THE INFLUENCE OF OCCUPANCY RATE ON BESS COTTAGES PROJECT INVESTMENT DECISION IN THE MALANG ANGGUN SEJAHTERA RECIDENCES

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Abstract

Statistics Indonesia of Malang regency stated visitor came to Malang regency increased 8.95% from 22,833 to 24,877 in 2010-2011. So that many project of hotels and the other lodging such as cottages and guesthouse was built-up in the regency of Malang. The project caused worrying for occupancy rate or decreasing of room occupancies to the sustainabiliy of the hotels. For the reason, it was needed an investment analysis about occupancy rate to know how many changing occupancy rate happended that the hotel would be built proper or not.

Bess Cottage is cottage will be built in the Malang Anggun Sejahtera residences of Malang regency. This project is an object of this research that measure changing occupancy rate in the Malang regency. The goal of this research to know how changing occupancy rate influence investment decision of Malang Anggun Sejahtera Bess Cottage.

This research using forecasting and investment analysis method by viewing market and financial aspect, that measuring for occupancy rate changing analysis cottages in the Malang.

From the data analysis we know that investment cost of Bess Cottages at Malang is Rp. 13,004,228,852,- and NPV is Rp.5,830,353,550,- with IRR 32.76% and we can say this project is feasible.

Keywords : Investment, Occupancy Rate, Cottage