

Effort Enhancement Quality Service Ship Agency In frame Increase Customer Satisfaction at the Agency Company PT.

Tama Anugerah Mandiri 2022

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Abstract: This study aims to analyze the service and determine the satisfaction of ship agency service users at PT. Tama Anugerah Mandiri working area of the port and authority office port Marunda class IV, using quantitative descriptive analysis techniques and reliable questionnaires. The results of the research data are in the X₁ about Increasing Satisfaction owned by PT. Tama Anugerah Mandiri, as many as 31% answered agree and hesitate, in X₂ about Ship Agency Services 36% answered agree, while the Y variable about Improving Service Quality ship agency service users get a result of 50% answering doubtful. So it can be concluded that the quality of ship agency services has an effect on efforts to increase ship agency service satisfaction at PT. Tama Anugerah Mandiri. So that the quality of ship agency services, efforts are still needed to improve the quality of ship agency services by means of companies that need to provide special training to employees of PT. Tama Anugerah Mandiri, especially in terms of building good communication and relationships with customers to improve service accuracy. includes document management in order to reduce the error rate in the service process and also needs to be supported by marketing improvements and building good communication relationships with shippers.

Keywords : *Service User Satisfaction; Ship Agency; Improving Service Quality*

A. Introduction

Indonesia is an archipelagic country the second biggest thirds the territory is waters and have scatter islands ± 17,500 islands consisting of from Island big and small, spacious more islands in Indonesia big from land that has a coastline along ±91,500 kilometers as well as have stretch beach covering an area of ±82,000 kilometers, data quoted by Sea Route Indonesian Archipelago (ALKI) then Indonesia is designated as an archipelagic country or maritime countries. agency is connection powerful by the law that happened when two party agreed make agreement, where one named party agent (agent) agree for represent party other named owner (Shipper) with condition that owner permanent have right for supervise the agent about trusted authority to him.

Definition Ship agency service company arrival, depature (Dian Permata Sari Berlian Badarusman STMT Trisakti, 2018) . Activity the arrange plan arrival or departure ships and also all necessity which needed by ship. Shipper must pointing one company cruise or branch company which is at in port certain in handle all necessity ships During be at the port that. Activity agency that alone set in Ministry of Transportation Regulation No. (*PM_11_Year_2016.*) about Maintenance and Business ship agency, in Article 2 explained that activity Ship agency is service service which conducted for represent company transport sea foreign and or ships company transport sea national During is at in Indonesia.

In something company, achievement destination company always connected with factor human. This thing because man is factor main in planning, set, manage, and utilise source power which owned company (Dian Permata Sari Berlian Badarusman STMT Trisakti, 2018) . Enhancement service transportation required because development company shipping in sector agency will the more develop every year. This thing proven with the more a lot company cruise new, good by International nor domestic, which makes competition between company agency the more tight.

Quality Source Power Man Quality source power man that no only determined by aspect Skills or strength power his physique course, will but also determined by education or rate his knowledge, experience or maturity and attitude as well as values which he has (Trisakti & No, 2021). source power Human (HR) is one of the aspect most important in support development company cruise in handle competition. Sophisticated whatever means infrastructure to Support technology, if no balanced by good HR performance so development company cruise no walk optimally, because with availability power potential and quality work could Fulfill goals and targets programmed by the company voyage because of that role source power good human to company cruise in industry Indonesian shipping became important.

PT Tama Anugerah Mandiri is one company cruise moving private in field ship agency. Provide service Ship agency, covers Ship agency domestic. Because it has room scope wide

shipping in Indonesia, then opened office solemnity and authority port (KSOP) class IV Marunda is one of the working areas of PT Tama Anugerah Mandiri, which is located in the moving area of Jakarta in field service ship agency.

(Yuliantini et al., 2022)Literature review

As moving company in the field service, company agency must quality oriented services provided. Services provided must capable create and innovate satisfaction for its customers. Enhancement satisfaction is series effort in satisfying customer on service services that have been given, customer is reason why business Keep going continues. Without customer activity service product nor service no will walk, so if concluded customer have position important in business, every business done must attempted Fulfill satisfaction customer. According to Kotler & Keller quoted by (Sugiyanto & Kurniasari, 2020). So that enhancement satisfaction Becomes end spear on a company, because with services provided could satisfying customer, thing it's very impactful positive for continuity life company that.

Definition Ship agency is service company ship a long side and depature (Dian Permata Sari Berlian Badarusman STMT Trisakti, 2018). Activity the arrange plan arrival or departure ship and everything the needs of the ship. Owner ship (Shipper) must point to one company cruise or branch company in port certain in handle all necessity ships During be at the port that. In chapter 2, in (PM_11_Year_2016.) About maintenance and operation Ship agency mentioned that activity agency is service performed for represent company transport sea foreign and/ or ships company transport sea national in Indonesia.

In something company, achievement destination company always connected with effort in increase quality service, Tjiptono disclose that Quality service becomes something must do company so that capable survive and stay get trust customer. Quality not be measured from corner look provider service course, but based on corner look / perception customer. Thing this caused because customer lah which buy and use service. If service received orfeel in accordance as expected, then quality service perceived good and satisfying (Elvan et al., 2019).

Quality service categorized as as TRRAE (*Tangibles, Reliabilty, Responsiveness, Assurance, Empathy*) (Elvan et al., 2019). (1) *Tangibles* Dimension this refer on facility physical, equipment and appearance from para personnel. (2) *Reliability* Dimension this refers to ability for deliver service in accordance as already _ promised without something error (consistent) as well as accurate. (3) *Responsiveness* Dimension this refer on will for help para customer and provide somethingservice with immediately / right time. (4) Dimensional *Assurance* this refer on knowledge and courtesy from para employee as well asability they for cause taste believe and sure. (5) Dimensional *Empathy* this refer on so far where level understanding / sympathy as well as attentionby individual which given by company to its customers.

B. Method

Study this is study quantitative with technique data collection using data using embodied questionnaire in form statement, and given to respondent for filled in accordance with actual situation. population study this is representative from partner agency PT. Tama Anugerah Mandiri working area of the port and authority office port Marunda class IV, which as many as 36 people. Variable in study this is " Effort Enhancement Quality Service Ship agency In frame Increase Customer Satisfaction at the Agency Company PT. Tama Anugerah Mandiri." Study this use three variable that is Enhancement satisfaction as variable X_1 , Ship agency as variable X_2 and Increase quality service Y. where third variable it is analyzed for knowing effort enhancement service Ship agency in country at PT. Tama Anugerah Mandiri working area of the port and authority office port Marunda class IV, . For that, technique data analysis performed in study this is technique analysis descriptive quantitative with use the completed questionnaire reliable.

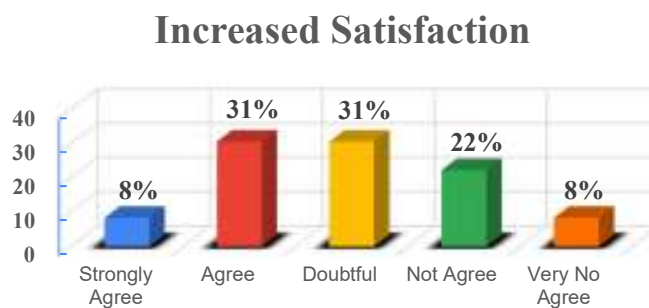
C. Discussion and Result

PT. Tama Anugerah Mandiri working area of the port and authority office port Marunda class IV, is company service ship agencies domestic property another company called as activity ship agency. For reach quality service good agency so PT. Tama Anugerah Mandiri working area of the port and authority office port Marunda class IV, give service service agency good ship to the customer, then needed effort in enhancement satisfaction to customer, as object study this in analyze discussed about enhancement satisfaction, ship agency and upgrade quality service. At PT. Tama Anugerah Mandiri working area of the port and authority office port Marunda class IV. In journal this, researcher using 36 respondents consisting of 80.6% Male and 19.4% female. Average age highest at >36 years that is by 44.4% of amount respondents. Questionnaire in study this in the form of a rating scale, in the form of item included statements the columns showing level. There are 5 (five) levels used questionnaire study, namely : Strongly Agree (SS) with value 5; Agree (S) with value 4; Indecisive (R) with value 3; Not Agree (TS) with value 2; and Very No Agree (STS) with value 1. On the statement answered by the respondent have listed value could knowing how effort in enhancement satisfaction customers in the field service agency at PT. Tama Anugerah Mandiri working area of the port and authority office port Marunda class IV. Study this use technique data retrieval with use distributed questionnaire to the Company or Related agencies as partner from PT. Tama Anugerah Mandiri. By detailed quality data description Enhancement Satisfaction at PT. Tama Anugerah Mandiri working area of the port and authority office port class IV Marunda, obtained the average (mean) = 30.67 and standart deviation = 2.165. Table increase data distribution satisfaction, as following.

Table 1. Improvement Satisfaction

interval	Category	Frequency	Percent (%)
$X > 33,914$	Strongly Agree	3	8%
$31,749 < X < 33,914$	Agree	11	31%
$29,584 < X < 31,749$	Doubtful	11	31%
$27,420 < X < 29,584$	Not Agree	8	22%
$X < 27,420$	Very No Agree	3	8%
AMOUNT		36	100%

Chart 1. Upgrade Satisfaction



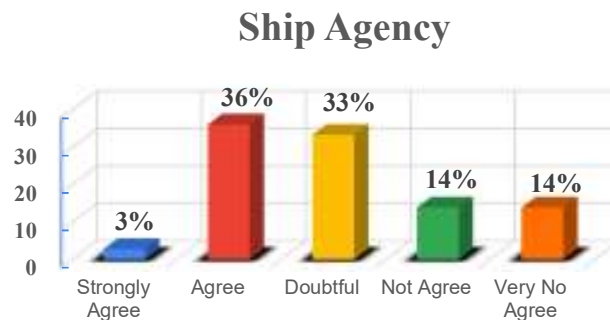
Based on tables and graphs research on variable X_1 the of 36 respondents could is known analysis enhancement the satisfaction you have PT. Tama Anugerah Mandiri working area of the port and authority office port class IV Marunda, 31% agree and still unsure while 8% strongly agree ; no agree 22% and strongly disagree agree 8%. Based on results study the interpreted that effort enhancement satisfaction done PT. Tama Anugerah Mandiri working area of the port and authority office port class IV Marunda, who categorized strongly agree or in other words effort in enhancement very good satisfaction totaling 3 people, respondents it's very sure to effort made PT. Tama Anugerah Mandiri for increase quality service. Respondents who are categorized agree with effort Enhancement satisfaction totaling 11 people, respondents who are in the doubtful category between not enough understand and understand totaling 11 people, respondents still doubting quality effort increase. Respondent category no agree totaling 8 people. Category not very much agree means respondent consider effort enhancement no impact significant totaling 3 people. Could concluded from results analysis above average effort enhancement satisfaction done PT. Tama Anugerah Mandiri working area of the port and authority office port class IV Marunda, more many is Agree and Doubtful, the caused by part respondent consider that effort enhancement the satisfaction he received not yet too impact significant to the services provided however part respondent feel that the efforts that have been done by done PT. Tama Anugerah

Mandiri working area of the port and authority office port class IV Marunda, already more lead to more direction fine, so could concluded that Effort improvements made by PT. Tama Anugerah Mandiri working area of the port and authority office port Class IV Marunda, Still must repair or add the effort in enhancement satisfaction given user service ship agency at PT. Tama Anugerah Mandiri working area of the port and authority office port class IV Marunda.

Table 2. Ship agency

interval	Category	Frequency	Percent (%)
$X > 36,376$	Strongly Agree	1	3%
$32,922 < X < 36,376$	Agree	13	36%
$29,467 < X < 32,922$	Doubtful	12	33%
$26,013 < X < 29,467$	Not Agree	5	14%
$X < 26,013$	Very No Agree	5	14%
AMOUNT		36	100%

Chart 2. Ship agency



Based on tables and graphs research on variable X_2 the of 36 respondents could is known analysis ship agency at PT. Tama Anugerah Mandiri working area of the port and authority office port class IV Marunda, 36% agree about service ship agency, given to customer ship agency, while very poor presentation agree by 14%, no agree by 14%, undecided by 33% and strongly agree by 3%. Based on results research the interpreted that quality service owned agency PT. Tama Anugerah Mandiri working area of the port and authority office port class IV Marunda, Very good totaling 1 respondent it's very sure to service ship agency done PT. Tama Anugerah Mandiri in support needs ships During use service ship agency at PT. Tama Anugerah Mandiri working area of the port and authority office port Class IV Marunda, Category agree or in other words

quality service Ship agency totaling 13 people, respondents strongly agree to services provided by PT. Tama Anugerah Mandiri working area of the port and authority office port Class IV Marunda, In other words the customer user service feel satisfied to services provided, the category of doubt between not enough understand and understand totaling 12 people, respondents consider employee PT. Tama Anugerah Mandiri not enough understand in build good communication with customer according to customer sometimes fellow employee PT. Tama Anugerah Mandiri still not enough coordinate in operate task. Respondent category no agree 5 people means respondent consider service ship agency at PT. Tama Anugerah Mandiri working area of the port and authority office port Marunda class IV, Not yet fully give service maximum agency. Category not very much agree totaling 5 respondents consider lack of To do marketing as well as build connection good communication to customer. The result could concluded that service ship agency in PT. Tama Anugerah Mandiri working area of the port and authority office port class IV Marunda, Has quality service agency dominant ship is agree. The result could concluded that the employee give service Ship agency to customer with good. That thing make customer feel comfortable on services provided by PT. Tama Anugerah Mandiri working area of the port and authority office port Marunda class IV, no only services provided, but employee PT. Tama Anugerah Mandiri make customer as priority them. That thing aims that PT. Tama Anugerah Mandiri the more known with good image, because service ship agency seen from side speed in look after documents and services are highly respected and cared for. Expected company Keep going maintain Thing and PT. Tama Anugerah Mandiri always strive enhancement quality service with To do training and work same between employee the more more optimiz

Table 3. Increase quality service

interval	Category	Frequency	Percent (%)
$X > 38,803$	Strongly Agree	0	0%
$34,564 < X < 38,803$	Agree	11	30%
$30,325 < X < 34,564$	Doubtful	18	50%
$26.086 < X < 30.325$	Not Agree	2	6%
$X < 26.086$	Very No Agree	5	14%
AMOUNT		36	100%

Chart 3. Boost Quality Service



Based on tables and graphs research on the Y variable of 36 respondents could be known analysis increase quality services provided by PT. Tama Anugerah Mandiri working area of the port and authority office port class IV Marunda, 50% undecided in order to increase quality service to customers, while percentage no agree by 6%, absolutely not agree 14%, and strongly agree 0%. Based on results study the interpreted that in order to increase quality services provided by PT. Tama Anugerah Mandiri working area of the port and authority office port class IV Marunda, Pada category strongly agree 0 respondents, mean that in order to increase quality services provided by PT. Tama Anugerah Mandiri, not yet produce results or in other words not yet there is change significant good quality service nor satisfaction customer. Category agree or in other words quality service good totaling 11 respondents, respondents it's very sure to effort made PT. Tama Anugerah Mandiri for increase quality service. In the doubtful category about in order to increase quality service totaling 18 respondents, respondents consider employee PT. Tama Anugerah Mandiri in serve customer still no escape from error, because lack of coordination to fellow team work, category no agree amounted to 2 respondents, in the very no category agree 5 respondents, or in other words in order to increase quality service respondent consider not yet there is impact significant to effort increase quality performed by PT. Tama Anugerah Mandiri. so that could concluded that in order to increase quality services provided by PT. Tama Anuegrah Mandiri working area of the port and authority office port Class IV Marunda, Still need repair or add effort his from side satisfaction customers and services provided because Thing This has a major impact on the sustainability life company agency PT. Tama Anugerah Mandiri to continue famous with good image because services provided, able give satisfaction with customers who use service ship agency at PT. Tama Anugerah Mandiri working area of the port and authority office port Class IV Marunda.

D. Conclusion

Based on from research data results on researcher could knowing the variable X_1 Increase the satisfaction you have PT. Tama Anugerah Mandiri working area of the port and authority office port class IV Marunda, 31% answered agree and doubt. On variable X_2 service ship agency at PT. Tama Anugerah Mandiri working area of the port and authority office port class IV Marunda, 36% answered agree, while the variable Y about in order to increase quality service against customer ship agency, PT. Tama Anugerah Mandiri working area of the port and authority office port class IV Marunda, get results 50% answered doubtful. Could is known that service agency owned by PT. Tama Anugerah Mandiri working area of the port and authority office port class IV Marunda, already enough good with supported existence system inaportnet already applied by company so that could help make it easy employee in management document.

But Thing the not yet give significant impact to quality services provided because as much as 50% of respondents answer doubtfully because that PT. Tama Anugerah Mandiri still need effort in order to enhancement satisfaction to customers who use service ship agency at ship agency at PT. Tama Anugerah Mandiri. So that for increase satisfaction customer need held training special to employee PT. Tama Anugerah Mandiri especially from side build communication good relationship to customer for increase accuracy services that include management documents in order to reduce level error in the service process. And also need supported by upgrade marketing as well as build connection good communication with Shippers. So that the Shipper or customers who use service ship agency at PT. Tama Anugerah Mandiri feel satisfied on enhancement efficiency and effectiveness in quality service agency so that company could the more known with good image.

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