



# Analysis Of Service Quality At Kmp. Seira Operating On The Bakauheni – Merak Route

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**Abstract.** Minimum service standards for ferry transportation on ships have very important value for companies and regulators, being used as a benchmark in providing services and can also be used as a reference regarding the quality of a service provided by ship managers. Based on the results of field surveys, it was found that several services for service users had not been implemented properly. The aim of this research is to determine the characteristics of service users, the percentage of compliance with minimum service standards for ferry transportation and service attributes that need to be improved in accordance with the expectations of service users above the KMP. Seira. This research uses the method Gap Performance – Importance to determine the gap between service users' expectations of perceived service quality and Quadrant Mapping Importance Performance Analysis to find out the attributes that are the main priority for improving service quality.

Based on the analysis results Performance-Importance Gap The highest gap value was obtained for passenger service, namely (- 2.09) in the available attribute. The medical room equipped with first aid equipment, wheelchairs, stretchers and medicines was adequate and functioning well and for passenger service, namely (-2.06) in attribute Availability of safety equipment when loading the vehicle. Based on the results of the Quadrant Mapping analysis Importance Performance Analysis There are 8 passenger service attributes and 2 vehicle loading attributes which are in quadrant I as the main priority for improvement so that the level of service user satisfaction can increase.

**Keywords:** *Service Standards, Conformity Level, Passenger Perceptions, Passenger Services, Importance Performance Analysis*

## 1 Introduction

Indonesia is a maritime country consisting of 17,000 islands and is the second largest archipelagic country in the world after Canada. The Indonesian archipelago is connected by waters, both oceans, rivers and lakes. Apart from that, Indonesia is nicknamed the world's maritime axis, having many ports. Ports play an important role as entry points for people and logistics. At least in 2020, data shows that there are 292 ferry ports in Indonesia (Keden, 2020). There are several ferry ports which are busy ports in Indonesia, including Bakauheni Port which is a port that is busy with various activities, Bakauheni Port is in South Lampung which connects Java and Sumatra Island. This port is crowded with hundreds of ferries that sail every day. The ships at Bakauheni Port generally serve passengers who want to cross between cities and between provinces. This crossing service usually transports trucks, passenger buses, goods and private vehicles. Second, having a strategic location, Merak Harbor connects Java and Sumatra Island which are separated by the Sunda Strait. Located in Cilegon, Banten, Merak Harbor is the gateway for ferries that pass from Merak to Bakauheni Harbor in Lampung. Third, Ketapang Harbor is basically only used as a berth for ferries. The location is in Banyuwangi Regency, East Java, which connects Java and Bali via the Bali Strait. Every day, Ketapang Harbor is busy with hundreds of ferry trips carrying passengers to Bali Island via Gilimanuk Harbor in Bali (Saputra, 2022).

Moving on from Indonesia's special features, the existence of sea transportation and river and lake crossings has a very dominant role in facilitating the flow of mobility of goods and people. Considering the importance of sea and ferry transportation, providers of sea and crossing transportation facilities and infrastructure must be able to address the needs for sea and crossing transportation effectively and efficiently (Keden, 2020). Organizing effective and efficient crossings can be achieved by implementing passenger service standards. Minister of Transportation Regulation Number PM. 62 of 2019 regulates service standards which cover several aspects, namely safety, security, comfort, convenience and equality and regularity for ferry passengers. Ships operating at ferry ports can provide service quality in accordance with minimum service standards for ferry transportation by providing facilities on board that affect safety aspects, security aspects, comfort aspects, convenience aspects, equality aspects and regularity

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aspects for users of ferry transportation services.

The government through Minister of Transportation Regulation Number PM. 62 of 2019 mandates that Ferry Transport Business Entities that operate Ferry Transport Vessels must meet the minimum service standards for Ferry Transport, including:

- a. SPM Ferry Transport for passenger services
- b. SPM Ferry Transport for vehicle loading
- c. SPM Ferry Transport for ship operations

The National Transportation Safety Committee (KNKT) said that the operation of overloaded trucks over dimension over loading (ODOL) has the potential to cause accidents and endanger crossing transportation. As happened in the accident that befell the Windu Karsa ship in Kolaka waters on 27 August 2011, the sinking of the Rafelia 2 ship in the waters of the Bali Strait on 4 March 2016, the grounding and sinking of the Lestari Maju ship in the waters of the Selayar Strait on 3 July 2018. The presence of ODOL vehicles in ships have the potential to cause damage to the ramp structure, ship deck and fire extinguisher nozzles (Sari, 2022).

Minimum service standards for ferry transportation on ships have very important value for companies and regulators, being used as a benchmark in providing services and can also be used as a reference regarding the quality of a service provided by ship managers. Therefore, this research discusses Service Quality Analysis at KMP. Seira which operates on the Bakauheni – Merak route.

## 2 Research Methodology

The research methodology used is quantitative research using research data in the form of numbers and analysis using statistics. Quantitative Research is used to research certain populations or samples, collecting data using research instruments, with the aim of testing predetermined hypotheses. According to Sugiyono (2020), it is generally carried out on samples taken randomly, so that the conclusions of the research results can be generalized to the population where the sample was taken.

## 3 Results and Discussion

### 3.1 Data Presentation

The data presented will be described descriptively obtained from direct observations in the field. To make the presentation of this data more focused, the researcher will display the data based on the main points of discussion. The following is a presentation of data regarding Analysis of Service Quality at KMP. Seira which operates on the Bakauheni – Merak route.

### 3.2 Data analysis

#### 1. Characteristics of Service Users

- a. Respondent's Gender
- b. Age Range of Service Users
- c. Service User Education Level
- d. Types of Service User Jobs
- d. Service User Travel Intensity

2. Level of Congruence between Performance and Interests The results of the level of suitability of 26 passenger service attributes can be identified The lowest passenger service at 47.03% is that there is a medical room equipped with first aid equipment, wheelchairs, stretchers and medicines that are adequate and functioning well. 9 vehicle loading attributes can be known as vehicle loading attributes the lowest at 47.83% was the availability of safety equipment when loading the vehicle.

3. Attributes of Improvement of Passenger Services and Vehicle Loading Based on Gap Performance – Importance Based on the analysis results Gap Performance – Importance per dimension of passenger service and vehicle loading at the Bakauheni Ferry Port for five dimensions shows that the service with the highest Gap value is found in the attribute:

- a. There is a medical room equipped with first aid equipment, wheelchairs, stretchers and medicine – medication is adequate and functioning well (- 2.09)
- b. Safety facilities such as fire extinguishers, life jackets, evacuation route instructions, evacuation gathering points

- and emergency telephone numbers are adequate and functioning well (- 2.07)
- c. Fan / AC available that functions well (-2.07) The existing conditions of these attributes are not in accordance with PM Number 62 of 2019 concerning Service Standards for Ferry Passengers at the Bakauheni Ferry Port, therefore the port management should provide and improve these service attributes.
4. Priority Attributes Based on Quadrant Mapping Results Importance Performance Analysis(IPA) Based on research results, Cartesian diagrams are used to describe the position of factors – factors that map the level of importance for service users. These results show that several factors fall into quadrant I, where in quadrant I these factors are the main priority improvements that must be implemented according to the expectations of service users, because these factors are considered very important but their performance is still not as expected.

#### 4 Conclusion

Based on the analysis carried out by researchers, the existing problems can be concluded in this mandatory working paper (KKW) as follows:

1. Based on an analysis of the characteristics of service users at the Bakauheni Ferry Port, it is known that gender is dominated by men at 63%, age range 17 - 25 years at 58%, last level of education is Diploma at 52%, type of work is private employee at 30 %, and for 1-time travel experience it is 66%.
2. The percentage of compliance with passenger service standards is 49.74% and the percentage of non-compliance is 50.26%, while the percentage of vehicle loading standards is 51.29% and the percentage of non-compliance is 48.71%.
3. Passenger Services and Vehicle Loading at KMP. Seira meets passenger expectations, namely the attributes that are in quadrant I. For passenger services, information on safety and health facilities is available but has not yet been placed in a strategic condition, the condition of safety facilities such as fire extinguishers, Life Jacket, Evacuation route instructions, evacuation gathering points and emergency telephone numbers are not yet available, the medical room is available but not functioning optimally and there is a lack of medical equipment, the breastfeeding mother room on the ship is not used as intended, there are no seats with armrests available, not available reclining seat, there are no sofa chairs available, the fan/AC is turned off, and there is no priority access for passengers with special needs. Meanwhile, for vehicle loading, namely Information and Advice on vehicle loading is not appropriate and the vehicle is not being carried out lashings and awkward.

The suggestion based on the conclusions above, there are several suggestions or input as follows:  
following:

1. The regulator must improve passenger services on board ships based on Minister of Transportation Regulation Number 62 of 2019 and provide officers to carry out routine monitoring and checks whose task is to provide assessments in fulfilling passenger services related to safety aspects, security aspects, comfort aspects, convenience / affordability aspects, and aspects of equality.
2. Attributes in quadrant I are the main priority, ship managers can provide or repair facilities that are not appropriate for passenger services at KMP. Seira as well did maintenance periodically at these facilities

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