

Perhitungan kelayakan finansial penerapan platform terintegrasi berbasis web untuk ibu pra, periode, dan pasca kehamilan = Financial feasibility study on the development of integrated web based maternity online platform

Tara Indira, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20429305&lokasi=lokal>

Abstrak

ABSTRAK

DKI Jakarta merupakan pasar yang membuka peluang bisnis yang sangat besar bagi industri jasa yang menawarkan layanan digital bagi ibu pra, periode, dan pasca kehamilan dengan adanya 170.000 ibu hamil setiap tahunnya. Peluang bisnis itulah yang menyebabkan terciptanya ide pembuatan platform online terintegrasi berbasis website yang menyediakan berbagai macam kebutuhan seorang ibu, di antaranya informasi seputar kehamilan, layanan booking dokter secara online, dan layanan online gift registry. Akan tetapi, sebelum melakukan investasi bisnis, terlebih dahulu dibutuhkan penelitian terkait perhitungan kelayakan finansial penerapan platform tersebut. Penelitian ini menyajikan hasil perhitungan kelayakan finansial penerapan platform tersebut dengan menggunakan pendekatan Net Present Value, Internal Rate of Return, dan Payback Period. Berdasarkan hasil penelitian, diketahui bahwa penerapan platform ini akan menghasilkan nilai Net Present Value sebesar Rp 48.342.103.113, Internal Rate of Return sebesar 44%, dan Payback Period selama 7 tahun sehingga bisnis ini dapat dinyatakan layak untuk dijalankan. Selain itu, di akhir penelitian juga dilakukan analisis sensitivitas dari model kelayakan finansial dimana ditemukan bahwa variabel yang paling berpengaruh terhadap hasil akhir kelayakan finansial adalah variabel inflasi gaji, discount rate, dan pendapatan tahunan.

ABSTRACT

With an average number of 170,000 pregnant women annually, Jakarta opens huge business opportunities for service industries that offer digital services for mothers in maternity period. That opportunity brings out the creation of the idea of an integrated online website that provides a wide range of needs of a mother, including information regarding pregnancy, doctors' online booking service, and a baby gift registry service. However, before making a decision to make an investment to such business, it is required to calculate the financial feasibility study related to the implementation of the platform. This study presents the results of the calculation of the financial feasibility of the implementation of the platform by using the approach of several feasibility study methods such as Net Present Value, Internal Rate of Return and Payback Period. After the research has been conducted and findings are generated, it is known that the implementation of this platform will yield a Net Present Value of Rp 48,342,103,113, an Internal Rate of Return of 44%, and 7 years worth of Payback Period, which resulted in a conclusion that the investment is feasible to run. In addition, at the end of the study, sensitivity analysis of the financial model is also conducted in which three variables that have the most influence on the final value of the financial feasibility of the platform are known. Those sensitive variables are wage inflation rate, discount rate, and annual revenue

