ANALISIS KELAYAKAN INVESTASI ATAS AUTOMATION TECHNOLOGY DI PT XYZ

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SARJANA AKUNTANSI

By:

MUHAMMAD YUSUF INTIFADA

008202205038

FACULTY OF BUSINESS

ACCOUNTING STUDY PROGRAM

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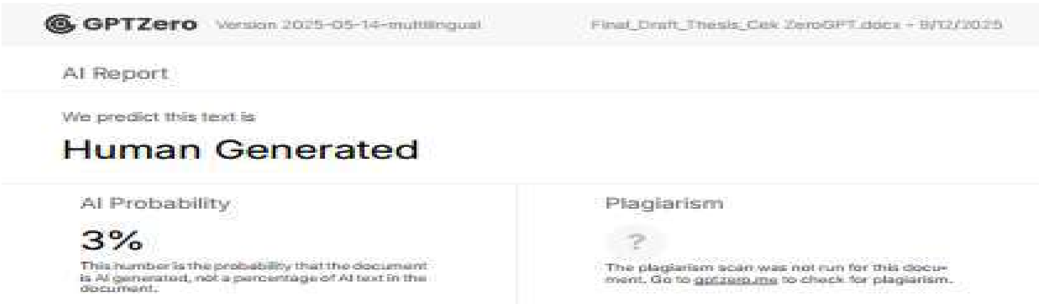
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ABSTRACT

This research was initiated by PT XYZ's need to reduce labor costs as a response to increasing competitive pressure and rising production expenses. The central problem addressed concerns the feasibility of investing in automation technology during the 2022–2024 period, assessed through an evaluation of its financial benefits and potential risks. The purpose of the study is to provide a sound strategic basis for investment decision-making, using three calculation assumptions: Scenario A (the company's predetermined assumptions), a hybrid assumption with loan financing, and a hybrid assumption with cash financing. The research employs a case study approach on two to three projects per year, applying financial analysis tools including Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period, and sensitivity analysis. The results show that all scenarios produce a positive NPV, an IRR below the Weighted Average Cost of Capital (WACC), and a Payback Period of less than five years, which are in line with investment feasibility theory and indicate that the projects are financially viable. While the study provides meaningful insights, there remains scope for further development, particularly by incorporating a wider range of data and external factors to strengthen the validity of the conclusions

Keywords : Investment Feasibility, NPV, IRR, PP, WACC, Automation

INTISARI

Penelitian ini dilatarbelakangi oleh kebutuhan PT XYZ untuk menekan biaya tenaga kerja akibat persaingan yang semakin ketat serta tingginya biaya produksi. Permasalahan utama yang dikaji adalah kelayakan investasi teknologi otomatisasi pada periode 2022–2024 melalui evaluasi manfaat finansial dan risiko yang mungkin timbul. Penelitian ini bertujuan memberikan dasar pertimbangan strategis bagi perusahaan dalam pengambilan keputusan investasi dengan menggunakan tiga asumsi perhitungan, yaitu skenario A (data asumsi perusahaan), *hybrid assumption* dengan loan, dan *hybrid assumption* dengan cash. Metode yang digunakan berupa studi kasus pada dua sampai tiga proyek setiap tahunnya dengan pendekatan analisis finansial melalui indikator *Net Present Value (NPV), Internal Rate of Return (IRR), Payback Periode*, serta uji sensitivitas. Hasil penelitian menunjukkan bahwa seluruh skenario menghasilkan NPV positif, IRR di bawah *Weighted Average Cost of Capital* (WACC), dan *Payback Period* di bawah lima tahun, yang sesuai dengan teori kelayakan investasi serta mengindikasikan bahwa proyek dinilai Layak dijalankan. Meskipun demikian, penelitian ini masih memiliki ruang untuk pengembangan lebih lanjut, khususnya dengan memperluas variasi data dan mempertimbangkan faktor eksternal agar hasil yang diperoleh dapat semakin memperkuat validitas temuan

Kata Kunci : Investment Feasibility, NPV, IRR, PP, WACC, Automation