Effect of Toll Rates and Facilities on Interest in Reusing Toll Roads Medan - Kualanamu - Tebing Tinggi

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Abstract: *Toll road is one of the solutions to the problem of congestion that occurs, besides the benefits of toll roads as an alternative road to speed up travel time, shorten mileage, comfort and safety of driving especially for motorists who will travel from Medan to Kualanamu and Tebing Tinggi. The purpose of this study was to determine the effect of toll rates and facilities on the interest in reusing the Medan - Kualanamu - Tebing Tinggi (MKTT) toll road. Samples were taken from 100 respondents to fill out the research questionnaire with the criteria of respondents, namely those who had used the MKTT toll road, samples were taken by purposive sampling. The method used in this study is the logistical analysis method, to see the effect of variables partially or simultaneously through significance values, wald count, goodness of fit value, and the value of Negalgarke R square. Based on the results of the study indicate that the interest to reuse is still quite high with existing rates and facilities. The results of the analysis show that simultaneously and partially toll rates and facilities have a positive and significant effect on the interest in reusing the MKTT toll road.*
Keywords: *Toll Rates, Toll Facilities, Interest in Reusing*

I. Introduction

As time goes by, the number of vehicles in Indonesia, especially in the capital city, is increasing and begins to fill every street corner, two-wheeled or four-wheeled vehicles (private vehicles or public transportation). The same thing also happens in the capital city of North Sumatra, Medan and surrounding areas. Road conditions in the city of Medan and its surroundings can now be said to be crowded, even though road widening has been carried out but in fact at some points and during certain hours there are still frequent congestion.

Some things that can trigger congestion that often occur in some points such as traditional markets, crossroads, narrowing roads, damaged roads, traffic signs that are not functioning properly, and other conditions that can cause congestion. Congestion is also caused by the explosion of the number of private vehicles and public transportation vehicles, as well as the lack of awareness of public transport drivers in obeying traffic regulations such as stopping being hired to raise and lower passengers.

The government always strives to solve the problem of congestion by improving existing infrastructure and innovating to create new infrastructure. Such as widening the road in several roads, procuring a fleet of public, and toll roads that can be used as alternative routes to avoid congestion as well as to help motorists reach areas that are far faster and comfortable. The most effective alternative to solve this problem is to build a toll road. Several domestic contracting companies were included in the toll road development program, one of which was PT Jasa Marga.

One of the toll roads built by PT Jasa Marga in North Sumatra is Medan - Kualanamu - Tebing Tinggi (MKTT) Toll Road. This toll road connects Medan, Kualanamu to Tebing Tinggi which is divided into two sections, namely Section I (Medan - Perbarakan - Kualanamu) along 17.80 km and Section II (Perbarakan-Tebing Tinggi) along 44 km.

The construction of the MKTT toll road is a government program to overcome several existing problems. Traffic conditions between Medan to Tebingtinggi are already solid, even traffic jams, especially after going through Lubukpakam City to Perbaungan, continuing to Pasar Bengkel because the road is narrow and there are railroad intersections, as well as the number of trucks crossing this narrow road. With the operation of this toll road to Sei Rampah, it can minimize to avoid congestion, especially after narrowing the road in Lubukpakam to Perbaungan market and railroad crossing at Pasar Bengkel.

In addition to solving congestion problems, the existence of the MKTT toll road is expected to help stabilize and improve the economy of the community, because Medan's access to Tebing Tinggi no longer

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requires a long time because long distances can now be taken faster than passing ordinary roads. MKTT toll road connects the national economic growth center in North Sumatra, such as the Medan Industrial Area (KIM), Kualanamu Airport, Kuala Tanjung Port, Sei Mangke Special Economic Zone (KEK), and access to the Lake Toba National Tourism Strategic Area.

Trials have been carried out to cross the MKTT toll road which operates in October 2017 (section I) and early 2018 (section II), by crossing the toll road for the Medan - Kualanamu - Tebing Tinggi travel time 1.5 hours - 2 hours faster compared to passing ordinary roads. However, the number of motorists crossing the toll road until the end of June is still volatile and tends to be lower than the expected number. The following is the data on the number of motorists crossing the toll road in November 2017 - May 2018.

Achieving the number of traffic volumes of the MKTT toll road each month has not been able to reach the target. The results of the realization data obtained a total of 2.42 million motorists crossing the MKTT toll road with an average number of 346 thousand vehicles per month, which is still half of the expected target of 750 thousand vehicles per month. The number of vehicles passing each month tends to fluctuate with the highest number, namely in December 2017 (381,560 vehicles) and the least number of vehicles is in November (28,255 vehicles).

The large number of volumes of vehicles realized can show how the interest of motorists to use the MKTT toll road, where the amount of realization is still very far from the expected target so that it can be said that the interest of motorists to use the MKTT toll road is still low. Based on previous studies such as those conducted by Satriatomo (2011) and Nuraeni (2014), the results obtained in the study are variables that influence the interest in reusing a product / service, namely the quality of service, product quality, and methods for marketing the product / service.

Service quality in each toll road has standards and has been set by the government so that for all toll roads the same quality standards have. In accordance with Government Regulation of the Republic of Indonesia Number 15 of 2005 concerning Toll Roads, Regulation of the Minister of Public Works of the Republic of Indonesia Number 16 / PRT / M / 2014 Concerning Minimum Service Standards for Toll Roads. Although the MKTT toll road is a new toll road, the existence of the toll road itself in general has been around for a long time, so there are not many obstacles to promote its existence.

The quality of toll road products can be seen from the construction of toll roads, available facilities, tariff schemes to be paid, and human resources. Product quality on the MKTT toll road in the research period is:
1. Toll road construction, seeing that the environmental conditions around road construction have been designed according to the standard, only the material used to build a hard asphalt road makes the tires of the vehicle wear out quickly and the sound produced is quite noisy.
2. The available facilities are not yet complete such as the rest area which is still small in number so the distance between the rest area is still far away, there are still many road markings that are not yet equipped, street lights that are not yet available in full, and not yet available.
3. The toll tariff scheme, even though it already has a standard for setting tariffs and government decisions, but the toll tariff that must be paid is quite expensive.

The toll road management must have prepared a complaint service and assistance service if something happens to the driver while crossing the toll road, but there will definitely be thoughts or feelings that are not sure to use something new. Therefore it is necessary to make efforts for toll road managers to be able to convince motorists that passing toll roads will be more profitable, faster, and safer than passing ordinary roads.

II. Theoretical Review

2.1 The Concept of Marketing

Marketing is a social and managerial process that makes individuals and groups obtain what they need and want through the creation and reciprocal exchange of products and values with others (Kotler and Armstrong, 2008). To be able to carry out the marketing process needed strategies that must be well prepared. Marketing strategy is a set of activities which includes making decisions about the marketing mix and marketing allocation in relation to the expected environmental conditions and competitive conditions. Marketing strategy is one combination of several variables that are used as a means by companies to meet or serve the needs and desires of consumers (Kotler and Keller, 2009).

In the marketing strategy there is a tool called the marketing mix. According to Lupiyoadi (Wanda, 2015) the marketing mix is a tool or tool that consists of various elements of a marketing program that need to be considered so that the implementation of marketing strategies and positioning can work well. The marketing mix in product marketing consists of price, product, place, and promotion, while marketing services is added by people, process, and physical evidence.

2.2 Price

Price is one factor that is considered by consumers to determine purchasing decisions. The effect of prices on purchasing decisions is very important because the price level set by the producer can be a benchmark for the demand for a product (Wanda, 2015). According to the Big Indonesian Dictionary, price is the value of goods that are determined or forgotten with money that must be paid for products or services, at certain times and in certain markets.

According to Swastha (Virawan, 2013) price is the amount of money (plus several items if possible) needed to get a number of combinations of goods and services. In other conditions different prices can be referred to as costs, tariffs, taxes, fees, fees, duties, or expenses, all these terms have the same meaning, namely showing the intent of the price depending on the type of industry or activity.

In the service industry the price can be replaced with the term tariff, according to the Indonesian Dictionary the term tariff is defined as the unit price of services. The term tariff comes from Arabic, Ta'rifat, which means the cost to be paid, is a levy that is imposed on goods when entering or exiting national boundaries (Wikipedia.org).

So the rate can be interpreted as the price of a service offered and must be paid if consumers want to buy or use services. One service industry that uses the term tariff for its payment system is a toll road which is referred to as toll tariff.

2.3 Toll Rates

Literally the word tol is an absorption word from English, namely toll a noun which means cost, so if interpreted into Indonesian toll road tariffs are a number of costs that must be spent when using facilities or passing toll roads. According to Law No.13 / 1980, toll rates are a certain amount of money paid for toll road use.

In Government Regulation No. 15 of 2005 concerning toll roads in Chapter VIII Article 86 paragraph 1 states that toll road users must pay tolls in accordance with the stipulated rates. While in chapter I article 1 paragraph 2 states that toll roads are public roads that are part of the road network system and as national roads, users are required to pay tolls.

Then in 2001 the President issued PP No. 40/2001. In accordance with article 40, the toll rate is determined by several factors, namely the feasibility of investment, the amount of profit for vehicle operating costs (BKBOK), and the ability to pay for toll road users. Whereas article 40A regulates the large adjustment of toll tariffs carried out every 3 years based on the effect of the inflation rate on the components of operating expenses for toll road operations, with a maximum increase of 25% (Firdiansyah, 2006).

2.4 Minimum Service Standards (SPM)

Minimum Service Standards (SPM) are determined based on Minister of Public Works Regulation No. 16 / PRT / M / 2014 dated October 17, 2014 concerning Minimum Service Standards for Toll Roads that must be achieved by the Toll Road Regulatory Agency in order to improve services to the toll road users. Article 1 paragraph 2 states that the minimum service standard for toll roads is the type and quality of basic services that must be achieved in implementing the toll road.

Quoted from the official website of BPJT, the Minimum Service Standards (SPM) that must be achieved in the implementation of toll road SPM toll roads include toll road conditions, average travel speed, accessibility, mobility, safety and rescue / rescue units and service assistance. The size to be achieved for each aspect is evaluated regularly based on the results of monitoring functions and benefits.

Toll Road SPM must be implemented by Toll Road Business Entities in order to improve services to toll road users. In accordance with Minister of Public Works Regulation No. 392 / PRT / M / 2005, the minimum service standard for toll roads can be measured from several elements including indicators (attached), namely:

a. Condition of Toll Road

Basically, the service condition of this toll road can be seen from three indicators, namely:
1) Rigidity. The level of toll road rigidity is measured using the Mu-meter tool. The standard that must be met is more than 0.33 Mu.
2) Inequality. Inequality is closely related to the level of comfort in driving, while the benchmark used for this aspect is the IRI quantity which must be less than or equal to 4m / km.
3) There are no holes. The monitoring of the condition of no holes is carried out visually which includes observations of grooves, cracks, collapse, release of waves, holes and broken edges / patches. The conditions required are 100% no holes.

b. Average Travel Speed

In this aspect of services, differentiated benchmarks for inner-city toll roads and out-of-city toll roads. For inner-city toll roads, the average travel speed is more than or equal to 1.6x normal road. Whereas for toll roads outside the city, the average travel speed must be more than or equal to 1.8x on normal roads.

c. Accessibility

Indicators for accessibility include transaction speed and number of toll booths. The benchmarks used are distinguished for open transaction systems and closed transaction systems. For open systems the transaction speed must be less than or equal to 8 seconds / vehicle. While the closed substation must be no more than 7 seconds / vehicle in the substation and 11 seconds per vehicle on the substation out.

While the number of toll booths is required so that the substations in the open transaction system must serve no more than 450 vehicles / hour per substation. Whereas for closed systems it must be no more than 500 vehicles / hour per substation and 300 vehicles / hour per substation out.

d. Mobility

Indicators for this aspect of service are the speed of handling traffic barriers that include patrol observation and towing vehicle patrols with the condition that 30 minutes of observation, time to receive information to the scene should not be more than 30 minutes, and handling due to strike vehicles with towing conditions free to the nearest toll gate or workshop.

e. Safety

Indicators for this aspect include:
1) Traffic management facilities including browsing, road markings, post / reflector guides and stakes per kilometer. All these facilities must be 100% complete with at least 80% reflexivity for markers and guide posts.
2) Urban street lighting (PJU) in urban areas, requires that 100% of the lights be on.
3) The residential fence where 100% is required.
4) Handling accidents in the form of evacuating accident victims to the nearest hospital and free towing.
5) Handling and law enforcement with a benchmark for the existence of highway patrol police who are ready 24 hours.

f. First Aid

Indicators used include the existence of Vehicle Crane, Highway Patrol Police (PJR), Toll Road Patrol (Operators), Rescue Vehicles and Information Systems. The requirements for the number of units needed can be seen in the PU ministerial regulation on Toll Road SPM.

2.5 Interest in Using

Interest is strongly related to feelings of interest, likes, and / or pleasure from consumers towards a product. Interest can be formed as a result of visual stimuli and feelings when a product looks attractive so that it can be accepted by someone (Surya, 2004). Feelings of interest are built on the basis of what is seen from the physical product and the perceived benefits of the product.

Consumer interest can be defined as how likely the consumer is to buy a product or move from one product to another (Dwityanti, 2008). The higher consumer buying interest in a product or service, can be one measure of the success of a product or service.

According Septiani (2013) interest is basically a condition where the acceptance of a relationship between oneself and something outside oneself. The stronger or nearer the relationship, the greater the interest. Nulufi and Murwatiningsih (2015) in (Shahnaz, 2016) interest in buying a product can arise if consumers have a positive perception of a particular product. To be able to conduct product purchase decisions, consumers will seek information from various reliable sources first.

Consumer interest in a product will be stronger if from a trusted source provides information that the benefits of the product are in accordance with what is desired and needed, especially if the benefits exceeded what is expected so that the decision to buy and use continues.

Purchasing decisions are a process of making purchasing decisions that include determining what will be purchased or not making a purchase and the decision is obtained from previous activities (Wanda, 2015).

Products that have been used will give two impressions to consumers, namely satisfied and dissatisfied, consumers are satisfied after using the product if the benefits of the product are as expected and function well, while consumers feel dissatisfied if the product used is not able to function properly and not fulfilling desires.

Customer satisfaction is a response to requests, as a consideration of a product and service. According to Kotler in (Zuna, 2014) explain customer satisfaction as the level of one's feelings when comparing the quality of goods or services received with expectations.

2.6 Perception

Interest in using that appears to consumers is often not only based on consideration of the quality and benefits of the product or service, but there are other impulses that can lead to decisions in the use of a product or service. The decision to use a product or service can be influenced by various factors such as social, individual, cultural and psychological factors. Psychological factors that influence use decisions include motivation, trust, attitude, and perception. According to Kotler and Keller (2009), perception is one of the important factors in making decisions on the use of a product or service. Perception is the result of the senses that are stimulated because of stimuli which are then interpreted and interpreted for an event, object, information or experience experienced by the individual being processed and producing a reaction.

Positive perceptions that arise after using or buying a product or service that are considered to meet the needs and expectations of the user so as to create a feeling of satisfaction, this is what can trigger the desire of users to be interested in reusing a product or service that is the same.

2.7 Interest in Reusing

Purchase intention or interest in reusing is something that represents consumers who have the possibility, will, plan or are willing to buy a product or service in the future (Fitriana, 2013). The interest to reuse the same product or service is influenced by the experience of using the same product or service in the past.

Purchased intention is a matter that relates to consumers' plans to buy a particular product by planning how many products to buy in that period.

It is a challenge and an important consideration for the company so that consumers want to return to using the same product or service. A person's behavior is very dependent on his interests, while the interest in behaving is highly dependent on subjective attitudes and norms. The interest in reusing is indeed influenced by consumer behavior, so it must be seen by producers.

Which focuses more on repurchase, where the output is the response variable in the form of a decision to buy is influenced by input needs, information and decision-making processes that involve motivation, perception, and learning process. According to Sanjaya (2016), the purchasing process by consumers is a problem adjustment approach that consists of 5 stages through which consumers, namely: introduction of needs, information seeking, evaluation of various alternatives, purchasing decisions and post-purchase behavior.

2.8 Interest in Reusing Toll Roads

Measure of interest to use is the desire to use, always try to use, and continue in the future (reuse). In addition to the need, the desire to use a product can also be caused due to the benefits of the products and services provided by the product provider.

Same with the interest of road users to use the toll road, not just to shorten the time of travel to the destination city or to avoid problems that occur on ordinary roads, the interest of road users to prefer to use the toll road also because they expect more benefits to be obtained. The more benefits expected by toll road users can be from the facilities provided, ease of access, toll tariffs to be paid, guaranteed safety, and other factors.

Expectations that materialized led to a sense of satisfaction from toll road users, allowing the road users to use the toll road again and provide positive reviews so that other motorists would be interested in using the same toll road. Satisfaction with the benefits of a product that has been used is supported by reliable and easily searchable information, and the quality of services provided is a key factor for consumers to make purchases or reuse of a product (Nuraeni, 2014).

III. Materials and Method

3.1 Types of Research

This research was conducted with a scientific approach using theory and data to make hypotheses that require testing. This type of research is quantitative research, data and information obtained from direct observations to data sources and researchers become key research instruments, while the technique of data collection is done by interview methods, analysis of company data, and results of previous research (Sugiyono, 2010).

The approach of this research is cross sectional, which is to examine whether or not there is a relationship between independent variables and the dependent variable simultaneously at a certain time (Sinulingga, 2017). This research method uses multiple logistic regression analysis, where the results of research decisions only consist of two possibilities, namely yes and no.

3.2 Location of Research

This research was conducted at Medan - Kualanamu - Tebing Tinggi Toll Road, PT Jasamarga Kualanamu branch and PT Jasamarga Cabang Belmera with units in the traffic and security division,

transactions, and toll maintenance. The office of PT Jasamarga cabang Belmera is located at Jl. Simpang Tanjung No. 1A Jasamarga Complex, and PT Jasamarga Cabang Kualanamu having its address at Jl. Tengku Raja Muda No. 10, Lubuk Pakam - Deli Serdang.

3.3 Population and Samples

The population in this study were Medan - Kualanamu - Tebing Tinggi toll road users starting from November 2017 - May 2018 where the population numbered around 2.42 million with an estimated 346 thousand vehicles crossing the toll road per month. The total population (N) is 2,420,000 vehicles and the error rate (e) is 10%, so the number of samples (n) to be used in this study are 100 respondents.

3.4 Data Analysis Method

This study uses descriptive qualitative analysis method to determine the existence of relationships between dependent variables and independent using inductive statistics correlation with multiple regression analysis. The qualitative descriptive objective in this study is to provide a systematic, factual and accurate description of certain facts.

a. Descriptive Analysis

Sugiyono (2010) explains that qualitative research methods are research methods used to examine natural objects, where researchers are key instruments, while data collection techniques are conducted by interview methods, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization.

b. Multiple Logistic Regression Analysis

To find out whether there is influence between one variable and another variable can be done using logistic regression analysis, or it can be said that this analysis is used to find out whether there is an influence of the independent variable affecting the dependent variable. The analysis technique in processing data does not require a normality test and a classic assumption test on the independent variable (Sugiyono, 2010).

Multiple logistic regression test is a regression test that is carried out if the study only has a dichotomous scale dependent variable (nominal with 2 categories). All independent variables must scale dichotomous data too, but if the nominal categorical scale is more than 2 categories, multiple logistic regression tests can still be carried out but by dummy method.

Dummy variables are variables used to quantify qualitative variables, in this study the decision to reuse toll roads and the decision not to reuse toll roads. The dummy variable only has two values, namely the value 1 and the value 0 and given the symbol D. Giving the values 1 and 0 aims to be easy in interpreting the results of the regression output, value 1 should be given to respondents who are expected to have a positive influence on the value of the dependent variable (Y value) . It is easier to interpret the number 1 is categorized for conditions that affect or conditions of success, and the number 0 is categorized for conditions that have no effect or conditions fail.

IV. Results and Discussion

1. Effect of Toll Tariff Variables on Interests to Reusing Toll Roads

To test the effect of toll tariff variables on the variables of interest in reusing toll roads, the indicator provisions in making questionnaires are used, the highest average value of the first is 3.57 with the least agreeable answer and the second highest average is 2.80 with an disagree. This means that respondents answered that the toll tariffs currently set are associated with operational indicators of research, many of which are less amenable and tend to disagree.

But based on the regression test the positive regression value is 0.732 and the Wald value is calculated (12.984) > Chi Square (9.271), the sig value. (0,000) < 0.05 which means that the Toll Tariff variable has a positive and significant influence on the interest in reusing toll roads. From the test results, information was obtained even though the toll rates currently set are still not in line with expectations, but in reality toll road users are still interested in reusing.

The results of this study are contrary to the basic law of demand, where if the higher the price level the less the level of demand. In this study, precisely with high prices, enthusiasts to reuse toll roads are still positive even with a low likelihood. Based on the questionnaire and testing both of them showed positive results, which means that with the current tariff, the interest to use the toll road by toll road users is quite high. This happens because using the toll road can speed up travel time, shorten travel distance, be safer and more comfortable than using ordinary roads. In addition, the toll tariffs set are still considered to be in accordance with the quality of roads and toll road supporting facilities. This requires the driver to or not have to agree with the amount of the toll tariff that must be paid.

Based on the results of questionnaires as many as 52 respondents (52%) were toll road users less than the same as 2x for the past 6 months, which means that here more than half of respondents still think that using a toll road is still not the main choice in the journey. However, it does not mean that 48% of respondents have determined toll roads as the main road in the journey, it could be because it is indeed a condition that requires to use toll roads rather than ordinary roads.

From the results of the research questionnaire the type of vehicle that is most widely used to cross toll roads is class I vehicles, where vehicles that are still classified as having a small and light load load. As surveyed by PT Jasamarga, in terms of operating costs and maintenance of class I vehicles, especially private vehicles turned out to be more efficient than if the vehicle was used to cross ordinary roads during the same usage period. But this is not very influential for vehicles in class II and so on, operating and maintenance costs are influenced by the type of cargo and the cost of travel, even though the load can be fast to the destination but the cost of the trip becomes more expensive.

For road users to get to the destination from Medan to Kualanamu and or Tebing Tinggi, they can only use the toll road. However, if you do not want to use alternative toll roads, that is using ordinary roads, even though ordinary roads are another alternative to toll roads, the benefits obtained are not the same as toll roads. Each choice of road has risks and benefits, this is the reference why motorists are still interested in returning to use the toll road even though the current tariff is still considered high. In addition, toll roads are an alternative if motorists want to get to their destination quickly, minimize congestion, shorten travel time, comfort and safety during the trip.

Previous research conducted by Sirait regarding the Effects of Prices and Facilities on Tourist Decisions of Tourist in Gibeon Hill Attractions Ajibata Kab. Toba Samosir, got the result that partially the Price variable had a positive effect on Tourist Visit Decisions in Gibeon Hill Tourism Objects. With the level of influence the regression coefficient is 0.320, with a value of tcount 3.288 and a significance value of 0.001.

2. Effect of Toll Facility Variables on Interest in Reusing Toll Roads

Based on the indicators used in the research questionnaire for toll facility variables, it was found that the average was 4.23 respondents answered agreed, and as much as 2.77 answered less agree. Means the driver accepts the condition of the toll facility that is represented through the research questionnaire statement. Where toll facilities are easily found, making motorists safe from hazards, well understood, making toll road users more comfortable, and traffic service teams are always on standby according to their duties.

From the linear regression testing Wald value is calculated (2,143) < Chi Square (9,271), the regression coefficient value is positive 0.752 and significance is 0.143 > 0.05. Based on the significance value and Wald count, it was found that the toll facility variables had a positive but not significant effect on the interest in reusing the toll road. But according to the toeri when using a dummy variable if a category in the independent variable is included in the model criteria, then all dummy variables are included in the criteria of the model. So that it can be concluded that the Tol Facility variable has a positive and significant influence on the interest in reusing the toll road. Based on questionnaires and testing both showed positive results, which means that with existing facilities the interest in reusing toll roads by toll road users is quite high. Besides that, it can also be said that the higher the value of the variable X_2, the higher the value of variable Y, and the more complete the toll facilities, the higher the interest in using the toll road.

Based on the test results, it was shown that toll riders who were respondents were satisfied with the toll facilities currently available, but in reality there were a number of facility points that were still very much considered. Based on the results of the questionnaire points, the facilities that get the highest attention are street lighting facilities, currently street lighting is only available at toll booths and exits but are not available along the way. This condition can be explained based on the type or category of toll roads, MKTT is included in the category of out-of-town toll roads where the provision of lighting along the road is not recommended because it will affect the visibility of drivers, especially drivers at night or dark conditions. Street lighting lights are specified only at the toll entrance, toll exit, and toll road C ring. To help motorists during the trip, road markings and signs can be seen such as glowing in the dark, for example cat eyes are available on the road and signs in winding road conditions. To minimize road users anxiety at night in particular, CCTV will be installed on the toll road so that if there is an obstacle experienced by toll road users, it can be immediately known by the service center around the toll road.

Other facilities that need to be considered are the connecting road between bridges where the conditions are still undulating, and some road points are still bumpy. This can trigger accidents on toll road users, especially if road users are at high speed. Then the rest area that is still not available, in accordance with the decree of the Decree of the Head of the Toll Road Regulatory Agency no 03 / KPTS / BPJT / 2009 in the third decision, stipulates the provisions for toll road rest and service. A very necessary rest area such as public toilets, gas stations, and minimarkets if possible so that there are also workshops that can help solve vehicle

problems, especially standard vehicle preparation for driving safety. This is because MKTT is a toll road outside the city with a considerable distance from the entrance gate and toll gate exit.

Previous research conducted by Sirait regarding the Effects of Prices and Facilities on Tourist Decisions of Tourist in Gibeon Hill Attractions Ajibata Kab. Toba Samosir, obtained the results that partially the Facility variable had a positive effect on Tourist Visit Decisions in Gibeon Hill Attractions.

3. Effect of Variable Toll Rates and Facilities on Interests in Reusing Toll Roads

From the results of the questionnaire respondents can be seen in Table 4.10, the highest average results were 3.75 respondents answered disagreeingly, the frequency of the number of toll road usage from the respondents was 58% with frequency ensi 2 times. The interest in reusing toll roads is quite high but the decision to always use the toll road is still low. In other words, toll road users have a high interest in reusing the toll road even if only 1 time to 2 times, but the decision to be loyal (> 2 times) using the toll road is still low. In this study the decision was influenced by the toll tariff and toll facility variables. Negalgarke R Square value is 0.335, meaning that 33.5% of the dependent variable Intention to Reuse Toll Road (Y) is influenced by the independent variable namely Toll Tariff (X_1) and Toll Facilities (X_2), and the significance of the Goodness of Fit value is 0.159 which means greater from 0.05 (0.159 > 0.05) with a 95 percent confidence level it can be believed that the regression model used is sufficient to explain the data (accordingly).

The results of the research conducted by Sirait show that both the Price and Facility variables together and significantly influence the interest of visiting tourists. The results of research conducted by Nuraeni on the Analysis of Factors Affecting Travelers' Revisiting Interest in Ranggawarsita Museum Semarang, showed that the variables that significantly affected the tourist return interest variable were service quality variables.

Besides based on the test results which prove that the variables X_1 and X_2 have a positive and significant influence on the variable Y, the real conditions in the field are very helpful in this study. Some feedback from respondents can help indicate that the interest in reusing toll roads is influenced by toll rates and facilities, especially the influence of toll rates. Some respondents expressed their suggestions and criticisms regarding the determination of toll tariff schemes and the availability of toll facilities that were still not maximal, based on feedback from respondents to be one of the criteria and references in making strategy proposals and suggestions, suggestions and suggestions that would later be given more leverage if based on in conditions experienced directly by users of products or services, in this study the users of the MKTT toll road.

4. Managerial Implications

The results of this study are expected to provide various benefits for PT Jasa Marga Kualanmu Branch and Belmera Branch so that it can be used to make management in the company better. Some managerial implications of the results of this study are as follows:
1. The results of this study provide benefits for companies to make plans based on research data, so as to generate efforts in attracting motorists to become more frequent and more likely to use the MKTT toll road.
2. It is expected that from the results of this study the company will pay more attention to the expectations of toll road users, especially when it will revise the adjustment of toll rates and the provision of complete toll facilities. So that between the company's needs to get profits and the needs of toll road users to get more benefits when using the toll road are in the same goal.
3. Based on the results of this study the company can be earlier in preparing plans for improving the quality of construction services, service tariffs, and traffic services. So that in the future the quality of MKTT toll road services will be even better.
4. The results of this study are expected to be one of the information and proposals for companies in solving problems that occur as well as prevention of problems that might occur

V. Conclusion and Suggestion

Conclusion

In this chapter are conclusions from the results of research and discussion, in general it can be concluded that independent variables have a positive and significant effect on the dependent variable. The following are the results of the research and discussion conducted in Chapter IV and answer the objectives of the study:
1. Toll tariffs have a relationship and a positive and significant influence on interest in reusing toll roads.
2. Toll facilities have a relationship and a positive and significant influence on interest in reusing toll roads.
3. Toll rates and facilities have a relationship and a positive and significant influence on interest in reusing toll roads.

Suggestion

Proposed strategy to increase interest in reusing the Medan - Kualanamu - Tebing Tinggi toll road. This research is focused on users who have crossed the toll road at least once. So that the strategies that can be proposed to increase the interest of toll road users to want to use it again are:

1.Reviewing and recalculating the toll tariffs currently set, in accordance with Government Regulation No. 15 of 2005 concerning toll roads in section Eleven paragraph 6 states that the evaluation and adjustment of toll tariffs is carried out every two years by BPJT (Toll Road Regulatory Agency). If possible, it will be possible to recalculate the toll tariffs that are currently available, but if the tariff setting cannot be reduced, toll road facilities and toll services should continue to be equipped and repaired.

2.Complementing toll road facilities that support the convenience and security of toll road users, in accordance with the Decree of the Head of the Third and Fourth Toll Road Regulatory Agency number 03 / KPTS / BPJT / 2009. In addition to being equipped with existing facilities, they must also be maintained and maintained, so that their functions cannot be utilized optimally.

3.Maintaining and improving the quality of existing services so that toll road users feel comfortable and generate satisfaction, this satisfaction attitude will make toll road users decide to reuse toll roads, so that users reuse toll roads not because they are forced or only as a last resort besides use ordinary roads.

4.For regulators and toll road managers, the government should jointly provide a declaration both in writing and through the media that the Medan - Kualanamu - Tebing Tinggi toll road is already operating, so that people can find out that there are other alternatives that can be used besides using ordinary roads. In addition, maximizing and providing an understanding of the function of toll roads, because the existence of toll roads is very helpful in developing the province. With the existence of toll roads can connect between cities in North Sumatra province with a route that is easier and faster.

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