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Feasibility Study of Establishment Plan New Branch of Aksan Motorcycle Repair Shop II in Curahdringu Village Tongas Probolinggo Regency

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Abstrack

The purpose of this study is to determine the feasibility of the mitigation plan for the new Aksan Motorcycle Repair Shop II branch. Feasibility is analyzed using five aspects in the feasibility study. The results of the study show that the market and marketing aspects are projected to increase demand and have fulfilled marketing strategies, technical and operational aspects, namely strategic business locations, layout, and selection of technology and equipment that have been adapted to needs. Structuring management and organization that has fulfilled the four management functions. Economic and social aspects have a positive impact on the environment around the project. The financial aspect of PP results is smaller than the project's economic life, the NPV is positive, and the IRR is greater than the required profit level. The conclusion of the research is based on five aspects, this project is worth implementing.

Keywords: *Feasibility Study, Investment, Business Development Plan*

Abstrak

Penelitian ini bertujuan untuk mengetahui kelayakan rencana pendirian cabang baru bengkel Aksan Motor II. Kelayakan di analisis menggunakan lima aspek dalam studi kelayakan. Hasil penelitian menunjukkan bahwa aspek pasar dan pemasaran terdapat proyeksi peningkatan permintaan dan telah memenuhi strategi pemasaran, aspek teknis dan operasi yaitu lokasi usaha yang strategis, layout serta pemilihan teknologi dan peralatan yang telah disesuaikan dengan kebutuhan. Aspek manajemen dan organisasi yang telah memenuhi empat fungsi manajemen. Aspek ekonomi dan sosial yaitu proyek memberikan dampak positif bagi lingkungan sekitar proyek. Aspek keuangan dengan hasil PP lebih kecil dari umur ekonomis proyek, NPV bernilai positif, dan IRR lebih besar dari tingkat keuntungan yang disyaratkan. Kesimpulan dari penelitian berdasarkan lima aspek, proyek ini layak untuk dijalankan.

Kata Kunci: Studi Kelayakan, Investasi, Rencana Pengembangan Usaha

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INTRODUCTION

The need for transportation equipment in Indonesia is increasing from year to year. This is closely related, based on the results of the 2020 population census, it is known that there has been an addition of 32.56 million people over 10 years or an average of 3.26 million people with a growth rate of 1.25% per year (Badan Pusat Statistik, 2020). This causes multifinance loans to become easier, so that the public's interest in using motorbikes is higher (CNBN Indonesia, 2019). The competitiveness of the motorcycle industry in Indonesia is also considered quite competitive, supported by total production which reached 6 million units in 2017 (Ministry of Industry, 2018).

The business opportunity for servicing and selling motorcycle spare parts is quite promising along with the growth of motorcycle users and the trend of increasingly diverse motorbike modifications, not a few entrepreneurs are running this business, including one company or a new type of business that is about to be established. In this condition, it is necessary to research business feasibility studies which will be reviewed from various related aspects. This feasibility study aims to determine the amount of investment funds needed, market opportunities, and any obstacles that may occur in the process of setting up this type of business.

The great interest in motorized vehicles in the Probolinggo area can be seen from the large number of motorized vehicles. Data on the amount of motorized vehicles in the Probolinggo area can be seen in Table 1.

Table 1. Data on the Number of Motorized Vehicles in Probolinggo Regency

Year	Transportation Type				
	Passenger Car	Bus	Truck	Motorcycle	heavy equipment transportation
2018	19.676	433	9.573	255.206	59
2019	21.942	490	10.394	272.096	70
2020	23.245	509	10.873	282.058	70

Source: BPS East Java (2021)

Based on Table 1 it can be concluded that the amount of motorized vehicles has increased every year. This data is an opportunity for the community to establish and develop a business by opening a business in the automotive sector, such as a repair shop. The motorcycle repair shop is a promising business if developed with the right technique.

Tongas District is one of the districts in the westernmost Probolinggo Regency. Tongas District is one of the accesses to several tourist attractions such as Mount Bromo and Madakaripura Waterfall. Tongas sub-district is also the main route to Surabaya, Malang, Jakarta, and other big cities from Banyuwangi, Jember, and Bali. Tongas District has experienced an increase in population from year to year, namely in 2020 there were 67,704 people, in 2021 there were 67,972 people, and in 2022 there were 68,282 people (Badan Pusat Statistik, 2023). This will be related to the increase in motorbike users in Tongas District.

The location is quite strategic considering that Tongas District, especially Curahdringu Village, is the main route to get to big cities and tourist attractions in Probolinggo Regency, and there are hospitals, souvenir centers, traditional markets, and surrounding community settlements making things even more crowded, besides the amount of motorcycle repair shop in Curahdringu village is still limited.

Aksan Motorcycle repair shop is a type of business engaged in the automotive sector by offering service and sales of accessories for motorcycle accessories. This business is expected to provide benefits according to the desired target so that the return on business capital can run quickly. This motorcycle repair shop was founded in 2012. This motorcycle repair shop can be easily accessed by the local community because of its strategic location, which is on the edge of the main road, good and friendly service and the availability of the services and products offered are very complete, making more and more customers come to Aksan Motorcycle repair shop. Data on the number of requests for the Probolinggo Aksan Motorcycle repair shop can be seen in Table 2.

Table 2. Customer Demand Data for 2020-2022

Year	Services (amount of motorcyle)	Sparepat sales (amount of product)
2020	6.978 unit	34.774 pcs
2021	7.324 unit	36.176 pcs
2022	7.764 unit	36.949 pcs

Source: Motorized Vehicles in Probolinggo Regency (2023)

Based on Table 2, shows that there is an increase in demand for Aksan Motorcycle Repair Shop every year for every service and product offered. Based on the results of interviews with the owner of the Aksan Motorcycle Repair Shop, the company concluded that the increase in customer demand could be felt directly by the company. This of course can be a profitable and promising business opportunity for the company, in addition to benefiting the company, the needs of the community in the automotive sector can also be fulfilled. The owner of the Aksan Motorcycle Repair Shop plans to establish a new branch, namely Aksan Motorcycle Repair Shop II in the village of Curahdringu, considering the strategic location of the village of Curahdringu and data on customer demand which is increasing every year.

LITERATURE REVIEW

A business feasibility study is an activity that studies in depth about a business or business to be run, to determine whether or not the business is feasible. Feasibility means in-depth research carried out to determine whether the business to be carried out will provide greater benefits compared to the costs to be incurred (Kasmir & Jakfar, 2020). A business feasibility study is a study of a business plan that not only analyzes whether or not a business is feasible but also when it is operationalized regularly to achieve maximum profit for an indefinite period (Umar, 2003). There are three benefits of having a business feasibility study, namely Financial benefits, Economic benefits, and Social benefits. Financial benefits are obtained by business people if the business is deemed profitable compared to the risks that will be faced. The business being run is not only economically profitable but also beneficial for improving the country's macro economy. Providing benefits, especially for the community around the location where the business was established.

The purpose of conducting a business feasibility study is to find out if a business or project is carried out that will not be in vain or in other words it will not waste money, energy, or thoughts in vain, and will not cause unnecessary problems in the future. Even with the existence of a business or project, it will be able to provide various advantages and benefits to various parties, especially companies (Kasmir & Jakfar, 2020).

The aspects assessed in the business feasibility study include market and marketing aspects, technical and operational aspects, management and organizational aspects, economic and social aspects, and financial aspects (Kasmir, 2013) of the journal (Arianton et al., 2019). According to (Husnan & Suwarsono, 2014) market aspects learn about demand, offers, and estimated sales that the company can achieve. Markets and marketing are two sides that cannot be separated from one another (Kasmir & Jakfar, 2016). For the investment or business to be run to be successful, it is necessary to carry out a competitive strategy beforehand. The element of this competitive strategy is to determine the STP strategy, which includes market segmentation, targeting, and market positioning. After determining the competitive strategy then it needs to be aligned with other marketing activities such as the marketing mix strategy, namely product, price, place, and promotion.

Determination of technical feasibility and company operations involves determining the location, layout, and preparation of the equipment and technology used. According to, (Kasmir & Jakfar, 2016) management organizational aspects will be reflected in each function in management. The need for a business feasibility study that needs to be analyzed is how management functions such as planning, organizing, actuating, and controlling. According to (Kasmir & Jakfar, 2016), every business that is carried out, of course, will have an impact. This impact will be felt by various parties, both the company

itself, the government, and the wider community. The thing that needs to be studied in terms of economic and social aspects is that the business or project that is carried out will provide economic and social benefits to various parties, especially the surrounding environment.

Financial aspects are used to determine the estimated funding and cash flow of a business project so that it can determine whether or not a business plan is feasible. Financial aspects include the amount of funds needed, sources of funds, projection of fund allocation, and projection of cash flows that contain details of prospects for cash inflows and prospects for cash outflows. measuring the feasibility of financial aspects is analyzed using 3 methods, namely Payback Period (PP), Net Present Value (NPV), and Internal Rate of Return (IRR).

To achieve this, a business feasibility study analysis is needed so that the investment decisions to be made are not in vain and the framework determines the overall clarity of the research process. The research framework can be seen in Figure 1.

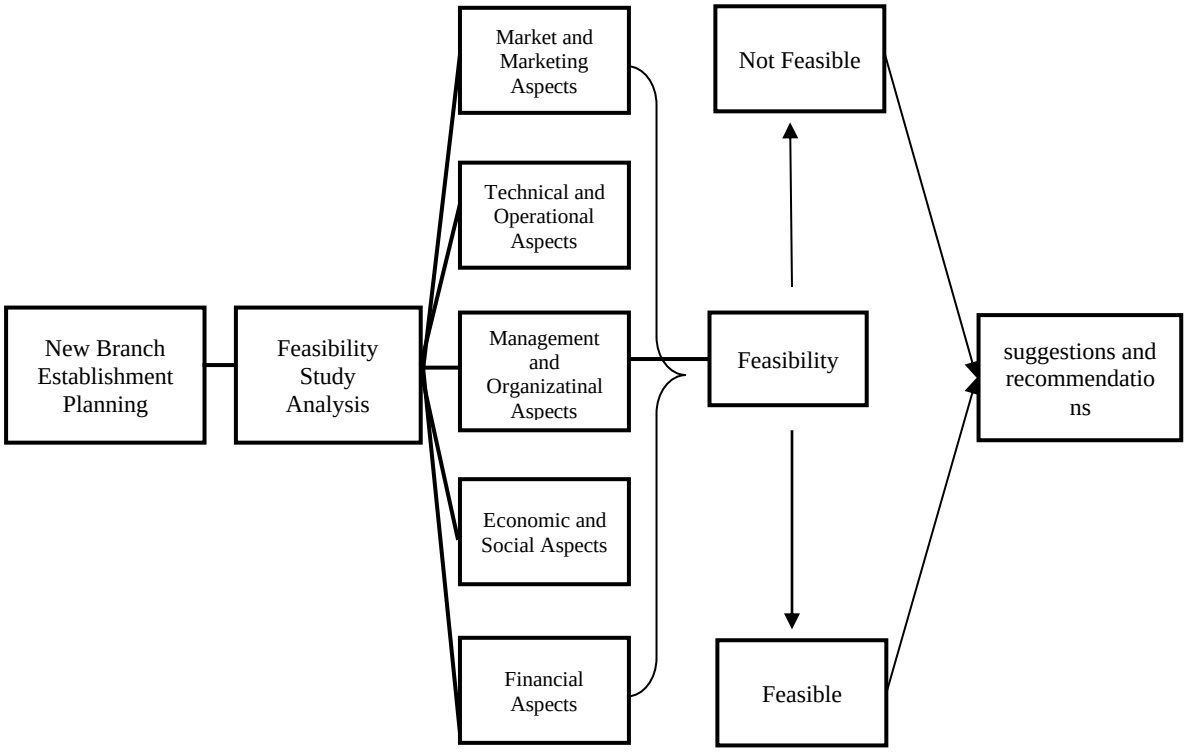

Figure 1. Conceptual Framework

RESEARCH METHODS

This research was conducted at a prospective project location, namely Jalan Raya Tongas, Curahdringu Village, Tongas District, Probolinggo Regency. The type of research used is descriptive research with a case study approach so that the problems that arise as well as the conclusions and suggestions contained in this study apply only to the object under study. data collection methods used are observation, interviews, and documentation. Data analysis techniques use 5 aspects in the feasibility study, namely market and marketing aspects, technical and operational aspects, management and organizational aspects, economic and social aspects, and financial aspects.

RESULT AND DISSCUSION

This positive growth in demand is a quite promising market for Aksan Motorcycle Repair Shop to plan to develop new branches. Demand projections for the next 5 years can be seen in Table 3.

Table 3. Projection of Demand for Aksan Motor II

Year	Amount of Demand
2023	23.075
2024	23.818
2025	24.585
2026	25.377
2027	26.196

Source: Data processed (2022)

Based on Table 3 there is a projection of market demand for the Aksan Motorcycle Repair Shop, the amount of requests is the combined result of demand for services and sales of spare parts. The company's efforts to attract consumers to buy the products and services offered by the company will first use the STP strategy which consists of segmenting, targeting, and positioning. Segmentation consists of several variables, such as geographic, psychographic, demographic, and behavior. Explanation can be seen in Table 4.

Table 4. Variables of Segmenting

Variable	Explanation
Geographic	From a geographical perspective, the location for the establishment of the new Aksan Motorcycle Repair Shop branch that will be occupied is a radius of approximately 500 meters where there are many residential areas, housing, hospitals, traditional markets and rest areas.
Psychograpic	The psychographic element is that this motorcycle repair shop business does not look at people based on social class, lifestyle, or one's personality. All people can become consumers at Aksan Motor repair shops.
Demographic	Demographic elements, such as the target consumers are ordinary motorbike users such as light service and heavy service that are in accordance with motorcycle maintenance standards in general, and purchase of spare parts. All people who own motorcycle, there are no age requirements and income measurements.
Behavior	Behavior elements, consists of all groups that have direct or indirect influence. The family is the most influential primary reference group and each member in the family is the target of consumer responses.

Source: Data processed (2023)

The target of this motorcycle repair shop is consumers in the Tonga sub-district area, especially the local village, namely Curahdringu village, then it is intended for all groups, regardless of age limit and income size. The groups in question range from students, office workers, entrepreneurs, motorcycle taxi drivers, farm workers, and the motorcycle community. Positioning in this motorcycle repair shop besides offering motorcycle service services, this motorcycle repair shop also provides various kinds of motorcycle spare parts, good and effective service, relatively standard prices, good and friendly service, fast processing time or dexterity in handling motorcycle repairs, and there is a warranty service.

After determining the competitive strategy, namely segmenting, targeting, and positioning (STP), the next step is to analyze the marketing mix strategy, namely using the product, price, place, and promotion (4P) strategy. The products and services offered by the Aksan Motorcycle Repair Shop are divided into 3, namely heavy and light service, motorcycle variations, and spare parts. Based on the results of the interview, the pricing of the products and services offered was obtained from the price of

the product at the predecessor motorcycle repair shop. Apart from that, in setting the price for services, the owner also discusses it with the motorcycle repair shop mechanic so that both parties are mutually beneficial. Prices for services range from IDR5,000,00 to IDR200,000,00 depending on the type of damage and motorcycle maintenance. In addition, there are free or free services such as oil changes and battery changes.

The location for the establishment of the new Aksan Motorcycle Repair Shop II branch is on Jalan Raya Tongas, Tongas Regency, East Java. The location was chosen because it is a strategic area for the project. The location is close to public facilities such as traditional markets, hospitals, shops, and rest areas. Site selection is based on several considerations which will be discussed next on technical and operational aspects. At the beginning of the opening of the motorcycle repair shop, namely placing banners or banners on the main road, in addition to, the owner and his closest family were promoted through social media. The promotion carried out by the motorcycle repair shop places more emphasis on building a reputation by providing the best service to customers so that customers will feel satisfied and spread information about the repair service themselves to others. This marketing strategy is commonly referred to as word of mouth.

The results of the analysis of market and marketing aspects conclude that projected demand increases every year so that the motorcycle repair shop owner has the opportunity to establish a new branch, The motorcycle repair shop has fulfilled and determined how to face competition by using marketing strategies, namely STP and 4P so that the plan to establish Aksan Motorcycle Repair Shop II is declared worthy.

The design of the technical and operational aspects in this study includes 3 things, such as location determination, equipment/technology selection, and layout. The first discussion is the location of the project to be established takes into account several factors, including the location chosen was based on the level of population density in the Tongas sub-district, which occupies the third position with the most population after the Tiris sub-district and the Kraksaan sub-district, with a total of 24 sub-districts in Ptobolinggo district. The highest number of residents based on BPS data for Probolinggo Regency can be seen in Table 5.

Table 5. Total Population in 2022 and Cross-District Routes.

Subdistrict	Amount of Population	Cross Lane
Tiris	69.314	Jember and Lumajang.
Kraksaan	68.410	Lumajang and Situbondo.
Tongas	68.282	Pasuruan, Malang, and Surabaya.
Paiton	67.709	Lumajang and Situbondo.
Maron	65.855	Kraksaan, Paiton, and Lumajang.

Source: Data processed (2023)

Based on Table 5, the Tongas sub-district has a high chance because it occupies the third position with the largest population of the 24 sub-districts in Probolinggo Regency. Based on survey results, the Tongas sub-district is close to many residential areas, markets, hospitals, rest areas, and other supporting areas. Determining the location of a business also takes into account aspects of the availability of goods, the location of the intended market, electricity and water, labor supply, and transportation facilities.

The results of interviews obtained from the owner, the reason the owner plans to establish a new branch in Curahdringu village, Tongas sub-district is because apart from its strategic location, Curahdringu village is not too far from where the owner lives and the Aksan Motorcycle Repair Shop, so the owner can easily control the project establishment process and its running business.

Another factor used for consideration in site selection is similar competitors. Competitors in this case are specified as motorcycle repair shops. The data obtained from survey results and Google Maps in Curahdringu Village has 1 motorcycle repair shop, namely Nabil Motor. This is an opportunity for the owner to establish a new branch located in Curahdringu Village because the motorcycle repair shop

in Curahdringu Village is still limited. The rental price for buildings in the 3 districts that have the highest population is in Probolinggo District, namely Tiris District, Kraksaan District, and Tongas District. The building rental price is relatively the same for an average building area of 75m^2, which is around IDR48,000,000.00– IDR55,000,000.00 per year. Details of the range of building rental prices for 3 sub-districts in Probolinggo Regency can be seen in Table 6.

Table 6. Details of sub-district rental prices

Sub-district	Rental Price Range (IDR)
Tiris	50.000.000-53.000.000
Kraksaan	52.000.000-55.000.000
Tongas	48.000.000-51.000.000

Source: Data processed (2023)

Based on Table 6 shows a comparison of building rental prices in the 3 districts that have the highest population in Probolinggo Regency. The rental price for each sub-district is on average almost the same, so the location selection is based on the rental price, the company chose Tongas District as the location for the construction of the Aksan Motorcycle Repair Shop II project. Technology and equipment are to be used in the form of tools or machines. Details of the technology used can be seen in Table 7.

Table 7. Equipment and Technology Details

No.	Name of equipment/technology	Specification
1.	Merchandise inventory *(sparepart)*	
2.	Compressor	SWAN ½ *HP SVU-212*
3.	Nitrogen pump	Air track *power supply 220 V/ 50Hz*
4.	*Tire Changer*	Proline TC 24 inci tire tool
5.	*Scanner tool* Honda and Yamaha	*Master Zeus MST 400*
6.	*Tekiro tool box*	*Tekiro* 7 drawers *trolley tool box*

Source: Data processed (2023)

Based on Table 7, it can be concluded that the equipment and technology used have been adapted to the needs of Aksan Motorcycle Repair Shop II operations. Supply of spare parts trade goods is a product that will be offered to consumers, while points number 2 to number 6 are the need for tools and technology to assist operational service activities. The layout design for the establishment of the new branch of the Aksan Motorcycle Repair Shop II is not much different from the previous Motorcycle Repair Shop, such as with a building area of 75m^2. The new layout for the Aksan Motorcycle Repair Shop II can be seen in Figure 2.

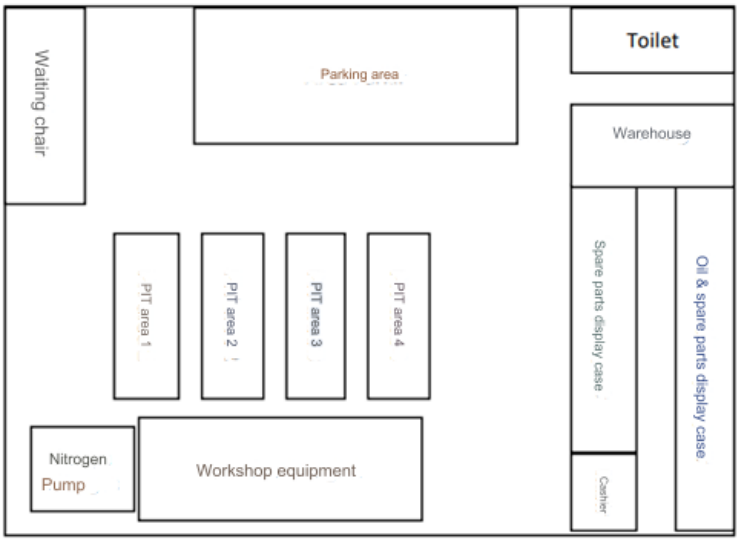

Figure 2. Layout of Aksan Motorcycle Repair Shop II

Layout design considerations based on optimum utilization of space are expected to help the smooth process of motorcycle repair shop operations. The contents of the motorcycle repair shop are 4 PIT areas that are used when mechanics want to service motorbikes, cashiers, spare parts sales windows, warehouses, parking areas, waiting chairs, nitrogen pump machines, motorcycle repair shop equipment areas, and toilets. An orderly and structured layout can prevent unwanted things such as accidents/problems from arising and provide work safety for workers. The use of technology is expected to be used on an ongoing basis or for a long period.

Based on the results of technical and operational analysis, it can be concluded that the location selection, layout design, equipment, and technology selection have been adjusted to the needs of the motorcycle repair shop to serve customers. Therefore the technical and operational aspects of the plan to establish a new branch of the Aksan Motorcycle Repair Shop II can be declared feasible. Management and Organizational Aspects. In the planning stage, it is necessary to know the types of work needed at the Aksan Motorcycle Repair Shop II so that the motorcycle repair shop operations run well and avoid wastage of costs. The Aksan Motorcycle Repair Shop II business requires 5 workers, consisting of Mechanics 4 people, and a Shop operator 1 person. The organizational structure and work specifications that will be applied to the Aksan Motorcycle Repair Shop II can be seen in Figure 3.

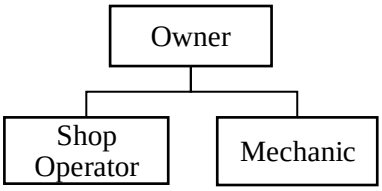

Figure 3. Organizational Structure of Aksan Motorcycle Repair Shop II

The following is the distribution of duties and responsibilities for each position at the Aksan Motorcycle Repair Shop II. The owner or head of the motorcycle repair shop, namely, is in charge of managing and overseeing everything that happens at the Motorcycle Repair Shop, sometimes the owner also intervenes to check inventory items and spare parts buying and selling activities. The shop operator is in charge of serving buying and selling activities to customers, buying and selling transactions, and controlling the inventory of goods (spare parts) that will be offered to customers. The mechanic is in charge of repairing motorcycles according to customer requests and damage to motorcycles.

In the implementation or actuating section, it explains the operational implementation of the Aksan Motorcycle Repair Shop II, namely the owner makes work rules for employees such as scheduling the motorcycle repair shop operational opening hours from 08.00 to 16.00 WIB. Motorcycle Repair Shop operational activities, namely 6 working days in 1 week starting on Tuesday-Sunday, and carrying out work with a full-time system, namely 8 working hours per day. At the Aksan Motorcycle Repair Shop II, supervision is carried out directly by the owner, using any time the owner goes to the field to see all activities in the motorcycle repair shop and buying and selling spare parts in the store, when irregularities occur, the owner will conduct a briefing regarding deviations and non-conformances to employees.

The results of the analysis of management and organizational aspects show that the division of tasks and responsibilities for each position specification is what is required in the plan to establish the Aksan Motorcycle Repair Shop II. In detail, the number and qualifications of the workforce, the clear implementation and control processes, so that in carrying out the offering activities the products and services offered will be able to meet customer needs, the management and organizational aspects of the plan to establish the Aksan Motorcycle Repair Shop II are declared feasible.

For the surrounding community, an increase in income is obtained from opening job opportunities and being able to absorb labor from the surrounding community, even though it is relatively small in scope, this can provide benefits for the surrounding community. In addition, from the government's point of view, the establishment of the Aksan Motorcycle Repair Shop II will receive income in the form of taxes from sources managed by the company. Although the scale of the business to be established is not too large, the Aksan Motorcycle Repair Shop II has the opportunity to provide social and economic benefits to the surrounding community and the government, so the establishment of a new branch of the Aksan Motorcycle Repair Shop II can be declared feasible.

This study uses three investment valuation methods, namely Payback Period (PP), Net Present Value (NPV), and Internal Rate of Return (IRR). The stages in the feasibility assessment are as follows: 1) Payback Period (PP) the value of the payback period or the investment return period for establishing a new branch of the Aksan Motorcycle Repair Shop II is 2 years 5 months 12 days. The value of the payback period or the period of return on the investment is less than the specified investment age, which is 5 years. 2) Net Present Value (NPV) The Net Present Value (NPV) at the Aksan Motorcycle Repair Shop II can be seen in Table 8.

Table 8. Net Present Value (NPV) of Aksan Motorcycle Repair Shop II

Period	Net Cash Flow (Rp)	Discount Rate 10,9%	PVdf (Rp)
1	208.538.655	0,9017	188.039.305
2	209.766.857	0,8130	170.540.455
3	210.805.125	0,7331	154.541.237
4	211.621.514	0,6611	139.902.983
5	212.248.142	0,5961	126.521.117
Total Net Cash PV			779.545.097

Source: Data processed (2023)

Total net cash PV = IDR 779,545,097
Total Investment PV = IDR 507,253,000
NPV = Total net cash PV – Total investment cash PV
= IDR 779,545,097 – IDR 507,253,000
= IDR 272,292,097,-

Table 8 shows the results of the net cash PV of IDR 779,545,097 - which was obtained from the calculation of the Discount Rate (DF). The NPV for the investment in establishing a new branch of the Aksan Motorcycle Repair Shop II is positive, namely IDR 272,292,097, which means that the NPV is > 0, so the project can be accepted.

The IRR value shows 30.46%, this value is greater than the investment WACC value of 10.9%. The IRR value is obtained from the NPV_1 and NPV_2 values. NPV1 has a positive value of IDR4,458,512 with an interest rate of 30%, while NPV2 has a negative value of IDR(-5,217,955) with an interest rate of 31%. The following is the calculation of the Internal Rate of Return (IRR):

$$\text{IRR} = I_1 + \frac{NPV_1}{NPV_1 - NPV_2} \times (I_2 - I_1)$$

$$= 30\% + \frac{4.458.512}{4.458.512 - (-5.217.955)} \times 31\% - 30\%$$

$$= 30\% + \frac{4.458.512}{9.676.467} \times (1\%)$$

$$= 30\% + 0{,}0046$$

$$= 30{,}46\%$$

The results of the analysis of the financial aspect show the results of the three methods used, namely the payback period (PP) is less than the life of the project investment, namely for 5 years, the Net Present Value (NPV) method produces a positive result and the Internal Rate of Return (IRR) method has a large value. is greater than the weighted average method or WACC, so that the financial aspects of establishing a new branch of the Aksan Motor workshop are deemed feasible. All aspects of the feasibility study used in the plan to establish a new branch of the Aksan Motor II workshop show that every aspect of the feasibility study used to assess the feasibility of the plan to establish a branch of the Aksan Motorcycle Repair Shop II is declared feasible so that with all aspects of the feasibility study, the plan for the establishment of the branch Aksan Motorcycle Repair Shop II feasible to implement.

CONCLUSION

The conclusion of the research regarding the feasibility of establishing a new branch of the Aksan Motor II workshop in Curahdringu Village is positive and supports the plan. Although the owner does not yet have a detailed and written feasibility study, the research results show that the market, technical, operational, management, organizational, economic, social, and financial aspects of this project are feasible to carry out. Market analysis estimates an increase in demand which has the potential to increase workshop income, while the marketing strategies implemented (STP and 4P) comply with the required standards. From a technical and operational perspective, strategic location, choice of technology, equipment, building layout, and spatial layout support operational efficiency. Management and organizational aspects fulfill the four management functions (POAC), with human resource planning, clear organizational structure, division of tasks, work schedules, and effective operational supervision. The economic and social impact of establishing this project on the surrounding environment is also positive, marked by improving the quality of life of local communities through employment and increasing government income from taxes. Financial analysis shows this project is feasible with the payback period, internal rate of return, and net present value indicators showing positive results.

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