

## **ABSTRACT**

The amount of hospitals in Indonesia is arises in every year. And this causes a hard competition among those hospitals. As the result, hospitals are pushed to give the best service to the customers. Therefore, Ibnu Saleh Hospital is trying to exist and to keep growing in the hard competition without ignoring their mission, to give the best health care service for the society, to give service which will not endanger the environment, to improve the Human Resources quality, and to provide quality health service with reasonable price.

To keep exist in the middle of the competition, the business analysis such as Business Feasibility Evaluation are needed, by analyzing some aspects which considered are relevant, such as market aspect, technical aspect, environmental aspect, and also financial aspect.

In the market aspect analysis, the total visit estimation of the Ibnu Saleh hospital is determined. Customer is a person who visits the hospital, while total visit is the overall visits of customer. Total visit in Ibnu Saleh hospital could be divided into two kinds, the visit of people who lived in Pasar Merah Timur district and the visit of people who lived outside Pasar Merah Timur district. The total visit calculation is based on statistics the of Pasar Merah Timur district. By analyzing the total visit from the market aspect, it will be known whether medical equipment capacities and facilities in Ibnu Saleh hospital are enough or not to fulfill the total visit that increasing in the evaluation period. While from the environmental aspect, all effects which are probably occur during the hospital's operational activities could be anticipated. Ibnu Saleh hospital is already implementing the action in anticipating and managing the wastes from the hospital, so the wastes will not endanger the environment. In the financial aspect, by using business feasibility parameters such as Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PBP), it can concluded that the NPV value is Rp 332.783.184,- , IRR is 26,00%, and PBP is in 3,39 years. And the conclusion from those results is the business of Ibnu Saleh Hospital is feasible.