

ANALISIS KELAYAKAN FINANSIAL PENAMBAHANA GEDUNG PARKIR SEPEDA MOTOR DI MALL ASIA PLAZA TASIKMALAYA

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ABSTRAK

Bertambahnya penduduk di Kota Tasikmalaya meningkatkan jumlah kendaraan yang didominasi oleh sepeda motor yaitu sebanyak 291.658 unit, mobil penumpang sebanyak 28.474 unit, mobil umum 937 unit, dan truk 8.017 unit. Hal ini menyebabkan permasalahan lalu lintas yaitu masalah parkir di kawasan perbelanjaan. *Mall Asia Plaza* merupakan pusat perbelanjaan terbesar yang ada di Tasikmalaya. Penelitian ini bertujuan untuk mengetahui karakteristik parkir, tata letak dan perkiraan biaya investasi, serta kelayakan finansial. Kelayakan finansial dihitung dengan metode NPV, BCR, IRR, dan PP. Hasil analisis karakteristik parkir sepeda motor yaitu volume parkir 2.250 kendaraan, rata – rata lama parkir tertinggi 0,657 jam/kendaraan, dan kapasitas parkir tertinggi 2.423 kendaraan/jam. Tata letak gedung parkir menggunakan kombinasi antar sirkulasi masuk dan keluar (bentuk lantai terpisah) serta berlantai banyak. Perkiraan biaya investasi awal secara keseluruhan yaitu Rp.16.220.439.000 untuk alternatif I dan II. Hasil analisis kelayakan finansial untuk alternatif I dan II dengan metode NPV, BCR, IRR dan PP dikatakan layak untuk dilaksanakan.

Kata Kunci: Gedung parkir, Karakteristik parkir, Kelayakan finansial

**FINANCIAL FEASIBILITY ANALYSIS OF THE ADDITION OF A
MOTORCYCLE PARKING BUILDING AT ASIA PLAZA MALL
TASIKMALAYA**

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ABSTRACT

The increasing population in Tasikmalaya City has led to a rise in the number of vehicles, predominantly motorcycles, with a total of 291,658 units, followed by 28,474 passenger cars, 937 public transport vehicles, and 8,017 trucks. This has caused traffic-related issues, particularly parking problems in shopping areas. Asia Plaza Mall is the largest shopping center in Tasikmalaya. This study aims to identify parking characteristics, layout, estimated investment costs, and financial feasibility. Financial feasibility is calculated using NPV, BCR, IRR, and PP methods. The parking characteristics analysis for motorcycles showed a parking volume of 2,250 vehicles, with the highest average parking duration of 0.657 hours/vehicle, and the highest parking capacity of 2,423 vehicles/hour. The parking building layout uses a combination of entry and exit circulation (separate floor plan) and multiple floors. The estimated total initial investment cost for both alternatives I and II is IDR 16.220.439.000. The financial feasibility analysis for alternatives I and II, using NPV, BCR, IRR, and PP methods, shows that the project is feasible for implementation.

Keywords: *Parking building, Parking characteristics, Financial feasibility*