

ABSTRACT

This research is conducted to find out the feasibility of PT Angkasa Pura Solusi's service development plan on Sapphire Lounge, which is intended for Umrah passengers. The background of this research, based on the data obtained by PT Angkasa Pura Solusi, is the decrease of regular guests followed by the decrease of the last year's outcome, as well as the increase of Umrah passengers compared to the regular guests. The underlying theory of this research is the aspects of business feasibility study; they are the marketing and technical aspect. The analysis of marketing aspect is conducted to find out the competition and the suitability intensity of marketing strategy used by Sapphire Lounge. The analysis of technical aspect is conducted to determine the right location, to determine the suitable layout, and to determine the right technology. The method of this research is a qualitative method with data collection by interviewing three employees in PT Angkasa Pura Solusi, observing, and documenting. The data analysis technique of this research is checking the data of the writer by doing the triangulation technique and using qualitative data analysis by using computer. The results of this research describe the interview results with PT Angkasa Pura Solusi's employees and then the analysis results from the marketing and technical aspect. The research results are also completed by the writer's observation and documentation. The conclusion of this research is that the service development plan of PT Angkasa Pura Solusi on Sapphire Lounge is feasible to establish if it meets the marketing and technical aspect in the business feasibility study. Furthermore, the writer also suggests that the company to pay more attention to the given services.

Keywords: business feasibility study, marketing, service, technical.