INVESMENT ANALYSIS OF PESONNA HOTEL MAKASSAR

Student Name : Rina Nufaili
Register Number : 3112105015
Department : Teknik Sipil
Supervisor : Christiono Utomo, ST, MT, PhD.

Abstract

Makassar as a center city of trade in South Sulawesi has a high level of visitors, seen from the activity on Hasanuding airport, makes the existence of hotel being important for develop the Makassar. Since hotel was built as a whole, a large costs is required to finish.

This Final Project has purposed to do feasibility analys by the financial aspect. The focus of this financial aspect is to evaluate the worthiness of Pesonna Hotel Makassar.

The methodology used in this final project is data collecting, data processing, analyzing of revenue, cash flow and review the financial aspects with the Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period and analyze the sensitivity of the variable rate for the number of visitors, investment cost, interest rates, percentage of loan, room rental rates and investment period.

The result of this analysis is known that the total invesment for Pesonna Hotel of Rp 94.156.073.314 with NPV during the investment of Rp 53.864.276.827, IRR 24.7 % greater than the current desired returns of 12 %, and from the analysis, payback period is 7.84 years which is less than the investment period, so this Hotel is said to be financially feasible. As for the results of sensitivity analysis between the variable rate and the NPV, known that Pesonna Hotel said to be feasible if the occupancy rate of hotel is less than 20%, increase of the
investment cost is less than 40%, reduction of rent room rates is not more than 20%. From the sensitivity analysis of the loan payments period obtained that the smaller period of loan payment can make the NPV getting more high.

Keywords: investment analysis, Pesonna Hotel Makassar.