



# Feasibility Analysis of Pulse Sales and PPOB Payment Business: Yuli Pulsa Case Study

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**Abstract:** This study aims to analyze the feasibility of a business in selling credit and PPOB (Payment Point Online Bank) payment services at UMKM Yuli Pulsa in Binjai City. The study covers business feasibility in marketing, technology and financial aspects to see the potential for profitability and business sustainability. The analysis method used involves a data-based and systematic approach to evaluate relevant business strategies. The results of the study indicate that marketing strategies such as providing discount coupons and using banners are effective in increasing customer attraction. The use of technology through the Fazz Agent application and social media supports operational efficiency and expanding market reach. In terms of finance, the payback period is estimated at 3 years 3 months 3 weeks, reflecting positive profit prospects

**Keywords:** Business Feasibility, MSMEs, Marketing Aspects, Technology and Finance.

## Introduction

Feasibility study business is very thing important for evaluate and analyze potential a business. Evaluation eligibility business This aiming for evaluate whether a business worthy run or no. Through studies eligibility this expected can known with objective and wise various possible benefits and risks arise, good from ongoing activities in progress or what will be come. In addition, the study eligibility this also assesses the impact to life, needs assets, as well as prospects success business mentioned (Artiningsih, 2019) . Business feasibility analysis according to (Umar, 2005) states that the evaluation of a business plan aims to assess the extent to which the business can be run well and its ability to operate consistently to maximize income without time limits.

According to (Pokhrel, 2024) the study eligibility business used by various parties, such as individual, actor UMKM business, government, investors, and society other For evaluate whether a business idea new worthy or No executed. One of the objective main from studies eligibility business this is for find solution use minimize possible obstacles and risks appear in the future, remembering the future full of with uncertainty. One approach to understanding business feasibility research is to analyze in detail the business to be run to evaluate the potential success of the business or company. Thus, when making

a decision to accept or reject a planned project or company concept, feasibility evaluation is often understood as a feasibility analysis that must be considered (Putri Wahyuni Arnold, Pinondang Nainggolan, 2020).

In context sale credit there is service PPOB (Payment Point Online Bank) payments, analysis this become very relevant remember development technology and information are also the needs of society which are increasingly high and become need will digital services. However digital services also have an impact to sustainability activity transaction payment, because often the occurrence disturb system on the application used so that can result in lack of satisfaction customer (Purnomo & Riyadi, 2022).

Micro, Small and Medium Enterprises (MSMEs) are one of the component most important in economy Indonesian national. MSMEs play a role as the main pillar the mover system Indonesian economy. When the crisis economy hit, UMKM is able endure because sector this no too affected compared to sector monetary. In addition, MSMEs also contribute in support government programs, especially in create field work and reduce level unemployment. The presence of MSMEs also encourages creation of work units new opening opportunity work and support income house stairs, so that help lower level poverty (Hanim et al., 2022).

As one of the MSME actors in the field this, Yuli Pulsa is located on Nuri Street, Lk II, Mencirim sub district, East Binjai district, Binjai City that is business that sells credit and internet vouchers. In a month income no can confirmed due to filling balance that done every a week once. So that income no definite and approximate for income around Rp. 100,000.- to Rp. 300,000.- and not there is significant improvement.

With thus through analysis this, we evaluate various aspect like marketing, technology and finance for know continuity Yuli Pulsa business. Therefore that, research this expected can clarify necessary strategies implemented so that business This can operate with successful and sustainable.

Analysis this use factors that influence success business, such as analysis marketing, technology, and finance. Through systematic and data based approach, the author hope results studies eligibility business this can help Yuli Pulsa in take decision more business appropriate for in the future .

## **Research Method**

Study This is type study field. This study carried out on Nuri street, LK II, Mencirim sub district, district East Binjai, Binjai City, North Sumatera. Primary data and secondary data is data sources used. Researchers use observation and interview for collect data. Research with a qualitative approach, researchers are guided by inductive thinking products to find logical answers to what is currently the center of attention in the research, which ultimately inductive thinking products become temporary answers to what is being questioned in the research (Saleh, 2017). The author combined observation and interview methods to obtain more comprehensive data. Observation helped me understand the social context in which the phenomenon occurred, while interviews allowed me to explore the meaning behind the observed behavior. The combination of these two methods was

very effective in achieving my research objectives. The data and information that has been collected is analyzed qualitatively and quantitatively and processed using the help of a computer or laptop, namely the Microsoft Excel program. Qualitative analysis is conducted to determine whether the business is feasible or not in non-financial terms, while quantitative analysis is conducted to determine whether the business is feasible in terms of financial aspects with four investment criteria, namely analysis of the investment return period (Payback Period), net present value (Net Present Value / NPV), rate of return on investment (Internal Rate of Return / IRR), and profitability index (profitability index).

## Result and Discussion

According to (Hanim et al., 2022) feasibility study is study in depth and comparative about whether a business worthy for done or no. Decision on eligibility a business based on comparison factor allocated economy for business or business new with results return or income earned from business. Many micro, small and medium enterprises (MSMEs) have also created new divisions that leverage the potential to increase family incomes and help new workers, which can also contribute to reducing poverty rates (Siti Rahmadani, Makmur, SE., 2022).

One of form activity the most common economy carried out by the Indonesian people is business micro small and medium enterprises (SMEs). SMEs focus on obtaining income For maintain life they (Hafsah, 2004). MSMEs, which refer to micro, small, and medium enterprises, play a crucial role in the Indonesian economy. Many people still believe that MSMEs are established only because of individual motivation or desire and only support a certain group of people, but in fact, these MSMEs create many job opportunities (Bakrie, R. R., Atikah Suri, S., Nabila, Sahara, A., H Pratama, V., 2024).

## Form of Business

Form of business this is business form individual. individual business is entrepreneurs who have business individual themselves. Everyone has ability for to establish company they alone, even if that done without permission or procedure special. In addition, almost everyone has freedom for operate a number of business and grow in his efforts without must limited by capital restrictions.

Temporary that, every business individual only owned by one owner. Responsibility responsibility charged to they own characteristics that are not top. Characteristics of form business individual that is :

- a. The business is owned by an individual.
- b. management form is very simple.
- c. Capital issued relatively No big.
- d. Continuity business depends the owner Alone .

## Key Aspects

### Aspect Marketing

According to (Rofa et al., 2021) Marketing is center business. The company must survive and thrive. Therefore, marketers must understand problem major in the field them and make plan For reach objective company. For develop and maintain business and earn advantage, one of activity important thing to do done in the modern world is marketing. Aspects marketing intended For arrange price, promotion and distribution product to the market. Something that interests and can be purchased, used, and enjoyed to fulfill a need or desire is known as goods. Cost is the total that must be paid by the buyer to obtain an item (Rova & Suriadi, 2023).

Business moment This operate economy free, which means business can sell goods they in a way free. Therefore that, the perpetrator business must give service best and satisfaction customer. If someone want to start their business, they must using marketing strategies. Goals and objectives marketing this is part from journey business for operate business and compete in a way competitive with other companies in the same industry. Marketing element assessment is done by utilizing the marketing mix, which is a collection of marketing tools used by the company to achieve its marketing objectives in the target (Dr. H. Sonny Indrajaya. Ir. MM, 2024).

Yuli Pulsa Business using marketing strategies like give coupon for every purchase. Coupon This is piece the price given to customer For every purchase, so that price can down. In addition, the company also uses banner in front stall sale for interesting customer for buy product they.

### Aspect Finance

Apart from the aspects marketing, aspects finance is also important for analyzed because data sources about income and expenses company. Purpose of analysis in aspect finance is For evaluate in a way overall discussion about all elements that require funds and working capital for analysis investment, which is reviewed from a number of aspects, one of which is is *Payback Period* (Aliefah & Nandasari, 2022). Aspect finance checked in a way comprehensive for determine worthy whether or not a business or investment for this is done so that the owner companies and investors know in a way deep about prospects business or investment said in the future come and get prepare with good (Gibran Asshiddiqi & Rohman, 2024) . To find out how much funding needs to be provided, the financial aspects will be analyzed (Hukum et al., 2024). Aspects finance used for evaluate company in a way overall because give description about profit company, so that is very important aspect for investigated its eligibility. Not only company big that can manage finance they with good, but business small and medium enterprises must also. Because the performance finance a the company greatly influences performance the whole thing (Siswanti, 2020) . With limited personal funds, the owner of Yuli Pulsa must emit all costs required for start business this. Therefore there he is must using the money he had have as good as Possible.

## Aspect Technology

Technology is a form of the whole process that can increase added value, meaning that in a process or facility that is running, it can become a container to provide certain things or goods that are needed for human needs, requirements and even survival (Zahran, 2020). Progress technology be one of convenience in operate business the because in the aspect this seller can utilise progress technology for promote business the good in social media or and so on For do promotion even For make it easier sustainability business the.

The technology used in this business this that is :

### a. Application Fazz Agent

Fazz Agent, previously known as payfazz, is application finances that have been operate since 2016. Application This allow user for buy and pay various digital products (PPOB), such as credit, electricity tokens, payments PLN, PDAM, PGN, Telkom bills, up to filling e-wallet balance. In addition, Fazz Agent also provides service finance licensed from Bank Indonesia, including money transfers to various banks throughout Indonesia. Applications *Fazz Agent* can make it easier transaction for can access payment in a way instant. Payment can done only with open application said and stay choose want to do transaction payment to partners what so that consumers no need again come to each partner for do payment, payment can done with fast and easy through application *Fazz the Agent*.

### b. Social media

With using social media for marketing, a business can know and more near with more lots customer so that can increase quality product with to observe need customers and reviews customer to products, and improve loyalty customers in business ( Salsabila & Wibawa, 2022) . The development of the internet in Indonesia has made opportunity business the more easy For done. One of them that is take advantage of existence social media for can selling online. Social media is a platform that gives convenience as receptacle for promote a business, where We as perpetrator business can publish business we live to be able to seen and can interesting attention user other social media.

## Business Overview

Very important For consider and analyze eligibility a business Because analysis eligibility aiming For know whether a business worthy for executed and fulfilled condition studies eligibility like marketing, finance, technology, etc. If a business no fulfil criteria studies eligibility, that can impact negative to many people, especially public or consumer (Siahaan & Hasibuan, 2021) . There are many field MSME businesses in Indonesia, but one of the most done by entrepreneurs moment this is sell internet needs, such as credit and internet vouchers. One of business discussed is Yuli Pulsa, which is located at Nuri Streer, Lk II, Mencirim sub district, Binjai East district, Binjai City, North

Sumatera. Because there is lots method payments that can be made used through *mobile banking* moment this, increasing amount purchase internet quota and credit through method This has cause stall sale credit decrease.

In 2014, the idea for to establish business this appear because feel there is opportunity For operate business sell credit Because field that not yet lots competition. Because of the development technology and needs increasing daily, owner of Yuli Pulsa keep going innovate with use increasingly advanced technology develop and progress. One of method the applications they use is PPOB, or *Payment Point Online Bank*. Business small and medium enterprises (SMEs) in the field of This face challenge alone because they must Keep going innovate for still operating.

### Business fields

UMKM sector that is run is operating business in field sale credit, internet quota, PLN, Indihome, game vouchers, *e-wallet*, google play, PDAM, cable tv, BPJS, bank transfer, PBB, etc. Owner business always try for give service best and satisfaction customers. Business this can keep going walk every day if we still creative and innovative.

**Table 1.** Total Capital of Yuli Pulsa Business

Type	Amount
Equipment	Rp. 3,000,000
Equipment	Rp. 450,000
Amount	Rp. 3,450,000

### Return on Capital ( *payback period* )

$$\begin{aligned}
 \text{payback period} &= \text{Investment} / \text{Net Cash Flow} \\
 &= \text{Rp. 3,450,000} / \text{Rp. 3,600,000} \\
 &= 0.95
 \end{aligned}$$

Conclusion: According to calculation time return on capital, Yuli Pulsa need 9 months 5 weeks For return its capital.

### Net Present Value

Net present value of Yuli Pilsa's business can seen as following :

**Table 2.** Net Present Value

Year	Benefits	DF 10%	Present Value
2019	Rp. 3,600,000	0.9091	Rp. 3,272,760
2020	Rp. 3,600,000	0.8264	Rp. 2,975,040
2021	Rp. 3,600,000	0.7513	Rp. 2,704,680
2022	Rp. 3,600,000	0.6830	Rp. 2,458,800
2023	Rp. 3,600,000	0.6209	Rp. 2,235,240
<b>Amount</b>			Rp.13,682,520

Net cash : Rp. 13,682,520  
 Investment : Rp. 3,450,000 –  
 NPV : Rp. 10,232,520

The table above show that the NPV of Yuli Pulsa's business is Rp 10,232,520. This shows that business this worthy for developed.

### **Internal Rate of Return (IRR)**

The Discount Rate (  $i$  ), which makes the NPV of the project the same become zero, is Internal Rate of Return (IRR) value. The calculation of the IRR can seen as following :

**Table 3.** IRR Calculation

Year	Benefits	DF 10%	Present Value	DF 13%	Present Value
2019	Rp. 3,600,000	0.9091	Rp. 3,272,760	0.8850	Rp. 3,186,000
2020	Rp. 3,600,000	0.8264	Rp. 2,975,040	0.7831	Rp. 2,819,160
2021	Rp. 3,600,000	0.7513	Rp. 2,704,680	0.6931	Rp. 2,495,160
2022	Rp. 3,600,000	0.6830	Rp. 2,458,800	0.6133	Rp. 2,207,880
2023	Rp. 3,600,000	0.6209	Rp. 2,235,240	0.5428	Rp. 1,954,080
<b>Amount</b>			Rp.13,682,520		Rp. 12,644,280

Net cash 2 : Rp. 12,644,280  
 Investment : Rp. 3,450,000 –  
 NPV 2 : Rp. 9,194,280

From the table above, can known that NPV value 1 is Rp. 10,232,520 and NPV 2 is Rp. 9,194,280. The formula for calculating IRR is :

$$\text{IRR} = i_1 + \text{NPV}_1 / (\text{NPV}_1 - \text{NPV}_2) \times (i_2 - i_1)$$

$$\text{IRR} = 0.10 + \text{Rp. } 10,232,520 / (\text{Rp. } 10,232,520 - \text{Rp. } 9,194,280) \times (0.13 - 0.10)$$

$$\text{IRR} = 39\%$$

So, the Internal Rate of Return (IRR) is 39%, more tall from level ethnic group 10% interest, which shows that the capital invested in business will profitable in the future. Development this worthy for implemented from aspect IRR calculation.

### **Profitability Index**

*Profitability Index*, namely comparison between the present value of plan future net cash receipts come with the present value of investments that have been implemented.

The PI formula is :

$$\text{PI} = \text{Net Cash PV Amount} / \text{Investment PV Amount} \times 100\%$$

$$\text{PI} = \text{Rp. } 3,600,000 / \text{Rp. } 3,450,000 \times 100\%$$

$$\text{PI} = 1.04 \%$$

From the calculation above, can known PI value is 1.04%. This is show business this worthy developed.

## Conclusion

Analysis results eligibility business that is done to Yuli Pulsa 's business can concluded that business this own potential for survive and thrive although face challenge from development technology and competition in the market. This study show that :

1. Aspect Marketing : Marketing strategies implemented, such as giving coupons and usage banner, effective in interesting customers and improve transaction.
2. Aspect Finance : Estimated return on investment will achieved in time 3 years 3 months 3 weeks, shows that business This can give sufficient profit good If managed with good.
3. Aspect Technology : Utilization application Fazz Agent and social media as tool promotions and transactions make it easier operational business, improve efficiency, and reach more lots customer.

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