

An Analysis Of Passenger Satisfaction Against Km Kelud Services With Route Tanjung Priok – Batam

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Abstract

Demand for sea transportation service is increasingly higher and becoming one crucial issue to overcome. For this reason, a fleet of ships is needed that optimally supports the needs of the community. Especially in case of providing quality services to passengers which is the main key to getting passenger loyalty. This study aims to analyze and identify the level of passenger satisfaction with the services offered by KM Kelud as role model ship owned by PT.PELNI (Pelayaran Nasional) with service quality dimension, consisting of *reliability, tangibility, responsiveness, assurance, and empathy*. The method used is quantitative descriptive by conducting direct observation and random sampling techniques by giving questionnaires to 100 respondents as samples. The data obtained were analysed with Cartesius diagram. The chart can be used to analyze and identify customer service and satisfaction with the quality of KM Kelud services.

Keywords: Customer Satisfaction, Customer Service, KM. Kelud, Service Quality Dimensions

Introduction

Currently, the need for transportation is increasing, especially in Indonesia, which has a geographical situation with 17.504 islands stretching from Sabang to Merauke. Transportation is an activity of transporting goods or passengers from the place of origin to the destination (Kadir, 2006). With the geographical conditions that Indonesia has, the role of sea transportation is become a basic need to interact between islands so as to help create a system of equitable development in civilization. The need for sea transportation is closely related to the satisfaction of the people who become service users (passenger). Therefore, BUMN (Badan Usaha Milik Negara) namely PT. PELNI (Indonesian National Shipping) provides various fleets to fulfill an optimal needs for the community. According to Wikipedia (Nasional & Pelni, 1952), PT. PELNI has 28 passenger fleets operating

with a total capacity of 36,913 passengers. The quota can increase during peak season while still considering services that prioritize customer satisfaction. One of them is KM Kelud, the Tanjung Priok - Batam route with a capacity of 2600 passengers which is a role model ship owned by PT. Pelni.

According to Mardalis (2005), Customer satisfaction is the result of a comparison between achievements or products that consumers expect as feelings of liking or disappointment. Customer satisfaction is the key to get passengers loyalty. Loyalty can be used as a benchmark for the success of service providers to satisfy service users (passengers) in the future that the services provided have fulfilled the needs and desires of passengers so that they do not switch to other service providers (Aryani & Rosinta, 2010). Services are assumed as goods sold by producers, namely providers of transportation services which will then be sold to consumers, namely passengers. If the item purchased is unsatisfactory in the sense of not fulfill the needs and desires of the consumer, the impact of the dissatisfaction will be disastrous for the producer. No wonder that service is closely related to consumer loyalty to producers because basically what is offered by service providers is goods that are intangible and do not produce ownership. Therefore, passengers as consumers certainly hope to get services that are commensurate with what they have paid (Luh & Hariastuti, 2013).

Service quality, satisfaction and loyalty have become a unified concept that is inseparable from one another. With good service quality, it will lead to customer satisfaction which then impacts the creation of customer loyalty. Not only that, when customers feel satisfied with the services provided, customers will tell others about the service experience they have felt (Aryani & Rosinta, 2010; Em, 2010). Customers whos satisfied with the service will give an advantage for PT. Pelni, but on the contrary, dissatisfaction with the services provided will damage PT. Pelni's image as a provider of transportation services. Therefore, PT. PELNI maintains the trust that has been built by always trying to provide good services and satisfy customers that are applied to all of its fleets, including KM Kelud,with route Tanjung Priok – Batam.

This study aims to analyze and identify the impact of service quality dimensions consisting of reliability, tangibility, responsiveness, assurance and empathy for passenger satisfaction KM Kelud with route Tanjung Priok - Batam. Beside that, , this study also aims to determine which dimensions of quality are most influential in service quality to passenger satisfaction that has been achieved by KM KELUD as role model ship owned by PT. Peln.

Method

This research aims to analyze and identify the impact of dimension of the quality of service that consists of tangibilitas, reliability, responsiveness, assurance and empathy towards the satisfaction of passengers KM Kelud routes Tanjung Priok – Batam, researcher use a descriptive quantitative research methods by doing a direct observation on KM Kelud and random sampling techniques by giving questionnaires to 100 as respondents the sample consists of 41 women (41%) and 59 men (59%). The majority of respondents in the age of produkif that is 15 – 25 years. While the population for this study was passengers who have used the services of transportation KM Kelud and sampelnya are a few passenger KM Kelud. The Data obtained are then analyzed with a diagram of cartesius. The chart is used to analyze and identify the services and customer satisfaction on quality service KM Kelud based on observations of the researchers. Researchers identified that variable X is service performance KM Kelud and the variable Y is passenger satisfaction KM Kelud. This research explains how the variable X affect the variable Y.

Discussion and Result

Satisfaction is essential to the establishment of the loyalty that is closely related to the quality of service. According to Mutia (2008) there are five dimensions to measure the quality of service that is the physical manifestation, reliability, responsiveness, assurance and empathy. This means that the quality will be

determined as the difference of what customers expected with what customers are experiencing.

First, the reliability is the ability to provide the service as promised. In the process, this means the services provided should be done properly without error in accordance the standards have been set. It can be seen from the indicator Service KM Kelud in the timeliness of arrivals and departures of ships. Observations show that the schedule of the vessel operating in accordance with the rules that are scheduled so passengers do not have difficulty to estimate the time. KM Kelud scheduled departures from Jakarta's Tanjung Priok Port every twelve o'clock Thursday night and arrived early the next morning at six o'clock Batu Ampar Harbor, Batam. Dimensions of the reabilitas implemented by KM Kelud provides convenience for passengers to know when exactly on schedule.

Second, the physical manifestation is a process that involves physical appearance, equipment, as well as the appearance of the employees in an effort to provide optimal service. Tangibles is the process of how to give you a taste appreciated customer for services obtained by the customer. It can be seen from the indicator of a facility provided by KM Kelud. Based on the results of observation of the physical facilities in residential facilities, sports facilities, entertainment facilities KM Kelud has been providing comfortable, clean facilities, and certainly worthy of use. The availability of the wide range of facilities are provided with a good standardization. As with residential facilities are equipped with a mattress, TV, air conditioning in order to make passengers feel comfortable during the trip. Sports facilities in the form of a mini gym equipment gym, table tennis, table football and a jogging track for our passengers and entertainment facilities in the form of live music, a cafeteria, and a movie theater. In addition, judging from the appearance of the indicators is one of the employees in terms of the quality of support services within the dimensions of the tangibles. From the appearance of a good employee will give a sense of being appreciated for passengers who are being served. It also was applied by ABK (Anak Buah Kapal/crew) KM Kelud using uniform white typical sailors as well as other uniforms in accordance with the level of employees.

Dressed neatly and politely gave the impression of simplicity in providing services to the passengers.

Third, responsiveness is the ability to respond quickly to customer demand over the needs which include insiatif to help customers appropriately and participate in the handling of complaints on any issue that is the case. In providing that service, the employee must be able to give a good response with as soon as possible. It can be seen from the indicator on Ministry KM Kelud in response to inconvenience passengers during travel. Such as AC which is considered too cold for most of the people or the problems of the economy class bathroom not uncommon there is a puddle of water. Thus, KM Kelud provides officers who are ready to handle these complaints so that passengers feel comfortable during the trip.

Fourth, guarantees is the ability of employees in being polite, gave credence to pelanggan, providing information, and provide security in the service. In providing that service, the employee must be able to provide certainty in order to make customers feel safe and secure everything. The service is expected to help the customer with honest based on reality. Provide actual information and suave until the creation of trust and confidence in the company. It can be seen from the indicator on the Ministry of security in handling the Kelud KM. From the results of direct observation, there is CCTV throughout KM Kelud and security officers on patrol round the ship for 24 hours in turn. In addition, knowledge and employee kecapakan KM Kelud is any good. Employees were able to build the trust of passengers with the answer and provide solutions for the services offered. The indicators become proof that dimension of impletasi assurance well-executed by KM Kelud.

Fifth, empathy is the ability of employees in paying attention to customers, understand the needs of customers, and treat the customer with full attention. This ability is closely related to the employee's concern against customers because of basically every customer deserves the same attention. Through good communication accompanied decency in giving service makes customers feel valued. For it employees need to understand what is required of the customer. It

can be seen from the indicator Service KM Kelud in the friendliness and politeness of employees during travel as well as KM Kelud's ability to communicate well in explaining information to passengers. As the passengers are welcome to go inside the ship. Employees pay attention with Kelud KM welcomes passengers at the entrance of the ship and its passengers to a bedroom suit tickets are booked passengers. So, there is no passenger confusion looking bedroom ordered. Not only that, the employees also not hesitate KM Kelud in explaining the information asked by passengers regardless of social status. The indicators being one evidence that the dimensions of empathy in well implemented at KM Kelud.

Based on the results of a questionnaire distributed to 100 respondents as sample stated that the services provided to passengers at KM Kelud has been satisfying and quite satisfactory.

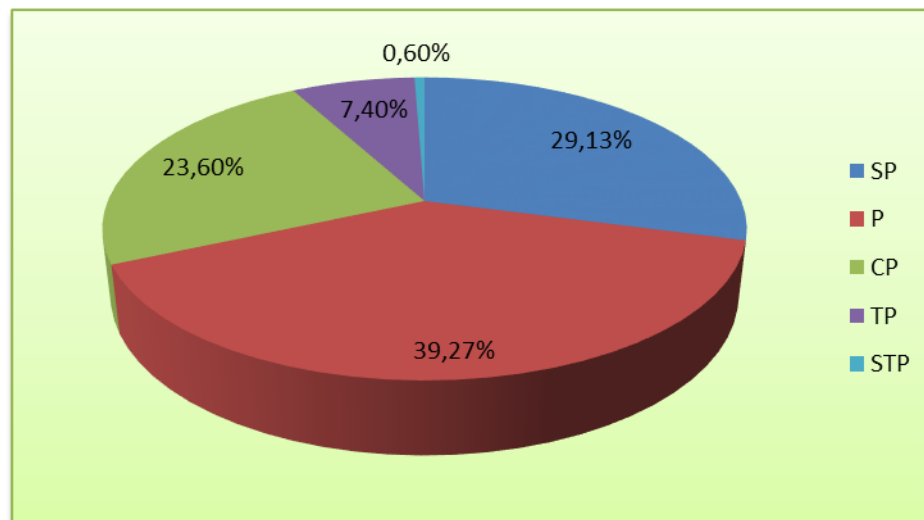


Figure 1. Service Quality Performance

Source: Based on observation

From diagram 1, we get that the number of passengers who choose the SP (Sangat Puas/Very Satisfied) is 437 people (29.13%), P (Puas/Satisfied) is 589 people (39.27%), CP (Cukup Puas/Quite satisfied) is 354 people (23.60%), TP (Tidak Puas/Not Satisfied) is 111 people (7.40%), and STP (Sangat Tidak Puas/Very Dissatisfied) is 9 people (0.60%).

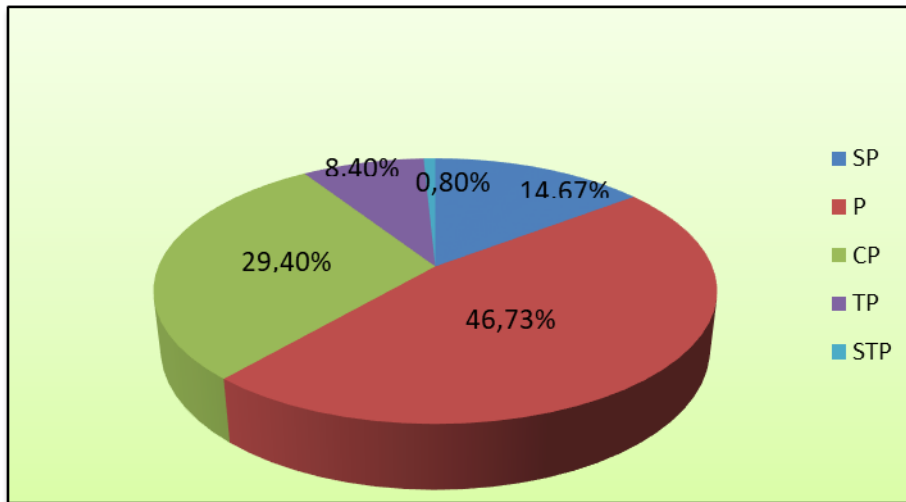


Figure 2. Customer Satisfaction (Y)

Source: Based on observation

From diagram 2, stated that the number of passengers who choose the SS (Sangat Setuju/Strongly Agree) is 220 people (14.67%), S (Setuju/Agree) is 701 people (46.73%), CS (Cukup Setuju/Quite Agree) is 441 people (29.40%), TS (Tidak Setuju/Disagree) is 126 people (8.40%), and STS (Sangat Tidak Setuju/Very Disagree) is 12 persons (0.80%). Overall, based on the data in diagram 1 and diagram 2, the performance quality of service has a good reputation in the minds of the passengers. TKI (compatibility level indicator) shows the result:

$$Tki = \frac{x}{y} \times 100\% = \frac{3,67}{3,89} \times 100\% = 94,3\%$$

5 the indicators used to measure customer satisfaction in which dissatisfied ranging between (0.00-0.199), the less satisfied ranged from (0.20-0.399), quite satisfied ranged from (0.40-0.599), between satisfied (0.60-0.799) and highly satisfied ranged from (0.81-1.00). The points obtained from this calculation on TKI:

$$Tki = \frac{\text{performances}}{\text{satisfied}} = \frac{3,67}{3,89} = 0,943$$

Based on indicators of TKI, customers are already feeling very satisfied with the quality of service performance results with 94.3% use a scale of measurement interpretation by j. Supranto.

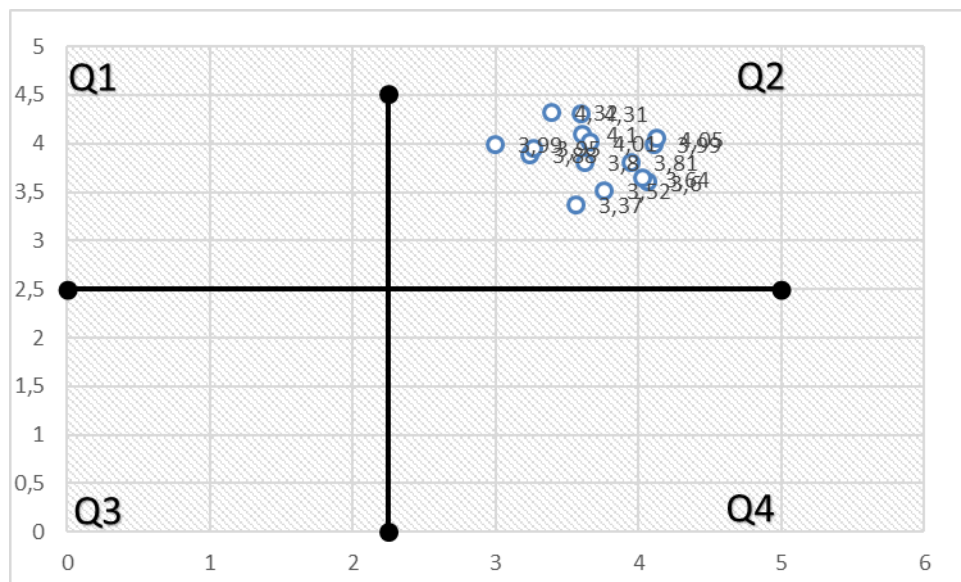


Figure 3.

Source: Based on observation

In the image above, there is the Q1 is a top priority. No problems in this. Q2 is mandatory for maintained been deemed satisfactory. Constraints in this quadrant corresponds to our observations including Q2. Q3 is the lowest priority no constraint in this quadrant. Q4 is excessive no influence in parts of this quadrant.

Conclusion

Based on the observation that we do include physical existence, reliability, responsiveness, assurance and empathy as well as direct observation at KM Kelud, we conclude that the quality of service these dimensions affect customer satisfaction to improve customer satisfaction. KM Kelud should pay attention to

the quality and performance have to optimize their performance. Cartesian diagram shows that the level of customer satisfaction was at 94.3%. While there are 5.7% unsatisfied and indecisive. Cartesian diagram also shows the quality of service performance is still in the quadrant Q2 which means well but is not the first priority. Therefore, service KM Kelud needs to be increased again to maintain the image that has been built over the years and maintain customer loyalty.

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