% dan *Benefit Investment Ratio* 1,16%

Kesimpulan:

Investasi *Bone Densitometer* layak karena investasi dari aspek pasar layak, dari aspek keuangan layak dan bermanfaat bagi masyarakat.

ABSTRACT

Background: A study on investment feasibility evaluation of Bone Densitometer at Panembahan Senopati Hospital, Bantul has never been conducted so that the benefit or loss of such investment has never been justified

Objectives: The study was meant to evaluation economic aspect of investment feasibility including evaluation of market, finance and benefit to the community

Methods: This was an evaluative research which used case study design. The subject of the study were patients using Bone Densitometer during 2003. Data collected were of quantitative type. Investment feasibility analysis from market aspect consisted of demand, unit cost and tariff, whereas investment feasibility from financial aspect consisted of cashflow, cashflow projection, net present value and investment risk. Investment risk was tested using sensitivity and scenario analysis through test of variables which influenced cashflow. Analysis of benefit to community was viewed from the cost that could be minimized if osteoporosis was detected or not detected. Measurement instrument used were check list and direct data collection, whereas data analysis used was quantitative descriptive analysis.

Result: Investment from market aspect was feasible because out patient visit prediction was increasing, service tariff of Bone Densitometer was competitive, quality of Bone Densitometer was equal to that of competitor. Investment from financial aspect was feasible because net present value was positive, profitability index >1 , analysis with various scenarios had positive result. Investment of Bone Densitometer from benefit aspect was favourable because benefit gained by the community was greater than cost and investment with 7% discount factor, 1.75% cost ratio benefit and 1.16% investment ratio benefit.

Conclusion: Investment of Bone Densitometer was feasible because investment from market aspect was feasible, investment from financial was feasible, and benefit gained by the community was greater.