

AN ANALYSIS OF CUSTOMER SATISFACTION OF SHIPPING SERVICES AT SHIPPING AGENTS IN PT PELABUHAN INDONESIA (PERSERO) REGIONAL 2 TANJUNG PRIOK

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Abstract: This paper aims to analyze user satisfaction of shipping services at shipping agents in PT Pelabuhan Indonesia (Persero) Regional 2 Tanjung Priok. Several factors enhancing customer satisfaction and the importance of services given to the users were identified. This study applied a descriptive analysis technique and Importance Performance Analysis (IPA) to picture users' satisfaction. The results indicate that users in this study were highly satisfied with the shipping agents' services. Each quadrant shows that customer satisfaction significantly affects the port's activities. In this regard, PT Pelabuhan Indonesia (Persero) Regional 2 Tanjung Priok should improve and maintain its service quality to enhance customer satisfaction.

Keywords: *customer satisfaction, service, importance performance analysis (IPA)*

Introduction (Include Literature Review)

Indonesia is also known as a maritime country because its water area is far larger than its land. The country's territorial waters were approximately 5.8 million square kilometers, consisting of 3.25 million km² of the sea and 2.55 million km² of the Exclusive Economic Zone (ZEE). This condition is the reason why this country has numerous ports. Following the data issued by the Ministry of Transportation, there were 3,227 ports in Indonesia in 2021. Of that number, more than eighty ports are managed by PT. Pelabuhan Indonesia (Persero).

Tanjung Priok is the country's busiest port, which is located in North Jakarta. This port handles more than 30% of Indonesia's non-oil and gas commodities. Fifty percent of all goods inflow and outflow in the country passes this port. Thus, Tanjung Priok could be seen as Indonesia's economic barometer. Its intermodal transportation facilities allow this port to connect

with all cities within the country. Its modern technologies and facilities help this port to serve sophisticated ships directly to any international trading center. In 2021, Tanjung Priok recorded 12,547 ship flows, consisting of 3,450 international and 9,097 domestic shipping.

In order to deliver optimal services at Tanjung Priok Port, PT. Pelabuhan Indonesia (Persero) continues to improve its shipping service quality, which includes pilotage, towage, and mooring services. A customer survey in 2021 revealed that the customer satisfaction with the shipping service was 4.74/5, increasing by 0.1 from 4.73 in 2020, which is categorized as "very satisfied." The score represented the average perception of shipping services, consisting of a score of 4.70 for the skipper and 4.77 for the shipping agent.

Although the survey report shows that customers are very satisfied with the service provided by PT Pelabuhan Indonesia (Persero) Regional 2 Tanjung Priok, it is still necessary to improve its service following the survey result. The report does not detail the attributes of services that require improvement.

Therefore, the present study examined the customers' satisfaction with shipping services at the Shipping agent in PT Pelabuhan Indonesia (Persero) Regional 2 Tanjung Priok.

Customer satisfaction reflects a condition where one's desires, expectations, and needs could be properly sufficed. A service is considered satisfying if it meets customers' expectations and needs. Customer satisfaction is an important element in providing more effective and efficient services. Schiffman and Kanuk (2004) view customer satisfaction as customers' feeling of pride, happiness, and satisfaction when receiving a product or service. (Yuliantini et al., 2022)

One of the most important factors in ensuring customers satisfaction is the service provider's performance. Prasuraman, Zeithaml, and Berry (Maros & Juniar, 2016) state that service quality has several dimensions as follows: (Chair et al., 2020)

1. Reliability

This dimension refers to an ability to provide accurate, dependable, and on time services according to the promised schedule without making any mistake.

2. Responsiveness

This dimension refers to employees' willingness to help and provide services needed by customers. Making customers wait without any clear reasons will result in unnecessary negative impressions. Quick responses to any problems will be an impressive, satisfying experiences for customers.

3. Assurance

This dimension cover knowledge, ability, hospitality, politeness, and trustworthiness, which plays important role in eliminating customers' doubt and creating a sense of being free from risks and dangers.

4. Empathy

This dimension refers to personnel and company's attitude in understanding customers' difficulty, good communication, personal attention, and ease in communication.

5. Tangibility

Physical facilities, equipment, and communication facilities should be available in a service provision process. This dimension attribute includes modern equipment and facilities.

The term service could be defined as a performance that creates benefits for customers by realizing the changes a customer wants (Thousani, 2015). It could also be defined as an activity offered by a party to another, which is intangible in nature and not leading to any ownership (Moha & Loindong, 2016). According to Kotler and Armstrong, as cited by (Nurcholifah, 2014), service refers to any activities offered by an entity to another, which is virtually intangible and not leading to any ownership. According to Kotler and Keller, service refers to any activities offered by an entity to another,

which is virtually intangible and not leading to any ownership.(Kuss et al., 2013)

In general, customer satisfaction refers to customers' happiness or disappointment when comparing the product's perceived performance to their expectation. Customers will likely to be disappointed when the performance fails to meet their expectation. On the other hand, they will likely be satisfied when the product performance meets their expectation. When a product's performance exceeds the expectation, customers will likely be very satisfied.(Gaol & Hidayat, 2016)

According to Tjiptono, customer satisfaction or dissatisfaction represents their response to the evaluation of their expected performance and the actual performance (Afnina & Hastuti, 2018). It represents a gap between customers' expectation and perception of the company's service.

Method

This qualitative descriptive study used secondary data to describe a social process, particularly the issue in public service. Qualitative study, according to Silalahi (2009:77), is an inquiry process to understand social issues based on a holistic description presented through words and detailed views in a natural setting (Julianty, 2017). This method narrates informants' speech, texts, or other discourses. The present study focuses on five indicators of service quality proposed by Zeithaml, Parasuraman & Berry (Romadliyah, 2018):

- a) Tangibility
- b) Reliability
- c) Responsiveness
- d) Assurance; and
- e) Empathy

Importance-Performance Analysis

The importance-Performance Analysis was performed using quadrant analysis in order to allow easier analysis process. The quadrant analysis presents an improvement priority scales The X axis represents the Importance

value of each service attribute, while the Y value represents the performance value of each attribute. This value is divided into four quadrants with its own meaning:

- a. Quadrant 1 – maintain performance;
- b. Quadrant 2 - Reduce Emphasis;
- c. Quadrant 3 – Medium Low Priority;
- d. Quadrant 4 – Focus effort.

Discussion and Result

The following Table 1 presents the result of observation of the 2021 customer survey for shipping service, particularly the shipping agent.

Table 1 Satisfaction and Importance of Each Attribute of Shipping Agent in Pelindo Regional 2 Tanjung Priok

Service Attribute		Satisfaction	Importance	Satisfaction Indicator
A. When a ship approaches and leaves port				
1.	Officers in berth allocation is able to exhibit hospitable services	4.76	44,255%	Assurance
2.	Officers in berth allocation possess an adequate skill	4.78	34.25%	Reliability
3.	The decision-making process of service request in berth allocation is performed in transparent manner.	4.76	47.79%	Assurance
4.	Ease in requesting pilotage or towage services	4.79	67.26%	Empathy

5.	Radio communication is available at the port	4.84	28.32%	Tangibility
6.	Ease in making radio communication when entering and leaving the port.	4.83	20.35%	Responsiveness
7.	Sign/Marks for mooring services (sign, marks, signal lamp)	4.78	14.16%	Tangibility
8.	Port has adequate facilities	4.76	25.66%	Tangibility
B. Pilotage Services				
9.	The pilot boat is available as the service schedule determined by the pilot.	4.74	33.63%	Reliability
10.	The pilot is ready to perform the pilotage	4.81	23.98%	Responsiveness
11.	The pilot has a neat and clean appearance	4.83	0.00%	Reliability
12.	The pilot is hospitable and polite	4.81	1.77%	Reliability
13.	The pilot has adequate skills and ability	4.79	7.96%	Assurance
14.	The pilot ship crew pay attention to occupational health and safety	4.79	6.19%	Assurance

15.	The pilotage service is available 24/7.	4.83	20.35%	Responsiveness
C. Tugboat services				
16.	Tugboat's preparedness to provide services	4.78	24.78%	Reliability
17.	The tugboat has adequate power	4.80	8.85%	Responsiveness
18.	Tugboat officers are ready to perform the towage	4.81	4.42%	Responsiveness
19.	Tugboat officers have adequate ability to perform their tasks	4.80	0.88%	Assurance
20.	The tugboat crew pay attention to occupational health and safety	4.80	5.31%	Assurance
D. Ship Docking				
21.	Fender and bolder is available in mooring	4.83	4.42%	Tangibility
22.	Mooring and unmooring services have been adequate	4.51	15.93%	Tangibility
23.	Clean water service is available for the ship needs	4.55	8.85%	Tangibility
24.	The ships safety is assured when docking	4.68	10.62%	Responsiveness

E. Invoice				
25.	Invoice is issued according to the provided services	4.74	7.96%	Responsiveness
26.	The invoice is received one day after the service is given	4.74	5.31%	Responsiveness
27.	The invoice payment could be done easily	4.81	7.96%	Reliability

Source: Customer Survey Report of PT. Pelabuhan Indonesia 2021.

The table 1 above displays the indicators of customer satisfaction as proposed by Zeithaml and Berry (1988).

Table 2. An analysis of customer satisfaction and importance based on satisfaction indicators

No.	Indicator	Satisfaction level	Importance level
1	Tangibility	4.79	67%
2	Reliability	4.78	19%
3	Responsiveness	4.79	17%
4	Assurance	4.78	13%
5	Empathy	4.71	16%

Source: Customer Survey Report of PT. Pelabuhan Indonesia 2021(processed)

As shown in Table 2, the customers exhibit the highest satisfaction with the service tangibility (4.79) with importance level of 67%, which is also the highest importance level among all service satisfaction indicators. Meanwhile, the lowest satisfaction level was found in the indicator of empathy (4.71) and the lowest importance level was found in assurance (13%).

Based on the Table above, the importance-performance analysis was made using Cartesian diagram, the result is presented in the following figure.

Figure 1 Cartesian diagram of importance-performance analysis



*Source: Customer Survey Report of PT. Pelabuhan Indonesia 2021.
(Processed)*

The following description explains each quadrant as follows:

- a. Quadrant 1 - maintain performance contains aspects/attributes considered important by the respondents and have an above-average performance. In other words, these aspects have been already had a high performance and should be maintained. These attributes include:
 - 1) Officers in berth allocation possess an adequate skill
 - 2) Ease in requesting pilotage or towage services
 - 3) Radio communication is available at the port
 - 4) Ease in making radio communication when entering and leaving the port.
 - 5) The pilot is ready to perform the pilotage
 - 6) The pilotage service is available 24/7.
 - 7) Tugboat's preparedness to provide services.
- b. Quadrant 2 - reduce emphasis Contains aspects/attributes considered less important by respondents, yet exhibit above-average performance. In other words, it is necessary to reconsider the improvement of these aspects as their effect may be insignificant yet requiring considerable energy and costs.
 - 1) The pilot is hospitable and polite
 - 2) The pilot has adequate skills and ability
 - 3) The pilot ship crew pay attention to occupational health and safety

- 4) The tugboat has adequate power
 - 5) Tugboat officers are ready to perform the towage
 - 6) Tugboat officers have adequate ability to perform their tasks
 - 7) The tugboat crew pay attention to occupational health and safety
 - 8) Fender and bolder is available in mooring
 - 9) The invoice payment could be done easily
- c. Quadrant 3 – Medium Low Priority Contains aspects/attributes considered less important and having below-average performance.
- 1) Sign/Marks for mooring services (sign, marks, signal lamp)
 - 2) The pilot has a neat and clean appearance
 - 3) Mooring and unmooring services have been adequate
 - 4) Clean water service is available for the ship needs
 - 5) The ships safety is assured when docking
 - 6) Invoice is issued according to the provided services
 - 7) The invoice is received one day after the service is given.
- d. Quadrant 4 – Focus effort Contains aspects/attributes considered important yet having below-average performance. In other words, the performance of these aspects should be improved to prevent them from feeling dissatisfied. These aspects include:
- 1) Officers in berth allocation is able to exhibit hospitable services
 - 2) The decision-making process of service request in berth allocation is performed in transparent manner.
 - 3) Port has adequate facilities
 - 4) The pilot boat is available as the service schedule determined by the pilot.

Conclusion

Based on the discussion in the previous section, the following conclusion could be drawn:

- 1) In general, the customer satisfaction of shipping services was categorized as “very satisfied” with customer satisfaction index of 4.72/5.
- 2) The result of Cartesian diagram analysis shows that several aspects

should be improved, including berth allocation, decision-making process of service request transparency, port facilities, and pilot boat availability.

- 3) Lastly, the service tangibility was found to have the highest satisfaction and importance indices (4.79 and 67%, respectively).

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