

# ANALISIS PASAR DAN ASPEK KEUANGAN PENDIRIAN RUMAH SAKIT ISLAM UMUM KELAS DI KARANGMOJO GUNUNGGKIDUL

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## INTISARI

Penelitian ini bertujuan untuk Mengetahui potensi pasar dan kelayakan keuangan terhadap rencana pendirian Rumah Sakit Umum Islam kelas D dengan kapasitas 100 tempat tidur (TT) di Karangmojo Gunungkidul. Desain penelitian ini adalah deskriptif kuantitatif dengan pendekatan studi kelayakan. Penelitian dilakukan di Kecamatan Karangmojo, Gunungkidul. Data yang digunakan adalah data primer melalui pengisian kuesioner, serta data sekunder dari dinas kesehatan Kabupaten Gunungkidul. Hasil analisis pasar menunjukkan adanya masalah pelayanan rumah sakit yang dihadapi responden berupa pelayanan yang lambat (33%), sebanyak 39% responden merasa dokter kurang dalam memberikan penjelasan atau edukasi, sebagian besar (96,76%) penduduk Kabupaten Gunungkidul merupakan pemeluk Agama Islam, Harapan masyarakat berupa pelayanan yang Islami cukup besar yaitu 31%, maka akan terjawab dengan pelayanan rumah sakit Islam yang profesional dan Islami. Adapun analisis keuangan diperoleh nilai 1) Net Present Value (NPV) = Rp.9.983.868.526,00; 2) Internal Rate of Return (IRR) = 12,88%; 3) Provitability Index (PI) = 1,3193 kali; 4) Payback Period (PP) = 8 tahun 4 bulan; dan Accounting Rate of Return (ARR) = 10,49% . Berdasarkan hasil ini disimpulkan bahwa di kecamatan Karangmojo Kabupaten Gunungkidul layak didirikan rumah sakit Islam dengan 100 TT dari tinjauan aspek pasar dan keuangan.

**Kata kunci** : studi kelayakan, analisis pasar, analisis keuangan

*MARKET AND FINANCIAL ANALYSIS OF GENERAL ISLAMIC  
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**ABSTRACT**

This study aims to analyze the market potential and financial feasibility of the General Islamic D-class Hospital establishment with a capacity of 100 beds in Karangmojo Gunungkidul.I. This was quantitative descriptive design with a feasibility study approach. The research was conducted in Karangmojo Subdistrict, Gunungkidul. The data used are primary data through filling in questionnaires, then secondary data from the health department of Gunungkidul Regency. The results of market analysis showed that there were problems with hospital services faced by respondents in the form of slow service (33%), 39% of respondents felt doctors were lacking in providing explanations or education, most (96.76%) residents of Gunungkidul Regency were Moslems, The expectation of the community in the form of Islamic services is quite large (31%), it will be answered by professional and Islamic hospital services. The financial analysis obtained a value of 1) NPV = Rp.9,983,868,526.00; 2) IRR = 12.88%; 3) PI = 1.3193 times; 4) PP = 8 years 4 months; and ARR = 10.49%. Based on these results it can be concluded that In Karangmojo sub-district, Gunungkidul Regency, an Islamic hospital with 100 beds is feasible to be established from a review of market and financial aspects.

***Keywords:*** *feasibility study, market analysis, financial analysis*