

IMAGE IDENTIFICATION OF KOJA CONTAINER TERMINAL TOWARDS GOOD GOVERNANCE

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Abstract: Koja Container Terminal is a joint venture company between Hutchison Port Indonesia with Hongkong Base Global Port Operator and Indonesia state-owned enterprise port corporation, with the capacity of 1.000.000 TEUS, equipped with anchors with seven Panamax dock container cranes. Located in North Jakarta, Indonesia. This study will discuss the human resource image and performance image of Koja Container Terminal toward Good Governance. This study is a quantitative study using questionnaires as a tool to collect data. This study intended to know the effect of human resource image and performance image from Koja Container Terminal toward Good Governance. The results of this study are the image quality of human resources and the image of performance has an influence of 53.9% and has a strong relationship to good governance at the Koja Container Terminal.

Keywords: *Koja Container Terminal, Image, Human Resources Image, Performance Image, Good Governance*

Introduction

Image is something that cannot be seen but can be felt. Unfavorable conditions or company performance can lead to a reduced level of confidence in the ability of a company to carry out its functions and duties. If there is a scope of distrust of a company, the community's support for a company will also decrease. Therefore, an understanding of how the response and public opinion on the company's image today is very important to study.

It is very important to understand public opinion because by understanding public opinion we can find solutions to communication and transparency problems that companies should do to increase customer trust. Customers will certainly support the company if the information submitted about the performance of the company is to the wishes, expectations, and needs of the public, it is hoped that the information is good. Several aspects must be considered in building a good corporate image, namely the image of human resources and the image of performance.

Human resources are very important organizational elements. Human resources are the main pillar as well as the driving force of the organization to realize its vision and mission. Therefore, it must be ensured that these resources are managed as well as possible and placed in positions that are by their qualifications to be able to contribute optimally to improve the quality of service. And a good image can also be assessed from the performance image which can be calculated from the higher the stock price, the better the performance of a company.

Public opinion on the company's image must be based on facts and data obtained. It is very important to understand more deeply how society assesses the position, function, and role of a company and how public trust in a company through image elements to achieve good governance.

Good governance is the implementation of solid and responsible development management in accordance with democratic and market principles, avoiding malinvestment of investment funds and preventing corruption both politically and administratively, implementing budgetary discipline, and creating legal and political frameworks for the expansion of business activities.

In this study, the author will conduct research on the Koja Container Terminal which is a joint venture for Container Terminal Operations between Hutchison Ports Indonesia and the Hongkong Base Global Port Operator, and the Indonesian State-Owned Enterprise Ports Corporation. With a capacity of one million TEUs, the three berth points are equipped with seven Panamax dock container cranes. Located in North Jakarta, Indonesia.

However, the problems faced by the Koja Container Terminal at this time are the placement of employees who are not following the competencies so that the performance achieved will not be optimal, and has not fully implemented the company's information disclosure which can lead to a decrease in consumer confidence in the company, and also KKN actions still occur in the company.

Based on the description of the background of the problem that has been presented, the researchers decided to conduct a study under the title "IMAGE IDENTIFICATION OF TPK KOJA TOWARDS GOOD GOVERNANCE".

Literature Review

Image

According to (Mulyadi, 2018) image is knowledge about oneself and attitudes towards oneself which have different groups. This shows that image is how the world sees us. In other words, the image is the impression of a person or individual about something caused by his knowledge and experience. The importance of companies in maintaining a good image is believed to be able to maintain public trust in the products and services produced (Ismaulidina et al., 2020). A good image will have a positive impact on the company, while a bad image will have a negative impact and weaken the company's ability to compete (Pudjiastuti, 2018).

Human Resources Image

The image of human resources includes professionalism, attitude, and morals (Pudjiastuti, 2018). Professionalism means that employees in the company have expertise and skills that can be achieved through formal education and training. Morals and attitudes can be seen from the extent of the implementation of the code of ethics in the company. This code of ethics rests on the norms of truth and moral ethics that apply in society. Employees' attitudes that are contrary to this truth norm can reduce the company's image. It can also be interpreted that the image of human resources is an individual's perspective on the professionalism, attitude, and morals possessed by an employee in a company which is the main factor that determines the success of the company.

Performance Image

The performance image is determined by the extent to which a company runs its business, for example, the performance image is how high the cost of its shares, the higher the cost, the better the performance image of a company (Pudjiastuti, 2018). Performance image is how the world around us perceives a job that has been done by a company.

Good Governance

According to (Agustina et al., 2021), Good Governance is defined as the United Nations Development Program (UNDP) is the implementation of politics, economy, and administration as well as the management of the nation's problems. The implementation of good governance is implemented based on the level of transparency, accountability, and a sense of corporate responsibility to strengthen the trust (Beshi & Kaur, 2020). Good governance is often interpreted as good governance or as the implementation of solid and responsible development management that is in line with the principles of democracy and an efficient market, avoiding misallocation of investment funds and preventing corruption both politically and administratively, implementing budgetary discipline. and creating a legal and political framework for the growth of business activities (Jefri, 2018). Good governance is the implementation of responsible management and development that is in line with the principle of equal treatment for all people. The elements contained in Good Governance according to (Pudjiastuti, 2018) are as follows:

1. Visionary
2. Openness and transparency
3. Participation
4. Accountability
5. The rule of law
6. Democracy
7. Professionalism and competence

8. Responsiveness
9. Efficiency and effectiveness
10. Decentralization
11. Private sector and civil society partnership
12. Commitment to reducing inequality
13. Commitment to environmental protection
14. Commitment to a fair market

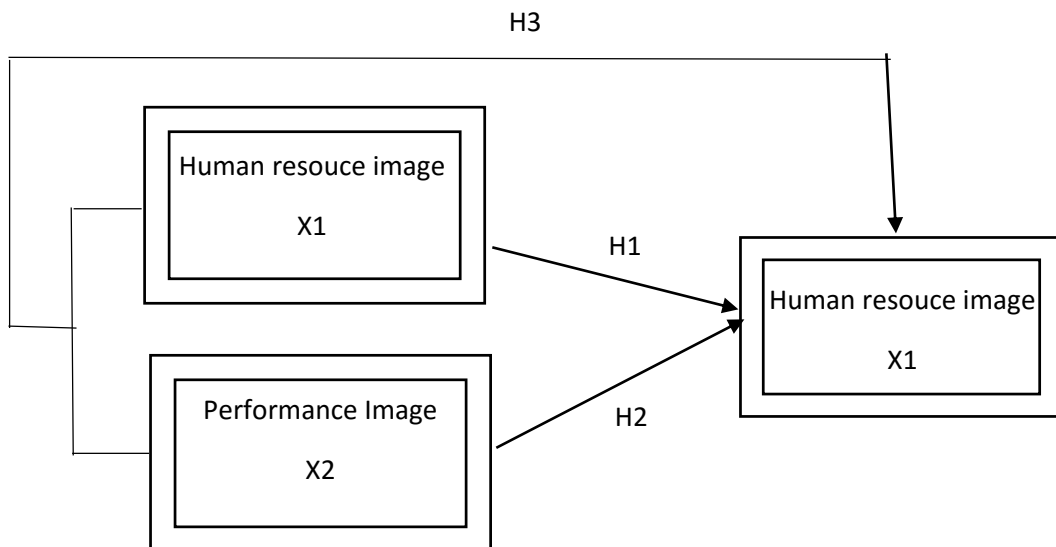


Figure 1. Conceptual framework of research method

Source: Authors

H1: There is an Influence of Human Resource Image on Good Governance of Koja Container Terminal

H2: There is an Influence of Performance Image on Good Governance of Koja Container Terminal

H3: There is an Influence of Human Resource Image and Performance Image on Good Governance of Container Terminal Koja

Method

This research is a quantitative study using a questionnaire as a data collection tool. Quantitative research is research based on number and size, which

produces truth and empirical facts in general (Firmansyah & Masrun, 2021). This study uses data from customers and employees of the Koja container terminal in 2022 as a population of 537 using a sample of 50 respondents which is calculated using the Slovin formula with an error rate of 10%. This study uses multiple linear regression with the regression equation $Y = a + b_1X_1 + b_2X_2$ and must meet the requirements through the normality test, linearity, heteroscedasticity test, and multicollinearity test.

Discussion and Result

Validity Test and Reliability Test

According to (Sugiono, 2019) validity test is a test used to determine whether it is valid or invalid. And reliability test is a test that shows the extent to which a measuring instrument can be trusted or relied on (Janna & Herianto, 2021).

Table 1. Result of Validity Test and Reliability Test

Reliability Statistics X1				
Cronbach's Alpha	N of Items			
.770	5			
Reliability Statistics X2				
Cronbach's Alpha	N of Items			
.722	5			
Reliability Statistics Y				
Cronbach's Alpha	N of Items			
.846	5			
Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.734 ^a	.539	.519	1.680
a. Predictors: (Constant), Performance, Human Resources				
b. Dependent Variable: Good_Governance				

Source: The result of SPSS

After conducting the Validity and Reliability Test with a significance level of 5%, all questions were declared Valid and Reliable because the value in R

Count was greater than R Table (0.2353), and Cronbach's alpha value was greater than 0.6.

Normality test

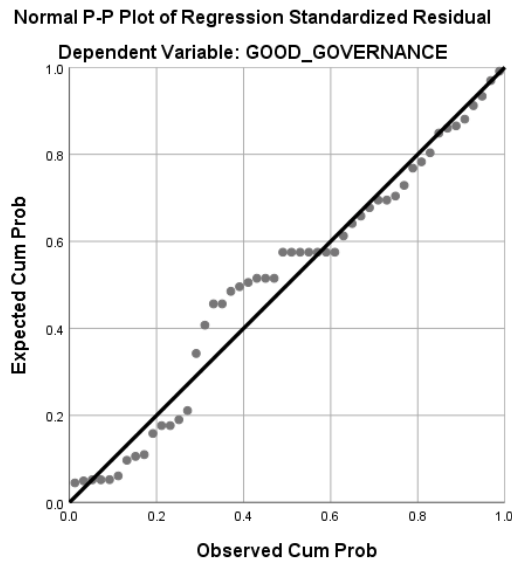


Figure 2. Result of Normality Test

Source: The result of data by SPSS

Based on figure 2, it can be concluded that data in this study are normally distributed, as evidenced by the distribution points that spread and stick to the diagonal line.

Linearity Test

Table 2. Result of Linearity Test

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
GOOD_GOVERNANCE * SDM	Between Groups	(Combined)	141.435	7	20.205	5.793	.000
		Linearity	114.219	1	114.219	32.749	.000
		Deviation from Linearity	27.216	6	4.536	1.301	.278
	Within Groups		146.485	42	3.488		
	Total		287.920	49			

Source: The result of data by SPSS

Based on the table above, the significance of the deviation linearity is 0.278.

It can be concluded that there is a linear relationship in each variable.

Heteroscedasticity Test

Table 3. Result of Heteroscedasticity Test

Description	T value	sigma
Human resource image	1.004	0.32
Performance image	1.904	0.14

Source: The result of data by SPSS

From the results of the analysis above, the significance value for the X1 variable was $0.32 > 0,05$ and the X2 variable was $0.14 > 0,05$. So it can be concluded that the data in this study did not contain symptoms of heteroscedasticity.

Multicollinearity Test

Table 4. Result of Multicollinearity Test

		Coefficient	
		Collinearity Statistics	
Model		Tolerance	VIF
1	Human Resources	.847	1.181
	Performance	.847	1.181

a. Dependent Variable: Good_Governance

Source: The result of data by SPSS

Based on the results in the table above, the collinearity tolerance value for X1 and X2 is 0.847 and the VIF statistics for X1 and X2 is 1.181. So it can be concluded that the research data does not detect multicollinearity because the collinearity tolerance value is more than 0.1 and the VIF statistics value is less than 10.

Multiple Linear Regression

Multiple linear regression (Sinaga, 2021) is a linear regression used to determine the effect between two or more independent variables and one dependent variable.

Table 5. Result of Multiple Linear Regression Test

Model		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.334	3.164		-1.421	.675
	Human Resources	.583	.134	.469	4.362	.000
	Performance	.457	.120	.410	3.810	.000

a. Dependent Variable: Good_Governance

Source: The result of data by SPSS

$$Y = a + b_1x_1 + b_2x_2$$

$$Y = -1.334 + 0.583 (X1) + 0.457 (X2)$$

The linear regression equation can be explained as follows:

- The constant value (a) of -1.334 indicates the value of the variables X1 and X2 is constant concerning Y (X=0)
- If the value of each variable increases by 1 (X=1), then the value of the constant or variable Y increases to -0.294
- The equation is positive. So it can be concluded that the better the image of human resources and the image of performance, the higher the application of good governance in the company.

T-test (Partial)

Based on the results of the analysis in table 5, the value of the significance of the variables X₁ (0,00) and X₂ (0,00) is less than 0,05, and the T- Count value is greater than the T-Table 1,677. It can be concluded that H₁ and H₂ contained an influence on good governance in a company.

F test

Tabel 6. Result of F Test

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	155.215	2	77.607	27.486	.000 ^b
	Residual	132.705	47	2.824		
	Total	287.920	49			

a. Dependent Variable: Good_Governance
 b. Predictors: (Constant), Performance, Human Resources

Source: The result of data by SPSS

Based on the table 6 we get signification value $0,00 < 0,05$ dan F value is $27.486 > 3.20$ and we can conclude that H3 can be accepted. In conclusion, there is an effect between performance image and human resource image toward good governance of a company.

Determinant Coefficient

Table 7. Result of Determinant Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.734 ^a	.539	.519	1.680

a. Predictors: (Constant), Performance, Human Resources

b. Dependent Variable: Good_Governance

Source: The result of data by SPSS

Based on table 7 the R square value is 0.539 and the R-value is 0.734, it can be concluded that the X1 and X2 variables have a large effect of 53.9% and have a very strong relationship because $R > 0.60$.

Discussion

1. Based on the results obtained from the t-test partially, it can be said that H1 and H2 obtained the significance value of the variables X1 (0.00) and X2 (0.00) smaller than 0.05 and the T-count value is greater than T-Table 1,677. It can be concluded that H1 and H2 have an influence on good governance in a company.
2. Based on the results obtained from the F-Test it can be said that H3 is accepted. Based on table 8, the significance value is $0.00 < 0.05$ and the F value is $27.486 > 3.20$, so it can be concluded that H3 is acceptable. In conclusion, there is an influence of the image of performance and the image of human resources on good corporate governance.
3. So it can be seen that the image quality of human resources and the image quality of performance have an influence of 53.9% and has a strong relationship to good governance at the Koja Container Terminal.

Conclusion

1. The influence of the image of human resources on the implementation of good governance at the Koja Container Terminal based on the data above, it can be said that employees have a good image and are following good quality standards of good governance. with the hope that the Koja Container Terminal can maintain the image quality of human resources so that it remains good and stable. To improve the image quality of human resources, it is necessary to improve employee performance and provide training for employees.
2. The effect of performance image on Good Governance at Koja Container Terminal. Based on the results of the data above, it can be said that there is an influence on good Good Governance with a value of 53.9%, the remaining 46.1% is influenced by other variables that were not carried out in this study. Hopefully, the performance image will be maintained properly and correctly. Koja Container Terminal must also improve the performance of its company by providing transparency in work assessments and giving rewards to employees who do their work exceeding standards.
3. Based on Multiple Linear Regression variable that have the most impact in this study is Human Resource Image (X1) it have Beta (β) .583 and T 4.362 wich is bigger than the other variable Performance Image (X2) that have Beta (β) .457 and T 3.810. we can conclude that Human Resource Image have the biggest impact on Good Governance at Koja Container Terminal.

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