

RINGKASAN

Penelitian ini bertujuan untuk menganalisis kelayakan usaha pada beberapa kedai kopi di Kecamatan Banyumas, yaitu Mruyung Coffee Shop, Bakery and Guest House, Ha Ha Cafe and Resto, Line Coffee and Eatery, dan Kumala Coffee, Eatery and Store. Penelitian ini menggunakan pendekatan kuantitatif yang mengandalkan data numerik untuk menganalisis kelayakan finansial. Data dikumpulkan melalui wawancara mendalam dan laporan keuangan internal usaha, dan dianalisis menggunakan alat analisis finansial seperti *payback period*, NPV, IRR, PI, dan NPM.

Hasil analisis menunjukkan bahwa semua kedai kopi yang diteliti layak untuk dijalankan. Kriteria kelayakan diukur melalui beberapa indikator: *payback period* yang memenuhi standar, NPV yang positif, IRR yang lebih tinggi dari tingkat suku bunga 10%, PI yang lebih besar dari 1, dan NPM yang signifikan. Semua indikator menunjukkan bahwa usaha-usaha ini memiliki prospek keuntungan yang baik. Dengan demikian, penelitian ini menyimpulkan bahwa investasi pada kedai kopi di Kecamatan Banyumas adalah keputusan yang menguntungkan.

Kata Kunci: Studi Kelayakan, Analisis Kelayakan Finansial, Aspek Keuangan, *Payback Period* (PP), *Net Present Value* (NPV), *Internal Rate of Return* (IRR), *Profitability Index* (PI), *Net Profit Margin* (NPM)

SUMMARY

This research aims to analyze the business feasibility of several coffee shops in Banyumas District, namely Mruyung Coffee Shop, Bakery and Guest House, Ha Ha Cafe and Resto, Line Coffee and Eatery, and Kumala Coffee, Eatery and Store. The research employs a quantitative approach, relying on numerical data to assess financial feasibility. Data were collected through in-depth interviews and internal financial reports, and analyzed using financial analysis tools such as payback period, NPV, IRR, PI, and NPM.

The analysis results show that all the coffee shops studied are feasible to operate. Feasibility criteria are measured through several indicators: a payback period that meets the standard, positive NPV, IRR higher than the 10% interest rate, PI greater than 1, and significant NPM. All indicators indicate that these businesses have good profit prospects. Therefore, this study concludes that investing in coffee shops in Banyumas District is a profitable decision.

Keywords: *Feasibility Study, Financial Feasibility Analysis, Financial Aspect, Payback Period (PP), Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Net Profit Margin (NPM)*

