

The Level of Customer Satisfaction Toward Vehicle Terminal Handling Performed by The Port Service Provider

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Abstract

The aim of this study is to know the level of customer satisfaction toward vehicle terminal handling performed by PT Indonesia Kendaraan Terminal. The authors have researched five dimensions of service quality, namely Tangible, Reliability, Responsiveness, Assurance, and Emphaty. This study uses quantitative research method with a descriptive explorative approach. Data collection is done by distributing questionnaires to 35 companies being PT Indonesia Kendaraan Terminal's customers as saturated sample. The technique for data analysis uses the method of Importance Performance Analysis and Customer Satisfaction Index. The result of research shows that the service performance of PT Indonesia Kendaraan Terminal still has some weaknesses which need to be paid attention. From the calculation of CSI value for PT Indonesia Kendaraan Terminal's customer service, it finds the figure as big as 65.33% which can be interpreted as being included in the category of Fairly Satisfying.

Keywords: Service Quality; Performance; Importance; Satisfaction

Introduction

Port takes a very important role as the entrance for national economy where it is a part of transportation chain which directly supports industrial development as well as trade (Ugboma, Ogwude, Ugboma, & Nnadi, 2007) (Song & Yeo, 2004),(Guswanto, Gumilar, & Hamdani, 2012).

Port management should understand the symptoms of high competition which has started going global now (Guswanto et al., 2012). Surely, this should become a trigger for the management to be always aware by anticipating and adjusting various activities from both sides of technology and human resources to keep getting market share (Ugboma, Ibe, & Ogwude, 2004). According to (Berry, Parasuraman, & Zeithaml, 1988), high market share will automatically enable a company to compete consistently and maintain its business viability.

To keep successful and survive, it is a must for port management to deliver quality service to the port users (Ugboma et al., 2004) (Guswanto et al., 2012) (Saomole & Susanto, 2013). Some researches on service quality state that delivering best service is an advantageous strategy because it results in more new customers, more businesses with the existing customers, less leaving customers, more insulation from price competition, and less mistakes that need service performance. (Berry et al., 1988) (Song & Yeo, 2004) (Ugboma et al., 2004) (Ugboma et al., 2007). (Kotler & Keller, 2006) in line with (A, Leonard, & Valarie, 1991) report that bonafide companies have aims to make customers happy by only promising what they can deliver, and then they deliver more than what they promise.

Having various service products does not automatically make customers satisfied. (Zeithaml, Parasurarnan, & Berry, n.d.) in (Saribanon, Sitanggang, & Amrizal, 2016) state that the high or low customer satisfaction itself depends on the quality of services offered by the company, so customer satisfaction depends on the assumed performance in delivering value relative to the buyer's expectation. This is in line with the research done by (Matzler, Bailom, Hinterhuber, Renzl, & Pichler, 2004). According to (Abbas Salim, 2012), the elements of transportation include moving and physically changing the place of goods (commodities) and passengers to another place. According to (Miro, 2005), transportation can be defined as the effort to translocate, move, carry, or transfer an object from one place to another, where the object is more useful or can be used for certain purposes. Thus, transportation means a process, namely process of translocating, process of moving, process of carrying, and process of transferring where these processes can not be separated from the need for supporting tools to ensure the smooth process of moving in accordance with the expected time.

Related to transportation, one of its components is terminal which functions as the place of temporary halt for public vehicles to load and unload passengers and goods until they arrive at the final destination, and also as the place for controlling, supervising, regulating and operating the system of passengers and

goods transportation flow, in addition to accelerate the flow of passengers and goods transportation (Ministry of Transportation [Departemen Perhubungan], 1996). As a place to pass by, terminal is basically a service business. According to Supriadi Setiawan (2011:14), service is an abstract thing, therefore it is more difficult to be handled rather than goods. If goods can be explained as physical objects or tools, then service can be performance or action.

Concerning the above explanation, the authors will focus the research on the five determiners of service quality according to (Fandi Tjiptono, 2008), namely 1) reability; 2) responsiveness; 3) confidence; 4) emphaty; and 5) tangible, which can be used to measure the customer satisfaction level of service users. Customers in evaluating the quality of service which they have received will use the level of customer's interest (expectation) and company's performance as references (Chu, 2002).

The aim of this study is to analyze the level of customer satisfaction toward the service of vehicle terminal handling delivered by PT Indonesia Kendaraan Terminal.

Method

This study used quantitative research method with a descriptive explorative approach. Data collection was done by distributing questionnaires to only 35 respondents representing the total number of PT Indonesia Kendaraan Terminal's customers. The measurement was carried out using Likert scale consisting of five grades. To answer the problem statement, *Importance-Performance Analysis* (Martilla & James, 1977), (Azzopardi & Nash, 2013) and *Customer Satisfaction Index* (Nurhayatin, Mudzakir, & Wibowo, 2015) were used.

Discussion and Results

A. Importance-Performance Analysis (IPA) Measurement

The calculation of answers to the questionnaires shows that the score for perception on the importance or customer's expectation (Y) is 4.3506 on

average. It means that customers assume that the service delivered by PT Indonesia Kendaraan Terminal is important and they expect perfect results. Whereas the score for perception on the service performance (X) is 3.1922 on average.

The compatibility between the level of interest and the level of performance is fairly good. This is supported by the opinion of (Nurhayatin et al., 2015) (Siyamto, 2017); if the percentage is 66%-80.99%, then it can be said that the performance of each attribute has been able to fulfill customer's expectation but still needs more improvements. It means that the service performance of PT Indonesia Kendaraan Terminal is considered as fairly satisfying, of which many factors should be improved.

Table 1.
Recapitulation of Importance/Expectation and Performance Level Calculation

Variable code	Attribute	Perception on the Importance Level	Perception on the Execution Level
		Average Score (Yi)	Average Score(Xi)
V1	The arrival and departure punctuality of vessels for loading and unloading vehicles	4.2857	4.0286
V2	Friendly service and ready to help the operator of vehicle loading and unloading	4.1714	4.1429
V3	The ability of PT Indonesia Kendaraan Terminal employees to immediately respond the emerging problems	4.6857	3.4286
V4	The ability of PT Indonesia Kendaraan Terminal employees to immediately respond customer's complaint.	4.4286	3.3714
V5	Knowledge and capability of PT Indonesia Kendaraan Terminal employees.	4.2286	3.0571
V6	Making effective communication with customers.	4.1143	3.2286
V7	Paying attention in general to customers.	4.2286	2.8286
V8	Responsibility for the security and comfort of work environment.	4.1714	2.8000
V9	Facilities and infrastructure of building which functions well.	4.4286	2.5714
V10	Cleanliness and tidiness of field, office rooms, and toilet.	4.6857	2.8857
V11	Appearance and tidiness of PT Indonesia Kendaraan Terminal employees and field operator.	4.4286	2.7714

Average		4.3506	3.1922
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From the calculation of average value for the perception on the execution level of service performance of PT Indonesia Kendaraan Terminal, *Importance-Performance Grid* can be made. The value of *Importance* is used as Abscissas axis, whereas the value of *Performance* is used as Ordinate axis. For each observation attribute (V), the results of X_i , Y_i , average X , and average Y calculation are then, as have been done by (Sugiyono, 2014) (Nurhayatin et al., 2015) (Siyamto, 2017), mapped in the Cartesius diagram. The result of mapping is presented in Figure 1.

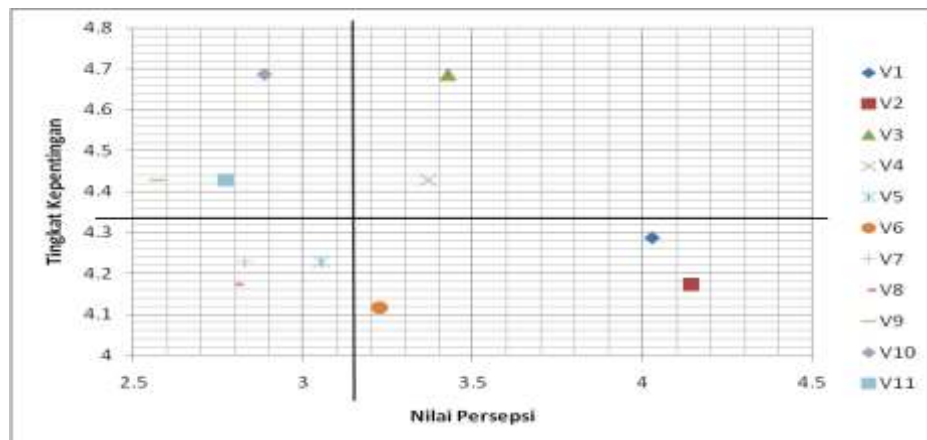


Figure 1.
Result of Mapping the Respondent's Valuation on Customer Satisfaction

Seen from the mapping result in Figure 1, the attributes of service delivered by PT Indonesia Kendaraan Terminal in Quadrant I or Main Priority Quadrant show that some performances should be improved, namely:

- V9 : Facilities and infrastructure of building which functions well.
- V10 : Cleanliness and tidiness of field, office rooms, and toilet.
- V11 : Appearance and tidiness of PT Indonesia Kendaraan Terminal employees and field operator.

The attributes of service aspect of PT Indonesia Kendaraan Terminal to the customers in Quadrant II or the Quadrant of Maintain Achievement, which means their performance should be maintained, are as follows:

V3 : the ability of PT Indonesia Kendaraan Terminal employees to immediately respond the emerging problems.

V4 : the ability of PT Indonesia Kendaraan Terminal employees to immediately respond customer's complaint.

The attributes of service aspect of PT Indonesia Kendaraan Terminal to the customers in Quadrant III or the Quadrant of Low Priority, which means they need to be paid further attention or to be watched out, namely those considered as not important and their level of service delivery is still low, are as follows:

V5 : Knowledge and capability of PT Indonesia Kendaraan Terminal employees

V7 : Paying attention in general to customers.

V8 : Responsibility for the security and comfort of work environment

Whereas the attributes of service aspect of PT Indonesia Kendaraan Terminal to the customers in Quadrant IV or the Quadrant of Excess, which means their delivery is fairly good but considered as not so important, are as follows:

V1 : The arrival and departure punctuality of vessels for loading and unloading vehicles.

V2 : Friendly service and ready to help the operator of vehicle loading and unloading.

V6 : Making effective communication with customers.

B. Customer Satisfaction Index (CSI)

Customer Satisfaction Index was used to know the level of overall customer satisfaction by seeing the importance level of product/service attribute. The CSI calculation for the service quality of PT Indonesia

Kendaraan Terminal based on respondent's perception is fully presented in Table 2.

Table 2.
CSI Value Calculation of PT Indonesia Kendaraan Terminal

No	Variable Code	Service	Average Score (Yi)	Weighting Factor (WF) in %	Average Score (Xi)	Weighted Score (WS)
1	2	3	4	5	6	7= 5 X 6
1	V1	The arrival and departure punctuality of vessels for loading and unloading vehicles	4.2857	8.9552	4.0286	0.3608
2	V2	Friendly service and ready to help the operator of vehicle loading and unloading	4.1714	8.7163	4.1429	0.3611
3	V3	The ability of PT Indonesia Kendaraan Terminal employees to immediately respond the emerging problems.	4,6857	9.7910	3.4286	0.3357
4	V4	The ability of PT Indonesia Kendaraan Terminal employees to immediately respond customer's complaint.	4,4286	9,2538	3.3714	0.3120
5	V5	Knowledge and capability of PT Indonesia Kendaraan Terminal employees.	4.2286	8.8359	3.0571	0.2701
6	V6	Making effective communication with customers.	4.1143	8.5970	3.2286	0.2776
7	V7	Paying attention in general to customers.	4.2286	8.8359	2.8286	0.2499
8	V8	Responsibility for the security and comfort of work environment.	4.1714	8.7163	2.8000	0.2441
9	V9	Facilities and infrastructure of building which functions well.	4.4286	9.2538	2.5714	0.2380
10	V10	Cleanliness and tidiness of field, office rooms, and toilet	4.6857	9.7910	2.8857	0.2825
11	V11	Appearance and tidiness of PT Indonesia Kendaraan Terminal employees and field operator.	4.4286	9.2538	2.7714	0.2565

Total	47.8572	100	35.1143	3.1882
CSI Value				63.76%

$$\text{CSI value} = \frac{\text{Weight Average}}{\text{Highscale}} \times 100\% = \frac{3.1882}{5} \times 100\% = 63.76\%$$

From the CSI calculation for the customer service of PT Indonesia Kendaraan Terminal, it finds the figure of 63.76% which can be interpreted as included in the category of fairly satisfying (see Table 3).

Table 3.
Interpretation of CSI Calculation Result

No	Interval of CSI Value	Category of Satisfaction Level
1	0% –34.99%	Unsatisfying
2	35% –50.99%	Not So Satisfying
3	51% –65.99%	Fairly Satisfying
4	66% –80.99%	Satisfying
5	81% – 100%	Very Satisfying

Source: (Bhote, 1996)

From the overall result of this research, there are several variables that the performance should be improved. In line with this, (Widodo & Sutopo, 2018) state that if the performance is under 80%, it can be said that the performance is not so good, customers just feel satisfied enough.

Effective actions should be made by PT Indonesia Kendaraan Terminal to deliver better service to customers, such as:

1. Schedule of vessel is made to be on time as determined by continuously making communication; PT Indonesia Kendaraan Terminal informs the position of vessel in order that the ground operator immediately prepares the facilities necessary for accelerating the process of vessel berth at the port.
2. Coordinating and supervising the activity of operational planning for loading and unloading services by fulfilling the need for loading-unloading

facilities and other supporting facilities, to ensure the availability of terminal operation plan from the quayside to the stacking place, thus the operational activities run as planned.

3. Improving the quality of service and facilities in the building by cleaning and doing maintenance through minor and routine repair, so that the cleanliness, especially toilet, is maintained; improving the quality of service in the field by providing waiting room for employees or visitors, who will be picked up by comfortable and secured shuttle car, and paying attention to the comfort for the employees and operators in the field during the operational activities for the sake of being orderly and organized to prevent work accidents.
4. Organizing education and job training aimed at enriching the working skills of operators and employees of PT Indonesia Kendaraan Terminal to deliver better services to support achieving the target of customer satisfaction.

Conclusion

In general, some attributes of service quality assessment of PT Indonesia Kendaraan Terminal are fairly good. Therefore, the company should make improvements and pay attention to each attribute categorized as not good and supervise the attribute which has been good so that the service quality of PT Indonesia Kendaraan Terminal can be better and, in turn, the level of customer satisfaction is achieved as targeted.

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