

# Analisa kelayakan bisnis instalasi laboratorium klinik di RS Ichsan Medical Centre Bintaro = The analysis of clinic s laboratory installation business feasibility at RS Ichsan Medical Centre Bintaro / Lubis, Vebry Haryati

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Abstrak

**ABSTRAK**

Tesis ini menganalisis kelayakan dari pelayanan Laboratorium Klinik yang direncanakan akan dikelola sendiri oleh RS Ichsan Medical Centre Bintaro, dengan melihat kelayakan aspek pasar, manajemen, aspek teknik, hukum / legalitas, dan keuangan. Dari aspek pasar memperlihatkan potensi pasar yang mendukung kelayakan Instalasi Laboratorium Klinik di RS IMC. Ditinjau dari aspek keuangan dengan menggunakan metode analisa kriteria kelayakan investasi menggunakan proyeksi cashflow, didapatkan nilai Net Present Value (NPV) sebesar Rp 721,759,353 , nilai Internal Rate of Return (IRR) sebesar 20.78% dan Payback Priode (PP) selama 2 tahun 2 bulan. Dari hasil penelitian didapat bahwa Laboratorium Klinik di RS Ichsan Medical Centre cara Swakelola sudah layak untuk dilaksanakan ditinjau dari berbagai aspek kelayakan yang diteliti termasuk pada aspek keuangan menunjukkan nilai NPV positif, nilai IRR diatas suku bunga dan pengembalian modal (Payback Priode) yang dapat diterima

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**ABSTRACT**

This thesis analyses the feasibility of Clinic's Laboratory service to be self managed by RS Ichsan Medical Centre Bintaro, through observing the characteristics of market feasibility, organization management, technicalities, legalities, and finances. The market indicates the economical potential supporting the feasibility of Clinic's Laboratory Installation at RS IMC. Through the financial trait using the method of investment feasibility criteria analysis that applied the cash flow projection, the value of Net Present Value (NPV) Rp 721,759,353, Internal Rate of Return (IRR) 20.78% and Payback Priode (PP) were obtained for a 2.2 year period. The result of the research indicates that the characteristics of the feasibility of Clinic's Laboratory service at RS Ichsan Medical Centre is feasible to be conducted, proved by the positive value of NPV, the value of IRR above the interest rate and acceptable Payback Period, thus the Clinical Laboratory services management is feasible to be applied.