



THE ROLE OF MOTORCYCLE PARKING SERVICES ON JALUR C (ROUTE C) IN SUPPORTING THE ECONOMIC ACTIVITIES OF THE COMMUNITY SURROUNDING PT NIKOMAS GEMILANG

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Abstract

The presence of large-scale industry significantly stimulates the growth of informal sector enterprises in surrounding communities. This study investigates the role of motorcycle parking businesses along Jalan C in supporting the economic activities of communities around PT Nikomas Gemilang, a large shoe manufacturing company in Kibin District, Serang Regency, Banten Province. Using a qualitative descriptive approach, data were collected through in-depth interviews, observation, and documentation involving three parking business owners and three PT Nikomas Gemilang employees as supporting informants. The results show that these parking businesses have operated for 7–15 years, with an average monthly net income of IDR 7,713,000, far exceeding the Regional Minimum Wage (UMK) in Serang Regency at IDR 5,178,521. Business activities are closely linked to factory shift schedules. These businesses contribute economically by providing main livelihoods for operators and socially by absorbing local labor. Key challenges include market competition, reliance on factory operations, and limited government support. This study recommends business formalization, proper financial recording, and government support programs to strengthen these informal business sectors.

Keywords: Motorcycle Parking Business, Informal Sector, Economic Activities, PT Nikomas Gemilang, Community Welfare

INTRODUCTION

Indonesia has a significant number of micro, small, and medium enterprises (MSMEs). The informal sector is a backbone of the local economy, particularly in areas surrounding industrial zones. The presence of large industries, such as factories, not only creates jobs for their employees but also encourages the growth of various small businesses in the surrounding area, which absorb labor and increase local incomes (Kuncoro, 2013).

PT Nikomas Gemilang is a large-scale shoe manufacturing company located in Kibin District, Serang Regency, Banten Province. With thousands of employees, its presence has a significant economic impact on the surrounding community, particularly those living along Jalan C, Tambak Village, Kibin District. Tambak Village covers 620 hectares and has a population of 60,229, according to the Serang Regency LPPD (Regional Employment Agency) for 2023.

One form of informal business that is growing rapidly in this area is motorcycle storage. Thousands of PT Nikomas Gemilang employees who use motorcycles as their primary means of transportation require a safe, secure storage location close to their workplaces. This situation creates a business opportunity that residents have capitalized on by opening motorcycle storage services along Route C (Hidayat, 2021).

Previous research by Sari (2019) concluded that the presence of large-scale factories significantly boosts the growth of surrounding micro-enterprises, particularly service businesses serving factory employees. Pratama (2020) also found that informal parking businesses in industrial areas generate significant revenue and serve as a primary source of income for those involved. This study is novel in its more specific focus on motorcycle parking businesses directly related to PT Nikomas Gemilang's operations on Jalan C, Tambak Village.

Based on this background, this study aims to: (1) describe the profile and characteristics of motorbike storage businesses on Route C; (2) analyze their economic activity patterns in relation to the operations of PT Nikomas Gemilang; (3) identify the economic and social impacts on the surrounding community; and (4) identify the obstacles and potential for business development.

LITERATURE REVIEW

Service Quality

Service quality is one of the primary factors determining the success of a service provider in meeting users' needs. In the context of motorcycle parking services on Route C at PT Nikomas Gemilang, service quality is reflected in vehicle security, service accuracy, ease of access, the comfort of the parking area, and the professionalism of parking attendants in serving users. According to Kotler and Keller (2016, p. 422), "A service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything." This statement indicates that a service is an activity that provides value to users without transferring ownership of a tangible product. Furthermore, Parasuraman, Zeithaml, and Berry (1988, p. 23) stated that "Service quality is a global judgment, or attitude, relating to the superiority of the service." Therefore, the quality of parking services is not measured solely by the availability of parking spaces but also by users' perceptions of the overall quality of the services provided.

Community Economic Activities

Economic activities encompass all activities undertaken by society to produce, distribute, and utilize goods and services in order to satisfy human needs. The presence of parking services in an industrial area can create new business opportunities that contribute to increasing the income of the surrounding community. Samuelson and Nordhaus (2010, p. 5) explained that "Economics is the study of how societies use scarce resources to produce valuable commodities and distribute them among different people." This definition indicates that economic activities are closely related to the efficient utilization of resources to generate benefits for society. Similarly, Mankiw (2021, p. 4) stated that "Economics is the study of how society manages its scarce resources." Therefore, parking services, as a form of service business, can become an integral part of local economic activities by creating added value for communities surrounding PT Nikomas Gemilang.

Transportation and Parking Facilities

Parking facilities are an essential component of the transportation system, serving to support community mobility and facilitate economic activities. In industrial areas, the provision of adequate parking spaces improves workers' accessibility while simultaneously creating economic opportunities for nearby communities. Inci (2015, p. 51) stated that "Parking is an essential component of the transportation system and has significant impacts on travel behavior and urban land use." This statement emphasizes the important role of parking in supporting transportation systems and optimizing urban land use. Furthermore, Marsden (2006, p. 448) argued that "Parking policy can influence travel demand, accessibility and the economic vitality of urban areas." Therefore, effective management of motorcycle parking services on Route C at PT Nikomas Gemilang can improve workers' accessibility while supporting the growth of economic activities within the surrounding community.

METHOD

This study employed a qualitative, descriptive approach. According to Sugiyono (2019), qualitative research is a method used to examine the natural conditions of an object, with the researcher acting as the key instrument, triangulation as the data collection technique, and inductive analysis as the data analysis. This approach was chosen to gain a deeper understanding of the role and dynamics of motorcycle storage businesses on Route C.

The research was conducted in Route C, Kadinding Village, Tambak Village, Kibin District, Serang Regency, Banten Province, for 1.5 months starting from April 27, 2026. The determination of informants was carried out using a purposive sampling technique, consisting of two groups: (1) Main Informants, namely three owners/managers of motorbike storage businesses (Mr. Irwan, 30 years old; Mr. Jamal, 65 years old; Mr. Hasan, 55 years old) who are native residents of Kadinding Village; and (2) Supporting Informants, namely three employees of PT Nikomas Gemilang who use storage services (Eva Dian Pratiwi, Yusron Kodri, and Meli Almaida from the Nike Division).

Data collection techniques include: (1) Direct observation of the physical conditions and operational activities of the business; (2) In-depth interviews using structured guidelines recorded with the informant's permission; and (3) Documentation in the form of photographs of field activities. Data analysis uses the interactive model of Miles and Huberman (1994), which consists of data reduction, data presentation, and conclusion. Data validity is tested through source triangulation, namely, comparing data from primary and supporting informants with direct observation results.

RESULTS AND DISCUSSION

Motorcycle Storage Business Profile on Route C

Based on observations and interviews, three motorcycle storage businesses are the subject of research along Route C, Tambak Village. Mr. Irwan's business has been established for 10 years, and it is a family business managed with his siblings on a private plot of 1,800 m². Mr. Jamal's business has been operating for 15 years, making it the longest-running business, and employs salaried staff on a 2,000 m² plot. Mr. Hasan's business has been established for 7 years, with a similar pattern of operation, on a 2,300 m² plot. All businesses operate from 4:30 AM to 11:00 PM WIB, in line with PT Nikomas Gemilang's shift schedule.

Table 1. Comparison of Motorcycle Storage Business Profiles on Route C

Aspect	Mr. Irwan	Mr. Jamal	Mr. Hasan
Age	30 years	65 years old	55 years old
Length of Business	10 years	15 years	7 years
Land area	1,800 m ²	2,000 m ²	2,300 m ²
Land Status	One's own	Belonging to Others	Belonging to Others
Management	Family	Wage Employee	Wage Employee
Manager Salary	Family profit sharing	Rp4,200,000/month	Rp4,200,000/month
Ever Lost	Ever (1x)	Never	Never

Economic Activity Patterns and Relationships with PT Nikomas Gemilang

All informants applied a uniform rate of Rp3,000 per hour, regardless of whether they were regular customers or general visitors. This uniformity reflects an unspoken agreement among business owners to set competitive yet affordable prices. Operating hours are closely tied to PT Nikomas Gemilang's shift schedule, with the busiest times being in the morning when employees leave for work and in the afternoon and evening when shifts change.

All three informants explicitly stated that the majority of their customers were employees of PT Nikomas Gemilang. When the factory is closed or on national holidays, the number of motorcycles stored drops drastically to only 1–3 per day. This situation demonstrates the high dependence of the motorcycle storage business on the operational continuity of PT Nikomas Gemilang, as Kuncoro (2013) noted regarding the forward linkage mechanism of large industries with surrounding informal businesses.

Table 2. Comparison of Economic Data of Three Motorcycle Storage Businesses

Aspect	Mr. Irwan	Mr. Jamal	Mr. Hasan
Rate/hour	Rp. 3,000	Rp. 3,000	Rp. 3,000
Motorbike/day	100	130	90
Income/day	Rp. 300,000	Rp. 390,000	Rp. 270,000

Aspect	Mr. Irwan	Mr. Jamal	Mr. Hasan
Income/month	Rp. 7,500,000	Rp9,500,000	Rp. 7,000,000
Operational/month	Rp. 600,000	Rp. 130,000	Rp. 130,000
Net Income/month	Rp. 6,900,000	Rp9,370,000	Rp6,870,000

The average net monthly income from the three businesses reached Rp7,713,000, far above the 2026 Serang Regency Minimum Wage (UMK) of Rp5,178,521.19 (Banten Governor's Decree No. 703 of 2025). It indicates that the motorcycle parking business on Route C is a viable and promising source of income, in line with Pratama's (2020) findings regarding the significant income of informal parking businesses in industrial areas.

Economic and Social Impacts on the Surrounding Community

The motorcycle storage business on Route C has a significant economic impact. For landowners using a family business model, like Mr. Irwan, all net income goes directly to the family without the burden of salaries or rent. For managers with a wage system, like Mr. Jamal and Mr. Hasan, this business provides a steady monthly income of Rp4,200,000 as their primary source of income. All three informants stated that income from the motorcycle storage business is sufficient to cover their families' living expenses, consistent with Kuncoro's (2013) multiplier effect concept.

In terms of social impact, the motorcycle storage business employs residents of Kadinding Village. Interviews with three PT Nikomas Gemilang employees revealed that all expressed satisfaction with the service provided. Aspects appreciated included the well-maintained, sheltered parking area, CCTV, friendly and responsive security guards, and neatly lined-up motorcycles. The high level of loyalty, with an average length of service of 6.3 years, reflects the consistently built trust.

Table 3. Interview Results of PT Nikomas Gemilang Employees as Service Users

Aspect	Eva Dian Pratiwi	Yusron Kodri	Meli Almaida
Long Time to Deposit	8 years	9 years	2 years
Reasons to Choose	Neatly arranged, all sheltered	Safe, the helmet is not lost	Coordinated, prevent chafing
Tariff Assessment	Reasonable	Reasonable	Very reasonable
Security	Guarded by > 1 person	There is CCTV	Feel safe
Complaint	There is not any	There is not any	There is not any

Constraints and Potential for Business Development

There are three main obstacles facing business actors. First, intense competition along Route C exists, though business actors respond by relying on loyal customers. Second, the high dependence on PT Nikomas Gemilang's operations makes revenue vulnerable to changes in factory policies. Third, there is a lack of government support in the form of empowerment programs, management training, or access to capital. Furthermore, limited professional management of businesses is also a barrier, as most business actors do not maintain systematic financial records.

Nevertheless, the potential for business development remains enormous. Several strategies that can be implemented include: formalizing businesses through permit registration to access government assistance programs; systematic financial record-keeping; adding services such as small repair shops or motorbike washes to diversify revenue; strengthening security with the addition of CCTV; and collaborating with local neighborhood associations (RT/RW) to build a more organized business ecosystem. These findings are consistent with Hidayat's (2021) recommendation that formalization and mentoring are important for the informal sector to increase its contribution to community welfare.

CONCLUSION

The findings of this study demonstrate that the motorbike storage business along Route C has evolved into a sustainable informal economic activity that plays a significant role in supporting the livelihoods of local communities. Operating for approximately 7–15 years, these businesses have gradually developed from small family-managed enterprises into more organized operations, employing either family members or paid workers. This transformation reflects the adaptability of local entrepreneurs in responding to increasing demand and improving their business management practices.

Economically, the business provides a stable and attractive source of income, with an average monthly net profit of IDR 7,713,000, which exceeds the Serang Regency Minimum Wage. This indicates that the motorbike storage business offers a financially viable employment alternative and contributes positively to household welfare. Furthermore, the business creates broader social benefits by generating employment opportunities for local residents while delivering essential parking services to thousands of employees working at PT Nikomas Gemilang. The strong interdependence between these businesses and the factory's daily operations highlights the importance of industrial activities in stimulating the surrounding local economy. Nevertheless, several challenges continue to limit further growth, including intense business competition, heavy dependence on the operational continuity of PT Nikomas Gemilang, and the limited involvement of government institutions in providing guidance and support.

Despite these constraints, considerable opportunities remain for future development through business formalization, improved financial management and record-keeping, enhanced service quality, and diversification of complementary services. Overall, the study confirms that the motorbike storage business on Route C represents not only a profitable microenterprise but also an important contributor to local economic development, employment generation, and community welfare, with substantial potential for sustainable growth if supported by appropriate business management practices and public policies.

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