

Quality Analysis of Human Resources and Agency Services for Domestic Ship at PT PELNI (Persero) Tanjung Priok Branch

Bayya Ziqra^{1*}, M K Duan², G. Wibisono³, Sugiyanto⁴
^{1,2,3,4} Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia
*Corresponding author: Bayya_Ziqra@yahoo.com

Abstract. PT Pelayaran Nasional Indonesia (Persero) is a national shipping company that provides sea transportation services, in the form of passenger, goods, and animal transportation services between islands and has a strategic business unit of ship agency. The study aims to analyze the Human Resources quality of domestic ship agency at PT PELNI (Persero) Tanjung Priok Branch by using descriptive methods and quantitative descriptive analysis techniques and reliable questionnaires. Based on the results of the data research, on variable X about the Human Resources quality of PT PELNI (Persero) Tanjung Priok Branch, a percentage of 53% answered that they are doubt, while on variable Y about the Agency Services to ship agency customers get a result of 30% answers agree. Thus, it can be concluded that the Human Resources quality affects the domestic ship agency services at PT Pelni (Persero) Tanjung Priok Branch. The service quality performance of PT PELNI (Persero) Tanjung Priok Branch decreased due to the lack of expertise by the employees who served it. To improve the quality of agency, the company need to pay attention to things such as: Training aimed at improving knowledge; skills and attitude; good communication coordination between coworkers, superiors, subordinates and customers; clarity of job description; service speed of agency as well as the accuracy of reports management; and increasing of marketing network.

Keywords: human resources quality, agency service, domestic ship

1. Introduction

Indonesia is the largest archipelagic country in the world and one of the countries that applies the concept of free trade, in order to increase the flow of goods from or to Indonesia. Therefore, efficient and effective sea transportation services are required. Service is the process of fulfilling needs through the activities of other people directly in which the service quality can achieve customer satisfaction[1]. Every sea transportation that sails will stop at a port to carry out loading or unloading of goods, as well as embarkation and debarkation of the passengers. The activity is supported by other parties who assist in each of the ship's management, which **is called ship agency services**. In this case, the shipping company services are very importantly needed by the shipowner (*principal*) to support loading/unloading activities at the port.

The definition of ship agents is a company that serves ships which come, anchor and depart from ports[2]. Agency is a relationship with legal force that occurs when two parties agree to make a cooperation agreement, where one party called an agent (agent) agrees to represent another party named the owner (principal) on condition that the principal has the right to oversee agency activities regarding the authority entrusted and not violating an agreed contract[2]. The agency regulates the plan for the arrival or departure of the ship as well as all the needs needed by the ship. The shipowner (*principal*) must appoint one of the shipping companies or branches of the company that is in a particular port in handling all ship needs while in the port. In terms of supporting loading/unloading activities at the port, the agent services play an important role. Before the ship can be serviced, the Ship Owner must provide an Agency Appointment Letter (SPK) as the basis for the service of the ship as long as the ship is in the port. Similarly, the ship that belongs to the procedure before the ship arrives must make

a Notice of Ship Visits (PKK) both manually and in the system. But if the ship is a new agency then it must be registered with the One-Stop Service Center (PPSA) in order to make PKK and Ship and Goods Service Requests (PKKB) online. In making an Application for Registration, terms that must be attached: Agency Appointment Letter; Measure Letter; Sea Mail; and Route Pattern Plan (RPT). After being registered into the One-Stop Service Center (PPSA), the process of anchor to departure approval can be done online such as service on the vessel owned.

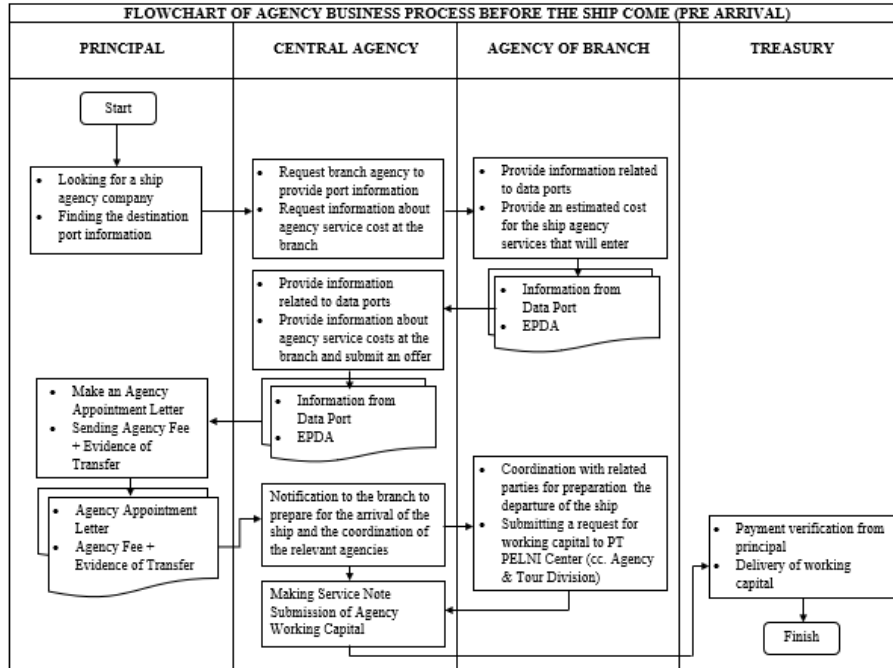


Figure 1. Standard Operation Procedure (SOP) Of Agency Business Process Before The Ship Come (Pre Arrival)[7]
(* Source above taken from PT PELNI Center)

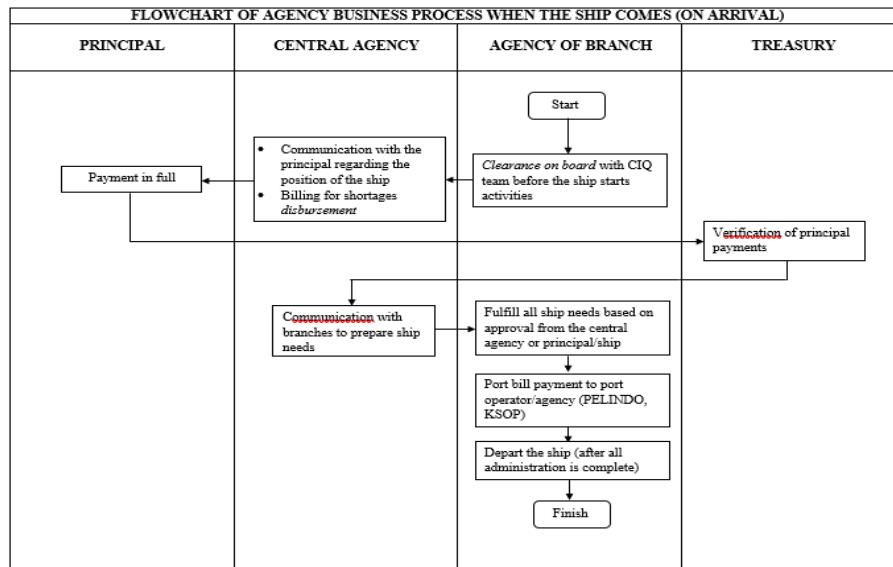


Figure 2. Standard Operation Procedure (SOP) Of Agency Business Process When The Ship Comes (On Arrival)[7]
(* Source above taken from PT PELNI Center)

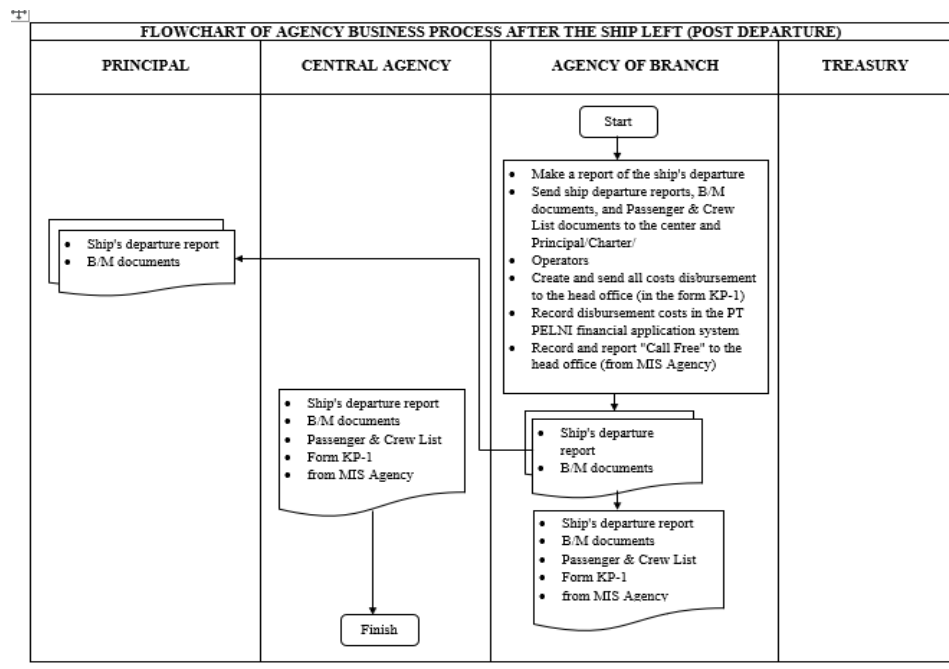


Figure 3. Standard Operation Procedure (SOP) Of Agency Business Process After The Ship Left (Post Departure)[7]
(* Source above taken from PT PELNI Center)

Of the three figures above, it describes the Standard Operation Procedure (SOP) of each stage of agency activities on domestic vessels starting from before the arrival of the ship, when the ship arrives, until after the ship departs. Each ship agency activity must be following the Standard Operation Procedure (SOP), where it is created to create equality in handling agency activities on domestic vessels from the head office to the PT PELNI (Persero) branch throughout Indonesia. The Standard Operation Procedure (SOP) has been arranged and approved by the Direction of Indonesian National Shipping Company (Persero) which became the Standard Operation Procedure (SOP) for agency governance in PT PELNI (Persero) based on Letter Decisions Of Directors, No: 09.19 / 01 / SK / HKO.01 / 2018[7].

The agency activity itself is regulated in the Minister of Transportation Regulation Number PM 11 of 2016 concerning the "Organization and Operation of Ship Agency, in Article 2 it is explained that ship agency activities are services performed to represent foreign sea transport companies and/or ships of national sea transportation companies while in Indonesia "

In a company, achieving company goals is always associated with human factors. This is because people are the main factor in planning, managing, regulating, and utilizing the company's resources[2]. Human capital is a key, and by all accounts increasingly important, part of the resource-base of firms. Human resources have been called the "key ingredient to organizational success and failure", including success and failure in company innovation performance[3]. Improvement of transportation services is very necessary because currently, the development of shipping companies in the field of agency increases from year to year. It can be seen from the increase in new shipping companies, both local companies, and foreign companies which cause intense competition among agency companies.

The development of human resources is related to the increase in intellectual abilities needed to carry out better work. The development of human resources is related to the increase in intellectual abilities needed to carry out better work. The Development also helps workers to prepare themselves in the face of changes in jobs or positions caused by the presence of new technology or new product markets[8]. The quality of Human Resources is not only determined by the aspects of skills or strength of physical strength, but it is also determined by education or the level of knowledge, experience or maturity and attitudes and values they have[4]. Human Resources (HR) is a determining factor in competition as well as the development of shipping companies. Without the performance of good human resources, any advanced shipping company in the field of technology will have no meaning, because the availability of potential and qualified workforce can achieve the goals and targets that have been programmed by shipping companies. For this reason, the role of shipping companies is very important for the shipping world in Indonesia.

PT Pelayaran Nasional Indonesia (Persero) or also called PT. PELNI (Persero) is one of the State-Owned Enterprises concerning shipping. PT. PELNI (Persero) provides sea transportation services, including passenger and goods transportation services between islands. Because it has a wide shipping scope in Indonesia, the Branch Offices of PT. PELNI (Persero) is available in all areas in Indonesia. PT. PELNI (Persero) Tanjung Priok Branch is one of the branches of PT. PELNI (Persero), which is located in the Jakarta area concerning shipping, serving the operation of passenger, goods and animal transportation. Not only does it operate its ships, but also has a strategic business, which is to serve domestic ships owned by other companies which are referred to as ship agency activities.

2. Method

This research was a descriptive study with survey methods and data collection techniques using questionnaires that were manifested in the form of statements and given to respondents to be filled in according to the actual situation. The population of this research was the Agency Division at PT PELNI (Persero) Tanjung Priok Branch which consisted of 30 people. Variables are a concept that has variability over diversity which becomes the focus of the research[5]. The variables in this study were Quality Analysis of Human Resources and Agency Services of Domestic Ships at PT PELNI (Persero) Tanjung Priok Branch. This study used two variables, the quality of human resources as variable X, agency services as variable Y, in which both of these variables were analyzed to determine the quality of human resources that influence agency services in domestic ships at PT PELNI (Persero) Tanjung Priok Branch. For this reason, the data analysis technique carried out in this study was a quantitative descriptive analysis technique using a reliable questionnaire. The technique used a qualitative data percentage which was converted to quantitative to make it easier to obtain the final results of two or more variables and then the data were converted to qualitative again[6].

3. Discuss And Result

PT. PELNI (Persero) Tanjung Priok Branch is a shipping company that serves the operation of passenger, goods and animal transportation. Not only does it operate its own ships, but also has other businesses which are serving domestic ships owned by other companies which are referred to as ship agency activities. To achieve good agency service quality provided by PT. PELNI (Persero) Tanjung Priok Branch for its customers, it requires employees who have high-quality human resource. As the object of this research, in analyzing the process, it discussed about the Quality Analysis of Human Resources and Agency Services of Domestic Ships at PT PELNI (Persero) Tanjung Priok Branch.

In this journal, the researchers used 30 respondents consisting of 50% men and 50% women. The highest average age of 40 to 49-year-old was 30% of the total respondents. While for the education level was 36.6% of the 30 respondents were graduated from a bachelor degree. The average respondents who were sampled had 30% working experience at PT PELNI

(Persero) Tanjung Priok Branch, which was in the range of 16-20 years of working time. The questionnaire in this study was in the form of a rating scale, in the form of items that were followed by columns showing the level. There were 5 levels used in the research questionnaire, which were: Strongly Disagree (SD) with a value of 1; Disagree (D) with a value of 2; Doubtful (D) with a value of 3; Agree (A) with a value of 4; and Strongly Agree (SA) with a value of 5.

Each statement answered by the respondent has a listed value that can find out how the relationship between the quality of Human Resources owned by the company and the quality of services provided, especially in the field of agency services at PT PELNI (Persero) Tanjung Priok Branch. This study used data collection techniques using a questionnaire distributed at PT PELNI (Persero) Tanjung Priok Branch. In detail, the description of Human Resources quality data at PT PELNI (Persero) Tanjung Priok Branch obtained average (mean) = 39.23 and standard deviation = 2.712. The table of Human Resources quality data distribution is as follows:

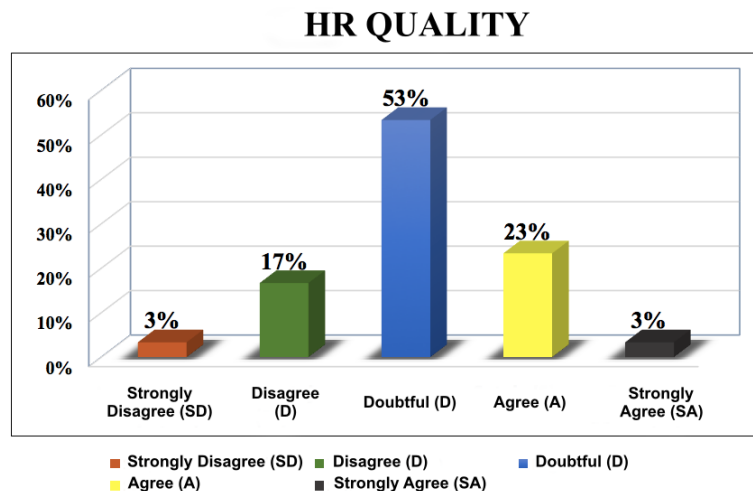
Table 1. The results of the questionnaire from Human Resources Quality

No.	Interval	Category	Frequency	Percentage (%)
1.	$X \leq 35,162$	Strongly Disagree	1	3%
2.	$35,162 < X \leq 37,874$	Disagree	5	17%
3.	$37,874 < X \leq 40,586$	Doubtful	16	52%
4.	$40,586 < X \leq 43,298$	Agree	7	23%
5.	$43,298 \leq X$	Strongly Agree	1	3%
TOTAL			30	100%

(*Source: Processed by the researchers)

The results of Table 1 are displayed in the form of visible chart as follows:

Chart 1. Human Resources Quality



(*Source: Processed by the researchers)

Based on the research table and chart on the X variable from 30 respondents, it can be seen that the analysis of Human Resources quality owned by PT PELNI (Persero) Tanjung Priok Branch is 53% of doubtful about the quality of Human Resources owned, while the percentage of strongly disagree is 3%, disagree is 17%, agree is 23% and strongly agree is 3%. Based on the results of the study, it is interpreted that the quality of Human Resources owned by

PT PELNI (Persero) Tanjung Priok Branch whose categories strongly agree or in other words is that the quality of Human Resources is very good is 1 person. The employee has skills and understands the domestic ship agency including the document management, details of agency costs, and the ship service operation when arriving and departing. The category of agree or in other words the quality of Human Resources is good is 7 people. Those employees have skills and understand the domestic ship agency including the document management and the ship service operation when arriving and departing. The category of doubtful or in other words the quality of Human Resources is doubtful between lack understanding and understanding is 16 people. Those employees are still doubtful about the quality of their capabilities. The category of disagree or in other words the quality of Human Resources does not have skills in the field of domestic ship agency is 5 people. These employees do not have the skills in managing domestic ship agency and the quality of capabilities they have is lacking in managing domestic ship agency procedures. The category of strongly disagree which means that the quality of Human Resources does not have skills in the field of domestic ship agency is 1 person. The employee is very irrelevant in managing domestic ship agency and the quality capabilities he has is lacking in managing domestic ship agency procedures including the document management of ship agency and ship agency procedure. It can be concluded from the results of the analysis above that the average Human Resources capacity at PT PELNI (Persero) Tanjung Priok Branch is more in doubt, this is caused by the absence of special training provided to employees regarding handling of domestic ships agency and most of them are not the expert of the agency which causes a lack of skills and the expertise of employees in handling the agency of domestic ships at PT PELNI (Persero) Tanjung Priok Branch. This also resulted in employees being doubtful about the Human Resources owned by the company because the ability of good communication is decreasing to the customers of domestic ships and the lack of handling of the documents, so it can be concluded that the Human Resources owned by PT PELNI (Persero) Tanjung Priok Branch were not ready in handling the agency field of domestic ships. It is expected that the company recruit Human Resources who work in accordance with the expertise, skills and quality education so that the quality of services provided is more total in carrying out tasks in the field of domestic and foreign ship agency.

The quality of Human Resources can also affect the quality of agency services for domestic ships in Indonesia, especially the agency of PT PELNI (Persero) Tanjung Priok Branch. Based on the results of each statement answered by the respondent in detail, it can be obtained a description of the Agency Service data at PT PELNI (Persero) Tanjung Priok Branch, with an average of 40.60 and standard deviation = 2.955. The distribution table for agency service data is as follows:

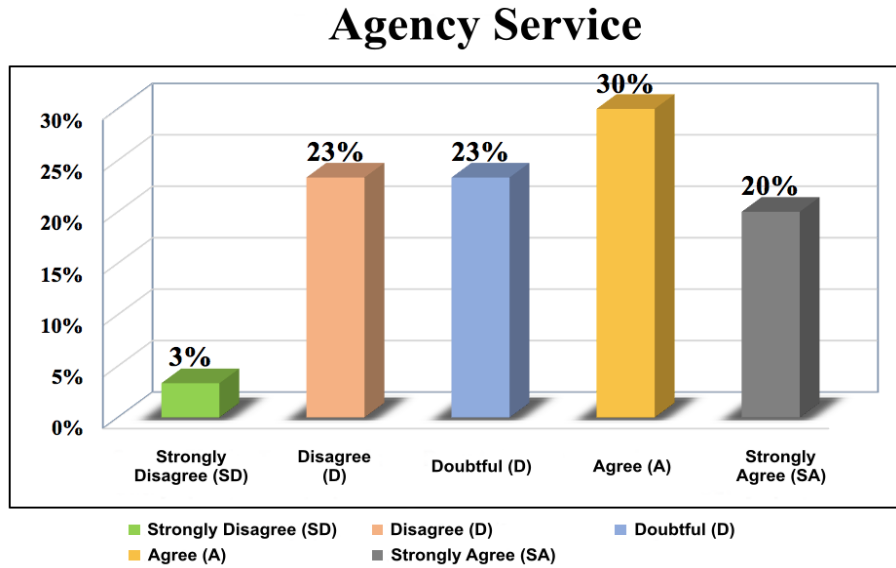
Table 2. The results of the questionnaire from Agency Service

No.	Interval	Category	Frequency	Percentage (%)
1	$X \leq 36,1675$	Strongly Disagree	1	3%
2	$36,1675 < X \leq 39,1225$	Disagree	7	23%
3	$39,1225 < X \leq 42,0775$	Doubtful	7	23%
4	$42,0775 < X \leq 45,0325$	Agree	9	30%
5	$45,0325 \leq X$	Strongly Agree	6	20%
TOTAL			30	100%

(*Source: Processed by the researchers)

The results of Table 2 are displayed in the form of visible chart as follows:

Chart 2. Agency Service



(*Source: Processed by the researchers)

Based on the research table and chart on the Y variable from 30 respondents, it can be seen that agency service analysis owned by PT PELNI (Persero) Tanjung Priok Branch shows 30% of agree on agency services provided to ship agency customers, while the percentage of strongly disagree is 3%, disagree is 23%, doubtful is 23% and strongly agree is 20%. Based on the results of the study, it can be interpreted that the quality of agency services owned by PT PELNI (Persero) Tanjung Priok Branch in the category of strongly agree or in other words the quality of HR is very good is 6 people. These employees have skills and are very knowledgeable about domestic ship agency services including the agency marketing, how to communicate with customers and the document management, details of agency costs, and the ship's operation when arriving and departing, to serve them well and on time. The category of agreeing or in other words the quality of agency services is good is 9 people. These employees have agency service quality and understand about domestic ship agency services including the management of documents and the operation of the shipping service when arriving and departing. The category of doubtful or in other words the quality of domestic ship agency services is doubtful about lack of understanding of agency services is 7 people. These employees are still doubtful about the quality of their capabilities in building relationships with customers or relations in ship agency and services regarding the documents are lacking. The category of disagreeing or in other words the quality of Human Resources is not good in agency services in the field of domestic ship agency is 7 people. These employees do not have the quality of domestic ship agency services and lack of understanding in building communication with customers and the quality of capabilities they have is the lack of servicing domestic ship agency documents. The category of strongly disagree or in other words the quality of Human Resources does not have skills in the area of domestic ship agency is 1 person. The employee is not very qualified in domestic ship agency services as well as lack of domestic ship agency marketing. Based on the results of the above analysis, it can be concluded that PT PELNI (Persero) Tanjung Priok Branch has the dominant quality service to ship agency customer of agree. These results can be concluded that the employees give good agency services to customers in terms of conducting the supplier and establishing communication relationships with customers. It also resulted that the agency customer feels comfortable with the services provided by PT PELNI (Persero) Tanjung Priok Branch, not only the services provided, but

customers are their priority. The company is increasingly known for its good image because of the agency services in terms of communication and excellent service. It is expected that the company will continue to maintain this and increasingly improve through training and the cooperation between teams will be increasingly improved.

4. Conclusion

Based on the results of the above research data, the researchers can find out that on variable X about the quality of HR owned by PT PELNI (Persero) Tanjung Priok Branch is 53% who answer doubtful, while on variable Y about Agency Service to ship agency customers get a result of 30% who answer agree. It can be seen that the agency services owned by PT PELNI (Persero) Tanjung Priok Branch are available quite well with the support of the inaportnet system that has been implemented in the company to facilitate employees in document management. But, this is not supported by the quality of human resources owned by the company because most of the employees answered doubtfully about the quality they had. Thus, to improve the quality of agency owned by the company, there needs to be special training to improve the quality of agency Human Resources regarding special expertise in agency management of the ships. It should also be supported by increased marketing and building good communication relations with the principle. Therefore, the agency principal of the company is satisfied with the services provided by the company for increasing efficiency and effectiveness in the Quality of Human Resources and Agency Services, so that the company can be better known with a good image.

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