

## **ABSTRACT**

*The solution to meet the needs of residence due to the lack of space in Jakarta is to build a vertical system of residence. The most popular type of this vertical system of residence is apartment. This makes the development of apartments as an interesting investment. An investment should be assessed whether it is feasible or not due to the benefit for the developer. This research was conducted to assess the feasibility of apartemen XYZ investment in West Jakarta area with several parameters. The research process begins with collecting sales data along with the payment method. Furthermore, financial analysis was conducted by comparing the initial payment methods and the combined payment method which can provide investment feasibility. Financial analysis is also carried out on public interest in order to study the behavior and characteristic of the community in a particular area. Financial analysis will produce some financial parameter values, such as IRR, ROE, NPV, and payback period, which can determine the feasibility level of the investment. The results show that both of payment methods can provide a good level of feasibility. Thereafter, the sensitivity analysis is conducted on several variables, such as sales duration, capital to debt ratio, loan interest rate, construction price, and land price. The results show that this investment is most sensitive to the raise of land price, the raise of construction price, and sales duration.*

**Keywords:** apartment, investment, financial analysis, alternative payment method.