

ANALISIS INVESTASI PEMBELIAN TOWER CRANE PADA PERUSAHAAN DIBANDINGKAN DENGAN SISTEM SEWA

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The fast developing of construction industry requires the needs of heavy equipment in the building construction projects. One of heavy equipment that is often used in building construction projects is tower crane. The heavy equipment has an important role in the construction process. Before the utilization of tower crane, there are many construction works using manual method that is, labors. By using heavy equipment such as tower crane, building construction work can be completed faster. Some construction companies choose to invest in purchasing tower cranes rather than renting from the third parties. In this study, consideration of company to invest tower cranes for die handling projects is examined. This study also analyzes the feasibility of investing the purchase of tower cranes for the company, by calculating all the costs incurred from the acquisition and operation base on the monthly basis and then calculate its economic life compared with the monthly cost of renting the tower crane. Then analyze the discounted payback period and the rate of return on investment of purchasing tower crane.

Keywords : investment, purchase, tower crane, economic life, discounted payback period, rate of return