

CHAPTER I

INTRODUCTION

1.1 Background

The community need for Fuel Oil (BBM) in Indonesia has become a very important element in daily activities, because fuel oil is a vital commodity that controls many people so that it can affect the economy, both in developing and developed countries. The website of Gramedia (2021) Indonesia as one of the countries with the largest oil reserves in the world, makes this country has many oil refineries spread across various regions in Indonesia. Until now, there are several areas known as oil producers in Indonesia, including Cilacap, Balikpapan, Musi, Dumai, Balongan and Cepu.

In addition, Indonesia is also rich in human resources, as mentioned in the website of World Population Review (2022) Indonesia is a country that has the 4th largest population in the world after the United States. This can be seen from the population increase in Indonesia every year. On the official website Ministry of Internal Affairs through Department of Population and Civil Registration (2022) the Ministry of Internal Affairs through the Directorate General of Dukcapil has just released population data for semester II of 2021. It is known that the total population of Indonesia is 273,879,750 people. There was an increase of 2,529,861 people compared to 2020.

The increase in population that occurs in Indonesia every year results in an increase in the number of requests to meet the needs of the community. The increase in population occurred in all regions in Indonesia, not least in Riau Province, precisely in Bengkalis Regency. Both an increase in the number of births and an increase in immigrant communities in an area. This can be seen from the data from the Bengkalis Regency Central Statistics Agency (BPS) for 2018-2020.

Table 1.1 Population of Bengkalis District in 2019-2021

No	Year	Total Population of Bengkalis Regency According to BPS Projection (Soul)	
		Man	Woman
1.	2019	287 228	274 130
2.	2020	288 670	276 019
3.	2021	310.146	296.033

Source : Central Bureau of Statistics (BPS) Bengkalis Regency

In Table 1.1, it can be seen that the population of both men and women in the Bengkalis Regency area continues to increase. from 2019 there were 561,358 people, until 2021 there were 606,179 people, an increase of 44,821 people over three years.

Through the increase in population, the need for goods and services has increased. Sourced from Sujarwo and Kusumawardani Erma (2020) needs are everything that is suggested and needed to fulfill part or all of the needs of community members. Likewise the need for motorized vehicles as a means of public transportation in Bengkalis Regency has also experienced a ranking. The use of motorized vehicles, especially motorcycles, has become the choice of every community in Bengkalis Regency. In addition to being more practical, the use of motorbikes is also faster than walking or using public transportation.

Table 1.2 Number of Motorized Vehicles in Bengkalis Regency

No.	Year	Number of Motorized Vehicles in Bengkalis Regency			
		Passenger car	Bus	Truck	Motorcycle
1.	2017	24,600	828	16,460	181.483
2.	2018	26,694	888	17,914	196.353
3.	2019	28,705	938	19.019	212.849

Source: Central Bureau of Statistics (BPS) Riau Province

Sourced from the Table 1.2 it can be seen that the number of motorized vehicles ranging from passenger cars, buses, trucks and motorcycles, in the district or city of Bengkalis from 2017 amounted to 223,371 units, in 2018 there

were 241,849 units and for 2019 there were 261,511 units, there was an increase which reached 38,140 units over three years.

The increase in the number of motorized vehicles from year to year continues to increase, along with the increase in science and technology, which really requires fuel oil as a driving force. The more people who use motorized vehicles, definitely, the more people who need fuel oil. This can be seen in the table on the number of quotas and the realization of premium type fuel oil in the district or city of Bengkalis, which continues to increase from 2020 to 2021.

Table 1.3 Bengkalis Regency Premium Fuel Quota and Realization

No	Year	Quotas and Realization of Premium Fuel for Bengkalis Regency	
		Quota (KL)	Realization (KL)
1.	2020	75.693	26.073
2.	2021	83.005	66,496

Source: Pertamina.com

Refers to Table 1.3 it can be seen that the number of quotas and the realization of premium types of fuel oil in the district or city of Bengkalis has increased from 26,073 kilo liters in 2020 and in 2021 to 66,496 kilo liters. A large increase occurred as much as 40,459 kilo liters in just one year. Due to the demand for fuel oil from year to year continues to increase. So many business actors take advantage of this opportunity to sell fuel oil at small kiosks which are usually far from public gas stations (SPBU). In the beginning, ordinary stall run by retail fuel entrepreneurs used small bottles or jerry cans.



Figure 1.1 Regular Fuel Retailer (non dispenser)

Source: Kendariinfo.com

Until now, a new innovation phenomenon has emerged in the sale of fuel oil which has begun to shift the existence of ordinary fuel stalls. The innovation is called *pertamini* or also known as *Pertamini* (mini gas pumps). A *Pertamini* is a device with a measuring cup or even a dispenser like a gas station. *Pertamini* are often referred to by the public as *Pertamini* (mini Pertamina), where this term is often a label attached to a number of *Pertamini*, however, this business is not part of PT. Pertamina.



Figure 1.2 *Prtamini* (dispenser)
Source: *Pertamini.shop*

The business that is now starting to be widely cultivated in the territory of Indonesia, including the Bengkalis Regency area, especially in the city of Bengkalis. Basically, the products offered are the same, namely in the form of fuel oil for vehicles. but both have very striking differences, namely the creation of a different brand image, between kiosks selling fuel oil with bottles, jerry cans or so-called non dispensers that do not have a special brand like *pertamini* or *Pertaminis* with dispensers. Naturally, this is an advantage of *Pertamini* in terms of attracting consumer buying interest.

Due to problems that contained in the background above, the researchers are interested in conducting research with the title "**Analysis on the Existence of Retail Fuel Oil Business (Non Dispenser) in the Midst of the Rise of *Pertamini* Business (Dispenser) in the City of Bengkalis**".

1.2 Formulation of the Problem

Refers to the above background, the main problem in this research is how the existence of retail fuel oil business (non dispenser) in the midst of the Rise of *Pertamini* business (dispenser) in Bengkalis city.

1.3 Purpose of the Study

Berdasarkan perumusan masalah penelitian diatas, maka tujuan dari penelitian ini adalah sebagai berikut:

1. This study aims to determine the impact of the sale of *Pertamini* fuel oil (dispenser) on retail fuel sales (non-dispenser) in the city of Bengkalis.
2. To find out what are the factors behind the sale of retail fuel oil (non-dispenser) so that it can survive in the midst of the rise of *Pertamini* (dispenser) businesses in the city of Bengkalis.
3. to find out how the operational form of selling fuel oil with a *Pertamini* (dispenser) in the city of Bengkalis.

1.4 Significance of the Study

Adapun manfaat dari penelitian ini yaitu sebagai berikut:

1. For academic, this research is expected to contribute to the development of thinking in the field of buying and selling.
2. For the community, this research is expected to be a source of information and knowledge.
3. For business actor, this research is expected to be a source of information in buying and selling fuel oil.
4. For the author, it is hoped that this research can be an experience that can be used to move forward in the future.

1.5 Scop and Limitation of the Problem

Refers to the background of the problem that has been described, and to facilitate research therefore there is no deviation, a scope limitation is made so that it is not too broad, and this study focuses only on retail fuel oil sellers (non dispensers) and fuel oil sellers with *Pertamini* (dispenser) in the city of Bengkalis.

1.6 Writing System

The research conducted to determine the existence of the Retail Fuel Oil Business (Non Dispenser) in the midst of the rise of *Pertamini* Business (Dispenser) in the city of Bengkalis is as follows:

CHAPTER 1: INTRODUCTION

Chapter 1 explains the background of the problem, problem formulation, research objectives, research benefits, scope and problem boundaries.

CHAPTER 2: LITERATURE REVIEW

In chapter 2 describes the literature review and the basis for the previous theory that will be used in completing the research.

CHAPTER 3: METHODOLOGY AND RESOLVATION PROCESS

In chapter 3 will be explained about the location and place of research, starting from the location, time and object of research, types and sources of data, data collection techniques, population and samples, sampling techniques, data collection techniques, data processing techniques, scale measurement, validation testing, and reliability, data analysis methods, research hypotheses, research methods, types of research, concept definitions and operational variables, research schedules and budgets.

CHAPTER 4: RESULTS AND DISCUSSION

In chapter 4, the results and discussion of the research will be explained

CHAPTER 5: CLOSING

In chapter 5, conclusions and research suggestions will be explained