

## ABSTRAK

**ANALISIS PEMILIHAN ALTERNATIF INVESTASI  
ALAT PENCUCIAN FILM RADIOGRAFI DENGAN MENGGUNAKAN  
COMPUTER RADIOGRAPHY (CR) ATAU SECARA MANUAL  
Studi Kasus pada Rumah Sakit Panti Secanti Gisting, Lampung**

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2017

Keputusan investasi yang tepat dapat mempengaruhi keuntungan dan kelangsungan usaha. Penelitian ini bertujuan untuk mengetahui keputusan pemilihan alternatif investasi yang lebih menguntungkan untuk pencucian film radiografi antara *Computer Radiography* (CR) atau secara manual pada Rumah Sakit Panti Secanti Gisting, Lampung.

Jenis penelitian ini adalah studi kasus. Teknik pengumpulan data dilakukan dengan wawancara, dokumentasi, dan kuesioner. Teknik analisa data yang digunakan adalah metode *Payback Period*, *Net Present Value*, dan *Internal Rate of Return* untuk aspek keuangan serta pengukuran sikap menggunakan skala *Likert* untuk aspek manajemen.

Hasil penelitian menunjukkan bahwa pencucian film radiografi dengan menggunakan *Computer Radiography* (CR) (alternatif II) menghasilkan *Net Present Value* dan *Internal Rate of Return* lebih besar serta *Payback Period* lebih cepat dibandingkan dengan menggunakan pencucian film radiografi secara manual (alternatif I). Berdasarkan hasil penelitian, Rumah Sakit Panti Secanti Gisting sebaiknya memilih alternatif investasi ke-II yaitu dengan menerapkan metode pencucian film radiografi menggunakan *Computer Radiography* (CR).

Kata Kunci: investasi, *payback period* (PP), *net present value* (NPV), *internal Rate of return* (IRR), radiografi, *computer radiography* (CR)

## ABSTRACT

### **ANALYSIS OF ALTERNATIVE INVESTMENT OPTION FOR RADIOGRAPHY FILM PROCESSING BASED ON COMPUTERIZED RADIOGRAPHY (CR) AND MANUAL PROCESSING Case Study in Panti Secanti Hospital Gisting, Lampung**

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2017

Accurate investment decisions can affect business profits and sustainability. This study aims to determine the better decision of alternative investment option between computerized and manual processing radiography in film processing at Panti Secanti Gisting Hospital, Lampung.

This type of research is a case study. The data collecting techniques were interviews, documentations, and questionnaires. The data analysis techniques used were payback period, Net Present Value, and Internal Rate of Return methods for financial aspect and attitude measurement using Likert scale for management aspect.

The result of this research showed that Computerized Radiography (CR) (alternative II) had a better alternative based on the Net Present Value, Internal Rate of Return and payback period compared with manual radiography film processing (alternative I). Based on the results it was suggested that Panti Secanti Hospital in Gisting should choose the second investment alternative namely radiography film processing using Computerized Radiography (CR).

Key word(s) : investment, payback period (PP), net present value (NPV), internal rate of return (IRR), computerized radiography (CR)