



Skripsi ini merupakan suatu penilaian tentang layak tidaknya dilaksanakan investasi penambahan dua bus baru pada PO. PRAYOGO di Yogyakarta. Untuk menilai kelayakan investyasi tersebut digunakan tinjauan dari aspek pasar, aspek manajemen dan aspek keuangan.

Pengumpulan data dilaksanakan dengan teknik (1) wawancara, (2)dokumentasi, dan (3)observasi. Teknik analisis data yang digunakan adalah (1) analisis kelayakan pasar dengan menggunakan metode *least square*, (2) analisis kelayakan manajemen dengan menilai kesiapan operasional perusahaan dalam menghadapi investasi penambahan bus baru dan (3)analisis kelayakan keuangan dengan metode *net present value*.

Berdasarkan analisis kelayakan dengan meninjau aspek pasar, aspek manajemen dan aspek keuangan ternyata investasi penambahan bus baru layak untuk dilaksanakan.



**ABSTRACT**

**FEASIBILITY STUDY OF AN INVESTMENT  
IN ADDITIONAL BUSES**

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This thesis will discuss the feasibility of an investment in adding new buses of PO. PRAYOGO in Yogyakarta. The study analyzes the marketing, managerial and financial aspects in order to examine the feasibility of buying new buses.

The data were collected through observation, documentation and interviews. The marketing aspect was analyzed using the least squares method, its managerial aspect with examining the readiness of operation management to buy buses, and its financial aspect with net present value.

The result shows that seen from the marketing aspect, managerial aspect, and financial aspects it is feasible to add new buses.

From the marketing aspect there is an increasing demand. From the managerial aspect, operational man power is available. And from the financial aspect, the result of net present value proceeds is positive.