

ABSTRACT

One of the crucial dimensions as the implication of human resource quality of a region is the health degree of the inhabitant. Authentically the development in health sector has a purpose in order to health service can be reached easily, cheap, and also equitable for everyone.

Garut government had held many development programs which are the implementation in health sector, like Puskesmas, Posyandu, Pos Obat Desa, Pos Bersalin Desa, clean water facility services, and so on.

In the realization, the efforts of increasing health status must be done by crossing sector, besides the government, the societies are also involved. Muhammadiyah foundation as one of the public foundation in Garut gives its contribution in health sector by building a big and comprehensive public hospital. In the development phase must be independent in the economic aspect to run its operational functions. This condition makes Muhammadiyah foundation to consider the profit aspect of the hospital. So it needs a feasibility study of the investment.

In the feasibility analysis of Muhammadiyah hospital must be known the legality of the hospital construction and the technical factor that must be fulfilled in Muhammadiyah hospital construction. The analysis to market aspect was done by using secondary data, then the market condition was analyzed, and determined the potential market, available market, target market, and the market which is entered by Muhammadiyah hospital. Based on the result of the counting and analysis, potential market of Muhammadiyah hospital is 100% of the Garut inhabitant, available market is 22,36% of the potential market, the target market is 5,07% of the available market, and the market which is entered by Muhammadiyah hospital is 30% of target market. The result of the financial aspect show that the NPV is minus Rp 182.190.757.069,00. These point shows that the hospital construction is not feasible to be executed. However the hospital position as a social organization, so this research made some alternatives in order to Muhammadiyah hospital can be feasible.

Keywords : feasibility analysis, Muhammadiyah hospital, project, finance, Garut