

ABSTRACT

The Pejagan-Semarang toll road development has a role in the development of the regional economy in improving the distribution of goods and services such as the salted egg business along the northern coast road of the Brebes Regency. The purpose of this research is to analyze the differences on the development of salted egg business along the north coast road of the Brebes Regency before and after the existence of the Pejagan-Semarang toll road which include sales volume, sales turnover, business profits, and the number of hours worked.

This research used primary data with questionnaire data collection method. The questionnaire was collected from 101 respondents who were the business owners of salted eggs located along the northern coast road of Brebes Regency. The analytical methods used in this research are descriptive analysis and Wilcoxon sign rank test to analyze whether there are differences on salted egg business's developments before and after the existence of Pejagan-Semarang toll road.

The results showed that there were significant changes that can be seen at the level of significance which showed $< 0,05$ in sales volume, sales turnover, business profit, and the number of hours worked after the Pejagan-Semarang toll road. Sales volume variable of salted egg business decreased by 64,53%, sales turnover decreased by 64,32%, business profit decreased by 61%, and the number of hours worked decreased by 14,16% after the existence of Pejagan-Semarang toll road.

Key words: Salted Egg Business, Pejagan-Semarang Toll Road, Sales Volume, Sales Turnover, Business Profits, Number of Hours Worked