

MSMES' PERCEPTIONS OF THE DEVELOPMENT OF THE PADANG-PEKANBARU TOLL ROAD (PAYAKUMBUH-PANGKALAN SECTION)

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Abstract

It is hoped that the Padang - Pekanbaru Toll Road can boost economic growth in the surrounding area and can support achieving economic growth of 7% in the next years and economic growth in developing regional potential and Micro, Small and Medium Enterprises (MSMEs). In particular, West Sumatra province has a lot of MSMEs, so it is hoped that this can improve the welfare of MSMEs. However, with the construction of the Padang-Pekanbaru Toll Road, will the marketing strategy of MSMEs change in the future? So this research aims to see how MSMEs, especially Sanjai MSMEs in Payakumbuh City, perceive the toll road construction. The research method is quantitative descriptive with saturated sampling techniques. The results of this research are that Sanjai MSMEs in Payakumbuh City perceive that there will certainly be a positive impact in the form of less congestion and easy access to connectivity between cities, while the negative impact of the existence of toll roads will make people prefer to use toll roads rather than inner city roads, which can cause Sanja MSMEs to experience the decline in sales is even feared that they could lose market share.

Keywords: Perception, Toll Road, Quantitative Descriptive, Sanjai MSMEs

Abstrak

Jalan Tol Padang - Pekanbaru diharapkan dapat mendorong pertumbuhan ekonomi di sekitar kawasan serta dapat mendukung mencapai pertumbuhan ekonomi 7 % pada tahun – tahun ke depan dan pertumbuhan ekonomi di dalam pengembangan potensi daerah serta Usaha Mikro Kecil Menengah (UMKM). Khususnya provinsi Sumatera Barat sangat banyak UMKMnya sehingga diharapkan bisa meningkatkan kesejahteraan UMKM. Namun dengan adanya pembangunan Jalan Tol Padang-Pekanbaru apakah akan merubah strategi pemasaran dari UMKM nantinya. Sehingga penelitian ini bertujuan untuk melihat bagaimana persepsi UMKM terutama UMKM sanjai Kota Payakumbuh terhadap pembangunan jalan tol tersebut. Metode penelitian yaitu kuantitatif deskriptif dengan teknik sampling jenuh. Hasil dari penelitian ini yaitu UMKM sanjai Kota Payakumbuh berpersepsi bahwa tentu akan ada dampak positif berupa kurangnya kemacetan dan mudahnya akses konektivitas antar kota sedangkan dampak negatif dengan adanya jalan tol nantinya membuat orang lebih memilih lewat jalan tol ketimbang jalan dalam kota sehingga bisa menyebabkan UMKM sanja mengalami penurunan penjualan bahkan dikhawatirkan mereka bisa kehilangan pangsa pasar.

Kata kunci: Persepsi, Jalan Tol, Kuantitatif deskriptif, UMKM Sanjai

I. INTRODUCTION

Indonesia is currently intensively developing its infrastructure to improve the quality of human life. According to Government Regulation of the Republic of Indonesia Number 15 of 2005 concerning Toll Roads, toll roads are public roads that are part of the road network system and are national roads, where users are required to pay tolls. Toll road operations aim to improve the efficiency of distribution services to support economic growth, especially in areas with high levels of development. This toll road development aligns with the National Spatial Planning (RTRW) and is fully supported by the Riau Provincial Government, as stipulated in Article 10 paragraph (1) of Riau Provincial Regulation No. 10 of 2018 concerning the Riau Provincial Spatial Planning Plan for 2018-2038. Letter e, the Trans Sumatra Toll Road will connect Riau with three neighboring provinces in the development of Sumatra. Riau will be connected to Jambi, West Sumatra, and North Sumatra.

Table 1.2 Pekanbaru-Padang Toll Road Section

No	Seksi	Jarak
1	Padang - Pekanbaru (I)	36.15 Km
2	Sicincin-Bukittinggi (II)	38 Km
3	Bukittinggi-Payakumbuh (III)	34 Km
4	Payakumbuh –Pangkalan(IV)	58 Km
5	Pangkalan-Bangkinang(V)	56 Km
6	Bangkinang-Pekanbaru (VI)	40 Km

Source: Goriau.Com (2020)

Toll road construction underway since 2019 includes sections 6 (Pekanbaru-Bangkinang) and 1 (Padang-Pekanbaru). The purpose of toll road construction is to improve the efficiency of distribution services and thus support economic processes, especially in areas with higher levels of development. Toll roads have a significant impact on large and small industries, including MSMEs, located in the surrounding area. The purpose of toll roads is to connect production centers with global markets (Khanam, 1996). The purpose of toll roads is to achieve equitable development and its results, as well as equilibrium in regional development, while maintaining fairness. This can be achieved by developing a road network funded by road users (Theresa, 1994). High transportation costs will increase production costs and result in high selling prices. This will impact consumer purchasing power. The lack of adequate road infrastructure will result in an unmanageable volume of manufactured goods and increase transportation costs. Transportation must be able to generate profits for the industrial sector and Micro, Small, and Medium Enterprises

(MSMEs), namely by providing access and acting as a logistics/distribution function (Taking Raw Materials; manufacture to consumer) (Wirabrata & Silalahi, 2012).

An interesting phenomenon is the construction of toll road sections 1 and 6, which are located close to residential areas, approximately 200-400 meters from the toll road construction site. Residents are quite disturbed by the noisy construction trucks and the high speeds of the trucks. Currently, some land owners at the toll road construction site have not yet agreed to the toll road, but some of the land affected by the construction have begun to agree to the toll road, and the land compensation process is still ongoing and gradual. The land affected by the toll road is oil palm plantations. An alternative route is provided by PT. Hutama Karya causes significant disruption to public mobility because this toll road will divide the village, causing damage to the village road surface, and the resulting pollution, especially air pollution (dust) caused by material vehicles, is also felt to be very disturbing to the community around the toll road construction site. According to Azam & Bakar (2017), the role of infrastructure is widely recognized as crucial for economic performance, and infrastructure assets are encouraged to drive economic growth at the domestic and national levels. The provision of good infrastructure can contribute to the productivity of growth areas in particular and to the overall performance of the country in general. The benefits of road infrastructure development must be concentrated on investment, including government investment and private investment in Public-Private Partnership (PPP) projects, such as toll roads. Implementing toll payment obligations to users, because the money paid by users will be used for investment returns, maintenance, and construction of toll roads. Given the limited funds from the State Budget (APBN), the government is currently actively encouraging the private sector to participate in the development of state infrastructure, such as toll roads or large airports. Therefore, going forward, the government can focus more on building basic infrastructure needed by the community, but not attracting private investment. According to Sarungu & Endah (2013), investment is crucial for a country's economy because it plays a key role in the economic process. Infrastructure investment, especially toll roads, requires cooperation from various parties. Due to budget constraints, not all funds can be used from the state budget.

The Padang-Pekanbaru Toll Road is expected to boost economic growth in the surrounding region and support the achievement of 7 percent economic growth in the coming years, as well as economic growth in the development of regional potential and Micro, Small,

and Medium Enterprises (MSMEs). West Sumatra, in particular, has a large number of MSMEs, and is expected to improve the welfare of MSMEs. MSMEs have the ability to invest and adopt new technologies and their ability to adapt to new economic conditions for several reasons, such as their potential to become larger and more productive entities. The potential for significant job growth is associated with the MSME sector. Many MSMEs can grow significantly (Berry and Sandee, 2010). MSMEs are autonomous productive business units operated by individuals or companies from all economic sectors. Essentially, the distinction between micro, small, medium, and large enterprises is usually based on initial assets (excluding land and buildings) and average annual turnover. However, the definition of MSMEs based on these two metrics varies from country to country. Therefore, it is difficult to compare the importance or role of MSMEs between countries (Malesios et al., 2018). MSMEs are very important for regional economic development, and play an important role in job creation, poverty alleviation and economic growth). MSMEs as the main actors in economic activities are valuable assets for the nation and state because business units in Indonesia are dominated by non-large businesses or MSMEs, especially in the Padang - Payakumbuh Toll Road area that passes through Padang Pariaman Regency, Padang Panjang City, Agam Regency, and Payakumbuh City, this could have a better chance or will experience decline (bankruptcy). Based on the description of the phenomenon above, the author is interested in conducting research with the following title: MSME Perceptions of the Construction of the Padang - Pekanbaru Toll Road (Payakumbuh - Pangkalan Section)

II. THEORETICAL STUDIES

According to Khanam (1996), the purpose of toll roads is to connect production centers with global markets. The construction of toll roads is also intended to achieve equitable development and fairness in regional development by building a road network funded by road users (Theresa, 1994).

High transportation costs will increase production costs and selling prices, thereby affecting consumer purchasing power. Poor road infrastructure also causes delays in the distribution of manufactured goods and increases logistics costs. Transportation functions to provide access and fulfill logistics functions, namely connecting raw materials, production processes, and consumers (Wirabrata & Silalahi, 2012).

The role of infrastructure is widely recognized as crucial to economic performance. Infrastructure is a strategic asset in driving economic growth, both domestically and

nationally (Azam & Bakar, 2017). Due to limited state budget funds, private investment through Public-Private Partnerships (PPPs) is crucial in infrastructure projects such as toll roads (Sarungu & Endah, 2013).

MSMEs also play a significant role in the economy. Berry & Sandee (2010) stated that MSMEs have significant potential for growth and job creation. According to Malesios et al. (2018), MSMEs are autonomous productive business units that play a vital role in regional economic development, job creation, and poverty alleviation. However, the presence of toll roads can have both positive and negative impacts on MSMEs in development areas.

III. RESEARCH METHODS

The population in this study was all Sanjai MSMEs in Payakumbuh City. The sample used a saturated sampling technique. This technique is often used in research seeking to make generalizations with relatively small error rates, or in situations where the population is less than 30 people.

In this study, the researcher employed a descriptive quantitative research method. Quantitative research, based on the philosophy of positivism, is used to examine a specific population or sample.

The types of data used in this study are:

1. Primary data is data obtained directly from the source, namely the owners of Sanjai MSMEs in Payakumbuh City.
2. Secondary data, including books, journals, and regional agencies, in the form of population data, supports the data obtained in the field regarding the construction of the Padang-Pekanbaru Toll Road (Payakumbuh-Pangkalan Section).

The data collection techniques used in this study were as follows:

1. Observation

In this study, researchers observed locations where sanjai businesses were located, particularly those located in the Sanjai souvenir center in Payakumbuh City.

2. Interviews

In this study, interviews were conducted with informants and then inputted into a questionnaire. The data were administered on October 22, 2023, at the Sanjai MSMEs in Payakumbuh City.

3. Documentation

Documentation was conducted after the interviews were completed.

IV. RESEARCH RESULTS

List of Respondents and Business Names

After conducting a survey and collecting field data using the census method, 19 Sanjai MSMEs in Payakumbuh City were selected as respondents in this study. The following is the data for the Sanjai MSMEs.

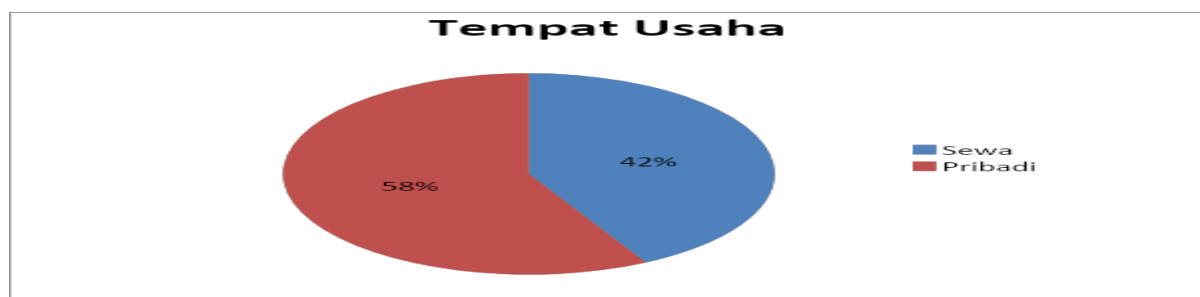
No	Nama Usaha	Alamat Usaha
1	Sanjai Hanifa	Payakumbuh Barat
2	Sanjai Yusni 88	Payakumbuh Barat
3	Sanjai Alif	Payakumbuh Barat
4	Sanjai Dedek Bersaudara	Payakumbuh Barat
5	Sanjai Asnimar	Payakumbuh Barat
6	Sanjai As	Payakumbuh Barat
7	Sanjai Mai	Payakumbuh Barat
8	Sanjai Ni Ta	Payakumbuh Barat
9	Sanjai Ustat	Payakumbuh Barat
10	Sanjai Ni Pau	Payakumbuh Barat
11	Sanjai Fadhil	Payakumbuh Barat
12	Sanjai Tin Saiyo	Payakumbuh Barat
13	Sanjai Nesya	Payakumbuh Barat
14	Sanjai Bunda Widya	Payakumbuh Barat
15	Sanjai Hawa	Payakumbuh Utara
16	Sanjai Dua Putri Ida	Payakumbuh Barat
17	Sanjai Anna	Payakumbuh Barat
18	Sanjai 3 Saudara	Payakumbuh Barat
19	Sanjai Yosi	Payakumbuh Barat

1. What is the nature of the business that you run?



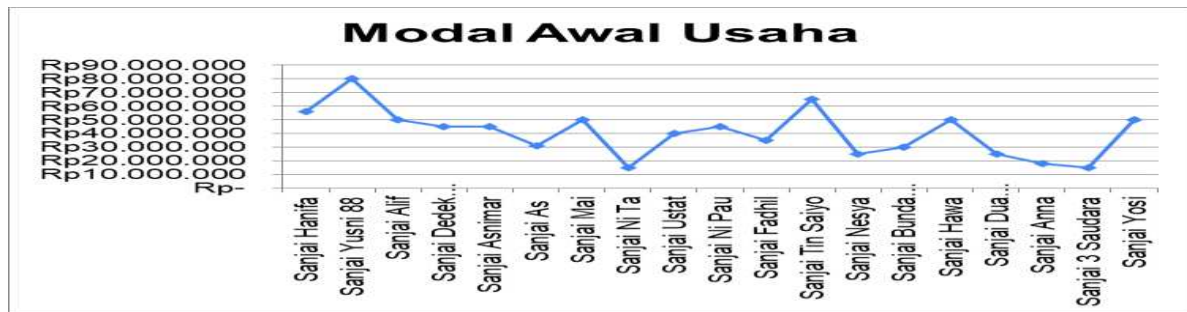
Based on the pie chart above, it can be seen that the nature of the businesses run by respondents is 100% individual.

2. Is the premises you use for your business privately owned or rented?



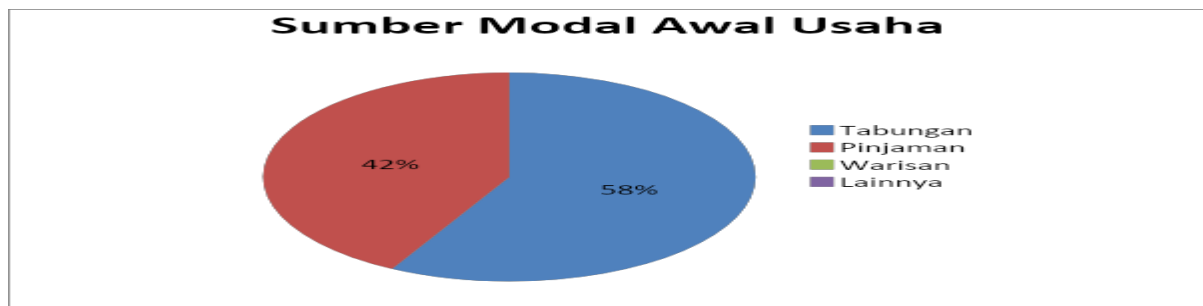
Based on the pie chart above, 58% of respondents' business premises were privately owned and 42% were rented. Therefore, we conclude that the majority of respondents' business premises were privately owned.

3. How much initial capital did you need to start your business?



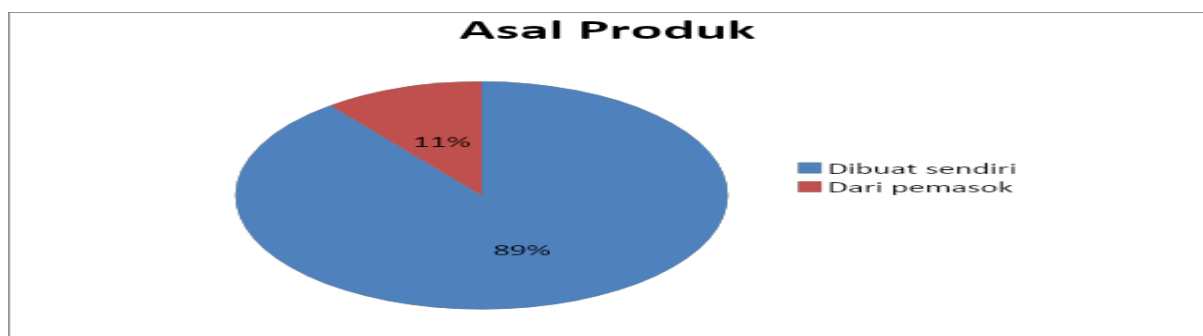
Based on the graph above, it can be seen that the initial capital required by Sanjai MSMEs to start a business ranges from IDR 10,000,000 to IDR 90,000,000. Within Sanjai MSMEs, Yusri 88 is the MSME with the highest initial capital requirement, while Sanjai Ni Ta and Sanjai 3 Saudara MSMEs used smaller initial capital compared to the other Sanjai businesses surveyed in this study.

4. Where did you obtain your initial capital?



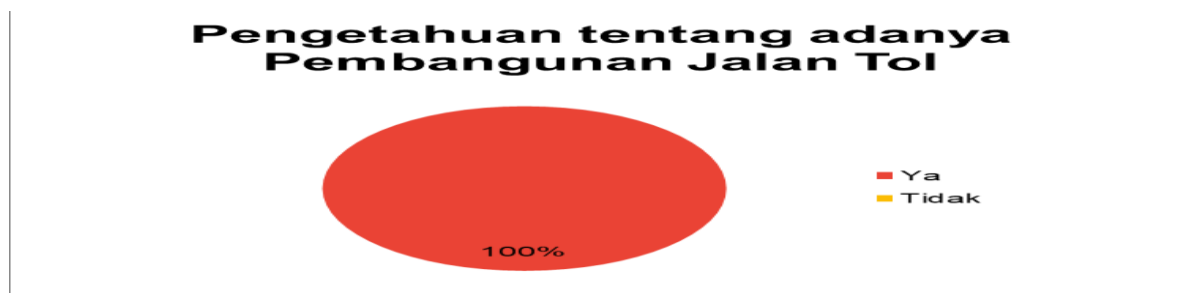
Based on the pie chart above, the respondents' sources of business capital were 58% savings and 42% loans. Therefore, the respondents' initial capital source was predominantly savings.

5. Where do the goods/products for the business come from?



Based on the pie chart above, it can be concluded that the goods/products of the respondents' businesses are primarily manufactured in-house. A small portion is sourced from suppliers. This is further supported by statements from most respondents that they themselves supply their products, even to destinations such as Bukittinggi, Pekanbaru, and Batam, and even internationally.

6. Are you aware of the construction of an elevated toll road along the Pekanbaru-Padang route?



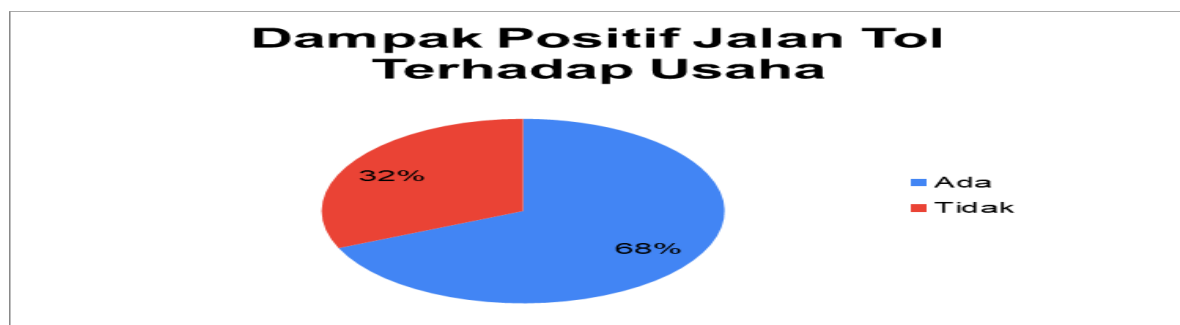
The pie chart above shows that respondents are aware of the toll road construction in several areas of West Sumatra.

7. Was there any prior information from the local government about the construction of this elevated toll road?



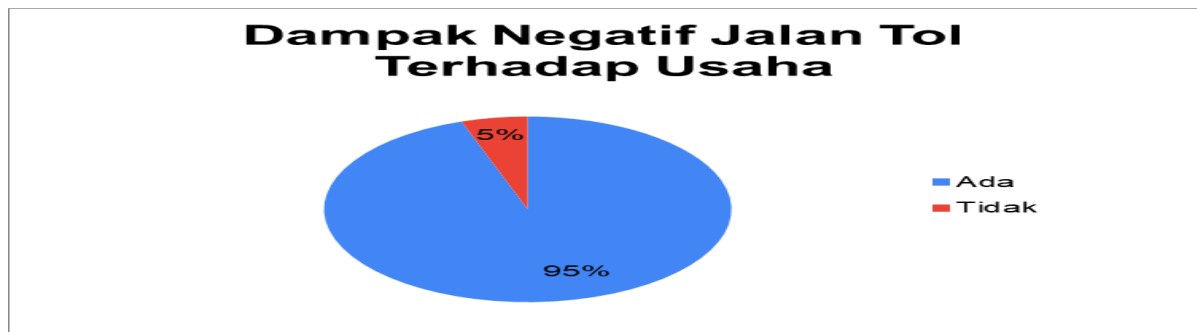
Based on the pie chart above, it can be concluded that respondents received no prior information from the government about the upcoming toll road construction.

8. In your opinion, will the toll road construction have a positive impact on your business in the future?



The pie chart above shows that the majority of respondents indicated a positive impact. However, these responses suggest that this positive impact is more significant for toll road users.

9. In your opinion, will the toll road construction have any negative impacts on future businesses?



Based on the pie chart above, the majority of respondents stated that toll road construction would have a negative impact on their business. They perceived that the toll road would result in a loss of market share because people would choose toll roads for faster travel. However, a small number of respondents stated that there would be no negative impact due to the potential for faster product distribution.

10. What marketing strategy will you implement once the toll road is operational?

According to the respondents, there is no specific marketing strategy yet. Some concepts and ideas that emerged include the following:

1. Before developing a marketing strategy, consider the routes you will use.
2. Components of a marketing strategy include the use of social media, online marketing, promotions, banner placement, and improved customer service.
3. Utilize promotional tools, social media, and information technology.
4. Select a location close to a new, strategic toll road.
5. Collaborate with toll agents and offer discounts to customers to increase business reach.
6. Market research to understand consumer needs
7. Focus on suppliers or try retailing as appropriate.

Essentially, marketing approaches will evolve along with customer needs and circumstances, and this will include the use of social media, promotions, and adjustments to the location and business environment.

11. Will you maintain your business location here or do you have plans to relocate and expand to a rest area or toll road exit?

Most respondents' answers outlined various considerations and plans for establishing an MSME business at a rest area or highway exit, but this was not their first choice because they preferred to assess the situation once the toll road was operational.

12. How will you inform consumers that your business has relocated and expanded to a rest area or highway exit once the toll road is operational?

Respondents' statements regarding ensuring that their business can continue operating without losing customers or market share by relocating or expanding to a rest area or highway exit include marketing and promotion using technology such as social media. Promotion on online platforms, especially social media, provides a powerful platform for reaching customers and informing them about business expansions or location changes. Furthermore, using brochures, banners, and word-of-mouth marketing strategies, such as partnering with tour operators, can be effective in retaining customers.

13. What are your hopes for the development of your existing businesses thanks to the toll road?

Respondents' statements reflect a range of hopes and concerns about the toll road's impact on Sanjai MSMEs in Payakumbuh City, including the potential negative impacts of the toll road on businesses, and the hope that the government will assist and resolve these issues, as well as create policies that support the continued and sustainable growth of Sanjai MSMEs.

V. CONCLUSION

The conclusions drawn from the study regarding MSME perceptions of toll road construction are that respondents stated the following positive and negative impacts:

Positive impacts:

- Toll roads reduce traffic congestion.
- Easier access and connectivity between cities.
- Potential for economic growth and increased accessibility.
- Advantages in terms of time and speed of access.
- Particularly in terms of tourism, toll road construction can boost the local economy.

Negative impacts:

- Due to the difficulty of parking vehicles near toll roads, MSME businesses located near toll roads may experience a decrease in revenue.
- Concerns about the negative impact of toll road construction on the surrounding environment.
- Possible decline in sales due to a lack of customers visiting their businesses.

Based on this research, it is recommended that local governments create policies based on the needs of the community, especially business owners, due to the various concerns they have about running their businesses once the toll road is operational. Of course, based on the results obtained in this study, more or less it can be a reference for how the government or stakeholders will plan policies in responding to this matter.

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