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Efforts To Improve The Quality Of Services At The Awerange Sea Port Passenger Terminal, Soppeng Riaja District, Barru Regency.

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ABSTRACT

The purpose of this study was to determine efforts to improve the quality of services at the Awerange Sea Port Passenger Terminal, Soppeng Riaja District, Barru Regency. And to find out the factors that influence efforts to improve the quality of services at the Awerange Sea Port Passenger Terminal, Soppeng Riaja District, Barru Regency. The research method used in this research is descriptive qualitative research type, the type of data used consists of primary and secondary data, accompanied by data collection techniques namely, observation, interviews and documentation. The techniques used are, through the stages of collecting data, reducing data, presenting data and drawing conclusions. The results of this study indicate that efforts to improve service quality at the Awerange Sea Port Passenger Terminal, Soppeng Riaja District, Barru Regency are good, which is based on analysis of indicator data, physical evidence (tangibles), reliability (reliability), responsiveness, assurance and certainty (assurance), and empathy (empathy), as well as factors that influence efforts to improve the quality of services at the Awerange Sea Port Passenger Terminal, Soppeng Riaja District, Barru Regency, are leadership, team work spirit, job satisfaction of officers, and technology.

Keywords: *Service Quality, Service, Port.*



A. INTRODUCTION

Indonesia is known as a maritime country in the eyes of the world, where most of Indonesia's territory is water. Geographically, Indonesia is a country with two-thirds of the ocean area larger than the land. This can be seen from the coastline of almost every island in Indonesia ($\pm 81,000$ km), which places Indonesia in second place after Canada as the country with the longest coastline in the world. This strength is a great potential to advance the Indonesian economy. In the era of globalization, transportation in Indonesia plays an important role as a means of connecting one city to another.

Transportation is a tool used by the community to move from one place to another, both short distances, let alone long distances, whether by land, sea or air. Transportation needs are derived needs due to economic, social, and so on activities. Transportation when viewed from a social side is more of a process of cultural socialization where when someone transports and moves to another area, that person will encounter cultural differences within the framework of Indonesia's diversity. In general, the development of transportation facilities in Indonesia is a little slower than in other countries in the world. This is caused by differences in the governments of each country in handling the performance of the existing transportation system. The development of various transportation facilities and infrastructure such as wharves, ports, airports and railroads can generate quite large multi-economic effects, both in terms of providing employment, as well as in rotating consumption and investment in the local and regional economy.

In general, people who travel with different purposes need means of supporting movement in the form of private transportation (cars, motorcycles) and public transportation (paratransit and masstransit). Paratransit public transportation is transportation that does not have a fixed route and schedule in operating along its route,

while mass transit public transportation is transportation that has a fixed route and schedule as well as clear stopping places.

In general, most people are very dependent on public transport to fulfill their mobility needs because most people have a weak economic level or most do not have private vehicles. The large number of groups that are still dependent on public transportation is not matched by the provision of adequate public transportation, especially in terms of adequate public transport capacity, especially in terms of transport capacity. As a result, almost all available public transportation is filled to the brim with passengers. This causes the passengers trying to choose other public transportation alternatives that are more comfortable, effective and efficient even though at a considerable cost. (Dini Fitrianti, 2018).

This shows the importance of transportation in Indonesia, so that the development and improvement of the quality of transportation or carrier services is absolutely necessary. Good and quality development is not only about improving the quality of the facilities but also must involve the development of the legal aspects of transportation itself. Legal development not only adds new regulations but also must be able to provide certainty and legal protection for all parties related to the transportation system, especially users of transportation services.

Quality of service, namely providing perfect services performed by service providers in meeting the needs and desires of customers, the accuracy of delivery offsets and customer expectations. Service quality is an important thing that must be considered and maximized so that it can survive and remain, that is, it is made the choice of customers. According to Parasuraman quoted from Lupiyoadi (2013: 216), in Riska Dindasari (2020), that service quality is how far the difference is between reality and customer expectations for the service they receive. It can be concluded that service quality is a characteristic, characteristic or nature of a product or service that influences the ability to satisfy consumer needs. From the expected level of excellence and control over the expected level of excellence and control over the level of excellence to fulfill customer desires. One of the considerations for deciding to reuse a product or service offered by marketing is service quality (putranto, et al 2019). Service quality is

determined by the company's ability to meet customer needs and desires according to customer expectations. (Agus Surya and Naufal, 2020).

The development of transportation in history has moved very slowly, evolving with the actual changes occurring bit by bit guardians by traveling long distances on foot in the old stone age. The initial entry of water transportation used in ancient times was boats and rafts. The boat also uses human power by using oars. However, today's water transportation is sophisticated and uses modern means of transportation such as ships, where ships also use engines to sail. The development of sea transportation technology in Indonesia existed during the Hindu-Buddhist kingdoms. Around the 8th century AD the ancient Mataram kingdoms used outrigger boat technology as a means of water transportation. We can also see the progress of Indonesia's water transportation technology in the traces of Sriwijaya's glory.

B. RESEARCH METHOD

This study uses a qualitative descriptive research type because it will provide an overview through analysis using a scientific approach in accordance with the actual situation, namely to find out how efforts are made to improve the quality of service at the Awerange Seaport Passenger Terminal, Soppeng Riaja District, Barru Regency.

The approach used in this study is a qualitative approach. In accordance with the formulation of the problem and the purpose and usefulness of the research. So in this study the author uses a qualitative descriptive research type which is expected to produce descriptive data in the form of written or spoken words with people whose behavior is observed so that efforts to improve the quality of services are clearly illustrated at the Awerange Seaport Passenger Terminal, Soppeng Riaja District, Regency Barru.

C. RESEARCH RESULTS AND DISCUSSION

Logos



Figure 1 Logo of Transportation and the Ministry of Transportation

Efforts to improve the quality of services at the Awerange Seaport Passenger Terminal, Soppeng Riaja District, Barru Regency

This dimension of physical evidence (tangibles) relates to physical evidence, services, namely the appearance of officers or apparatus, the convenience of the place, and the use of assistive devices in services. Based on the results of research conducted in an effort to improve the quality of services at the Awerange Seaport Passenger Terminal, Soppeng Riaja District, Barru Regency, shows that:

1) Officer Appearance

Officer appearance is one of the indicators assessed in service quality. Appearance of officers related to the use of attributes or uniforms. Cleanliness and tidiness of the uniform is something that deserves attention. Clean staff appearance and neat and has been wearing uniform in accordance with the rules which has been set. Based on the results of interviews with resource persons Rahman, SE as the Head of KSOP Wilker Awerange who said that:

"The use of attributes or uniforms during working hours has been determined according to the regulations. If there are officers who do not wear attributes, they will receive sanctions. Those officers who do not comply with the regulations will be reprimanded and given a warning letter "(Interview with source, 15 July 2022).

In line with the opinion of Rahman, SE, Abd Razak, S. Sos as Pol-Air Port Officer, also explained about how the appearance of the officer at the port said that

"So indeed we use uniforms, official clothes which have been previously determined according to our respective duties and positions" (Interview with informant 15 July 2022).

Based on the interviews of the two informants It can be concluded that the appearance of officers is indeed very necessary It should be noted that appearance can affect the process service. If the officer's appearance is good and neat, then it will be make a good impression, and vice versa. Officer services can maximize service for service quality. Furthermore, researchers also made observations on June 26, 2022, to be precise on Sunday the author does observation at Awerange Port. The author saw and noticed that at the time the ship was going to dock, the officers at the port had already ready and wearing a neat uniform according to his position each, and take their respective positions when leaning on the ship to supervise passengers both boarding and boarding get off the ship.

2) Convenience of Service

Places and Port Facilities Convenience of port services and facilities is very good affect the assessment of service users on quality port terminal services. therefore must provide comfort for the passengers. Provider port services should also pay attention to sufficient space so that the passengers do not feel cramped in the room. Besides spacious service space, should also be provided with a number of seats more and air conditioning (AC) to add convenience for passengers in the terminal. Based on the results of interviews with sources Abd Razak S. Sos as a port officer for Pol-Air, who said that :

"For the facilities some of them are fulfilled some are also not fulfilled, what is fulfilled is like a prayer room, there are toilets for passengers and employees, there is a parking lot for employees and passengers, there is air conditioning and there are seats provided for passengers in the waiting room at the port terminal. What has not been fulfilled until now is that the air conditioner is there but it is not working so that it interferes with the comfort of the passengers in the waiting room" (Interview with source 15 July 2022).

In line with the opinion of Abd Razak, S. Sos the resource person Suryanti as a passenger who said that:

"When it's hot during the day so we don't feel comfortable, the air conditioner doesn't turn on and an unpleasant odor appears mixed with the smell of sweat and fruits carried

by some passengers such as durian so we don't feel comfortable" (Interview with informant 15 July 2022) .

With the same opinion, resource person Rosmala Dewi as a passenger who said that:

"In the terminal it feels cramped because the air conditioner doesn't turn on and the lack of seats at the terminal so that there are still many passengers who don't sit on chairs but just sit on the floor and around the terminal so we don't feel comfortable" (Interview with informant 26 June 2022).

Based on the interviews of the three informants It can be concluded that the convenience of service places and port facilities really needs to be considered because the convenience of service places also affects the quality of services for passengers. Therefore, service providers must pay more attention to the comfort of the existing places and facilities so that passengers as service recipients also feel satisfied. When you have provided a good service place, then the service user too will feel comfortable. As for the observations of researchers on June 26, 2022, specifically on Sunday the author makes observations about convenience of service places and port facilities. With one the author sees and notices that it is still lacking chairs and air conditioners in the waiting room where the chairs consist of 36 chairs in one chair consisting of 5 (five) chairs back to back, while the air conditioners are 5 (five) but all of them don't work.



Figure 2 Chairs in the waiting room of Awerange Harbor Terminal



Figure 3 Air Conditioner (AC) in the waiting room of Awerange Harbor Terminal

The documentation above is the chairs in the waiting room and the AC in the waiting room of the Awerange Seaport Terminal.

3) Use of Assistive Devices in Services

The use of the tools used in the Awerange seaport are computers, printers and photocopiers. Existing tools are really needed in the service process and service tools are also very supportive of the service process so that services can be carried out quickly. Based on the results interview with resource person Rahman, SE as Head of KSOP Wilker Awerange who said that:"Auxiliary tools at the port include computers, laptops, printers and photocopiers" (Interview with source 15 July 2022).

With the same opinion, the resource person Abd Razak, S. Sos as a Pol-Air port officer who said that:"As far as I know the tools used here are computers, laptops, printers and copiers only" (Interview with informant 15 July 2022).

Meanwhile, according to Fitriansyah, S. Sos as the officer Awerange Harbor who said that:"The only tools I know are computers, laptops and printers and photocopiers are just that" (Interview with informant 15 July 2022).



Figure 4 Laptop printer and copier tools

So based on the results of interviews with the three informants, it can be concluded that the use of assistive devices used in the service process for passengers really needs to use assistive devices to support and provide convenience for officers who serve passengers. Furthermore, as for the researchers' observations on June 26 2022, to be precise on Sunday the author made observations about the use of assistive devices in service. Which is where the author sees and notices that indeed when passengers want to enter the terminal all the tickets are checked first by the officer in front of the gate then checked again when they want to enter the terminal room which is also checked by the officer using a laptop. Then in the employee's room there are also tools that are used. Discussion Efforts to improve the quality of services at the Awerange Seaport Passenger Terminal, Soppeng Riaja District, Barru Regency.

This research is a qualitative descriptive research on efforts to improve the quality of services at the Awerange Seaport Passenger Terminal, Soppeng Riaja District, Barru Regency. In the following, a discussion of all research results will be presented. The results of this study are in the form of data obtained through observation, interviews and documentation. The research indicators are as follows:

a) Physical Evidence (Tangibles)

Based on the explanation from Mr. Rahman, SE (as head of KSOP Wilker at Awerange seaport) Abd Razak S. Sos (as port officer Pol-Air) Fitriansyah S. Sos (as port officer) on July 15, 2022, Mrs. Suriyanti and Rosmala Dewi (as passengers) on June 26, 2022, regarding indicators of physical evidence (tangibles), namely regarding the appearance of officers, the convenience of service areas and facilities at the port and the use of assistive devices in service. It can be concluded that the performance of the officers was very good and in accordance with what was expected. As for the comfort of the service and facilities at the Awerange port, it is still not good because it can be seen from the facilities such as air conditioning and seats, all are in accordance with expectations, but the air conditioner and seats are not optimal where the air conditioner does not turn on and the seats are still limited so that there are still passengers sitting on the floor. and around the terminals.

Then the use of assistive devices in the service is quite good because the service personnel already use assistive devices such as laptops and computers.

b) Reliability

Based on an explanation from Mr. Rahman, SE (as head of KSOP Wilker Awerange seaport) Fitriansyah S. Sos (as port officer) Abd Razak S. Sos (as Pol-Air port officer) on July 15, 2022, Mrs. Suriyanti and Asriani (as passengers) on June 26 2022, regarding reliability indicators, namely regarding having service standards, the ability of officers to use assistive devices in the service process and the passenger ticket purchasing system. It can be concluded that related to having a very good service standard because it has followed the service standards that apply at the Awerange port.

Whereas the ability of officers to use assistive devices in the service process is still not good because there is still a lack of human resource (HR) ability to operate assistive devices such as laptops and computers.

Then for the passenger ticket purchasing system it is still not good because ticket purchases are indeed done manually online but there are still passengers who use the services of ticket brokers to buy tickets even though the tickets purchased are relatively expensive.

c) Responsiveness

Based on the explanation from Mrs. Suriyanti and Asriani (as passengers) Nahlia (as traders) on June 26, 2022, Mr. Rahman, SE (as head of KSOP Wilker at Awerange seaport) Fitriansyah S. Sos (as port officer) on July 15, 2022, regarding responsiveness indicators, namely responding to each passenger or applicant who wants to get service, officers carry out services quickly and information on ship arrival and departure schedules. It can be concluded that responding to each passenger or applicant who wants to get service is very good and very in accordance with what is expected by the passenger.

While the officers perform the service quickly, it is good enough because they have responded to passengers quickly but there is still a lack of officers in using assistive devices, when checking tickets or checking in, there are still frequent spikes in passengers or queues are congested, due to a lack of officers in operating laptop aids and computers.

Then for information on ship arrival and departure schedules it is still not good because the ship departure schedule has been attached to the information board but

regarding the time it is necessary to pay more attention to the officers if there are changes or delaysdelays in ship schedules at Awerange Port.

d) Guarantee and Assurance

Based on an explanation from Mr. Rahman, SE (as head of KSOP Wilker at Awerange seaport) Abd Razak S. Sos (as Pol-Air port officer) Fitriansyah S. Sos (as port officer) on 15 July 2022, regarding indicators of assurance and certainty (assurance), namely regarding officers providing timely guarantees in service and officers providing safety guarantees for passengers. It can be concluded that the officer providing timely guarantees in service is very good and in accordance with what is expected by passengers in providing timely information. Meanwhile, officers who provide safety guarantees for passengers have been very good at ensuring the safety of passengers at the Awerange Seaport, carrying out escorts for passengers who want to board the ship, escorted from the terminal gate to boarding the ship.

e) Empathy (Empaty)

Based on the explanation from Mrs. Rosmala Dewi, Suriyanti and Asriani (as passengers) on June 26 2022, regarding indicators of empathy, namely prioritizing the interests of passengers, officers serve and respect each passenger. It can be concluded that prioritizing the interests of passengers is very good because it has put the interests of passengers first because it is the responsibility of officers in providing services. As for the officers serving and appreciating each passenger in a polite and courteous manner, it is very good because they have appreciated and served with a polite and courteous attitude.

So the conclusion of 5 (five) indicators of efforts to improve the quality of services at the Awerange Seaport passenger terminal, Soppeng Riaja District, Barru Regency. It is very good in terms of physical evidence indicators (tangibles) regarding sub-indicators, the performance of officers (very good) indicators of reliability (reliability) regarding sub-indicators, has service standards (very good) indicators of responsiveness (responsiveness) regarding sub-indicators, responds to every passengers or applicants who want to get service (very good) indicators of assurance and certainty (assurance) regarding sub-indicators, officers provide guarantees on time in service, officers provide guarantees of safety for passengers (already very good) and indicators of empathy (empathy) regarding sub-indicators, put the interests of passengers first,

officers serve and respect each passenger politely and politely (already very good). So 6 (six) very good indicators. Fairly good in terms of tangibles regarding sub-indicators, use of assistive devices in service (pretty good), indicators of responsiveness regarding sub-indicators, officers performing services quickly (good enough).

So 2 (two) indicators are quite good. Less good than physical evidence indicators (tangibles) regarding sub-indicators, convenience of service places and facilities at the port (not good) and not yet fulfilled, because facilities such as air conditioners at the terminal do not work, efforts are made by port officers to improve the quality of services at the Awerange Seaport terminal, namely by repairing the AC so that it can function again, and for the number of seats also added in the port terminal room so that passengers are no longer sitting on the floor and around the terminal. The reliability indicator regarding the sub-indicators, the ability of officers to use assistive devices in the service process is still not good because there is still a lack of human resource (HR) ability to operate assistive devices such as laptops and computers, the efforts made by port officers to improve service quality services at the Awerange Seaport terminal, namely this can be done by providing training to service officers who are not yet capable of operating the available tools in the service process, as well as exchanging information and experience with more skilled employees.

Then the system for buying passenger tickets is still not good because there are still passengers who buy tickets using ticket brokers where ticket brokers also sell tickets at relatively expensive prices, while ticket purchases can be made online and manually, so efforts carried out by port officers to improve the quality of services at the Awerange Seaport terminal, namely this can be done by stamping passenger tickets before boarding the ship, therefore officers also tighten security when passengers enter and board the ship to prevent selling tickets at unreasonable prices. reasonable or relatively expensive.

Responsiveness indicators regarding sub-indicators, information on ship arrival and departure schedules is still not good because the ship's departure time schedule is still not in accordance with a predetermined schedule If sometimes the ship departs slower and sometimes departs too fast, the passengers also feel disappointed when it is not according to the applicable schedule, the efforts made by port officials to improve the quality of services at the Awerange Seaport terminal are to provide understanding to

passengers explaining the problems that arise. often occurs when the departure or arrival of ships such as weather effects. So 4 (four) indicators are not good.

D. CONCLUSION

Based on the results of the research and discussion, the conclusions of this study are: 1. Efforts to improve the quality of services at the Awerange Seaport Passenger Terminal, Soppeng Riaja District, Barru Regency are already good, which is based on analysis of indicator data, physical evidence (tangibles), reliability, responsiveness, assurance and assurance, and empathy.

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