

ABSTRACT

**TITLE: ANALYSIS OF INVESTMENT FEASIBILITY STUDY of XYZ
APARTMENT DEVELOPMENT IN JAKARTA**

xiii + 55 pages, 26 graphics, 4 images, and 24 tables.

Key words: Investment, Accounting, Sensitivity

Property project development in Jakarta has risen rapidly along with the increasing demand for public housing. But there are also many apartment construction that experienced obstacles due to many factors.

This thesis discusses the investment feasibility studies of XYZ apartment construction project in Jakarta who experience barriers to sales in order to obtain the best solution. Processed data comes from operational of the project in the form of details of investments, targeted and conditions of sale, loan calculation, and assumption of expenses.

Analysis process starts from detail data of the investment and the apartment sales data. Furthermore, model calculations are made from 2 (two) solutions based on the loan assumption, expenses, and other relevant assumptions to complete the model. The calculation results are parameters for the evaluation of financial feasibility, such as: ROI (*Return on Investment*), ROE (*Return on Equity*), NPV (*Net Present Value*), and *Payback Period*. From two solution calculation can be concluded that the condition 3 with discounts and hard cash payments closer to the earlier target than the condition 2 with a fixed price but soft-payment installment.

Sensitivity test done on several factors such as price, construction cost, equity ratio, interest rate, installment period, sales revenue and sales period. Thus it can be seen the dominant factors that could affect the feasibility of the project.