

ANALYSIS OF SERVICE QUALITY ON THE LEVEL OF SERVICE USER SATISFACTION USING THE SERVQUAL METHOD AT THE BAI ISLAND FERRY PORT, BENGKULU PROVINCE

Broto Priyono¹, Oktrianti Diani², Seto Satrio³

¹Maritime Studies Program, Inland Water and Ferries Transport Polytechnic of Palembang, Indonesia

²Maritime Engine Program, Inland Water and Ferries Transport Polytechnic of Palembang, Indonesia

³Water and Land Transportation Management Program, Inland Water and Ferries Transport Polytechnic of Palembang, Indonesia

Article Info

Article history:

Received month dd, yyyy

Revised month dd, yyyy

Accepted month dd, yyyy

Keywords:

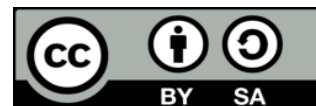
Gap Service Quality,
Service, Perception

ABSTRACT

PT. ASDP Indonesia Ferry (Persero) Padang Branch, is the manager of the Baai Island – Kahyapu ferry port. Based on the results of field observations, it was found that several services for service users have not been carried out properly, such as not having evacuation route instructions and evacuation gathering points, prayer rooms whose areas are still not clean and prayer equipment is not available, passenger waiting rooms do not have air conditioning which causes hot temperatures in the waiting room. In this study, the method used to analyze existing problems is the Gap Service Quality method to determine the gap between service user perceptions of the quality of service provided by the port and service user expectations of Port services and mapping the Importance Performance Analysis quadrant to determine the attributes that are the main priority in improving the quality of Port services.

In the calculation of the Gap Service Quality analysis, the highest Gap value was obtained for services in the tangibles dimension with a value of -2.37 on attribute 7, the reliability dimension with a value of -0.59 on attribute 13, the responsiveness dimension with a value of -0.59 on attribute 18, the assurance dimension with a value of -2.04 on attribute 22, the Empathy dimension with a value of -0.56 on attribute 26, and the average value of the gap for all dimensions was -0.93. So what was obtained from the calculation of the service quality gap showed a negative result <0 which indicated that the service was less than satisfactory. Based on the results of the Importance Performance Analysis quadrant mapping analysis, there were 12 attributes in quadrant I as the main priority for improvement so that the level of service user satisfaction could increase.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Seto Satrio

Maritime Studies Program, Inland Water and Ferries Transport Polytechnic of Palembang

43400 Palembang, South Sumatra, Indonesia

Email: satrioseto865@gmail.com

1. INTRODUCTION

Public services can be interpreted as a crucial indicator for assessing the performance of service providers, particularly in the maritime transportation sector, which plays a strategic role in supporting public mobility and the distribution of goods. Ferry ports are vital facilities in the maritime transportation system. Ports not only serve as transportation hubs but also serve as a service provider that directly impacts users. Therefore, the quality of service provided is a crucial factor influencing user satisfaction. In this context, the Pulau Baai Ferry Port in Bengkulu Province is a crucial object of study, given its strategic role in supporting regional connectivity and the local economy.

However, based on initial observations and user complaints, several issues remain in the service delivery at the Pulau Baai Ferry Port. Several users expressed dissatisfaction with the availability of facilities, comfort, staff responsiveness, and inadequate information. This situation indicates a possible discrepancy between user perceptions and expectations and the actual service provided by port management. If these issues are allowed to persist, they could lead to a decline in public trust and a decrease in the frequency of port service use.

To systematically measure and analyze service quality, a method is needed that can identify gaps between service users' expectations and perceptions. One frequently used method in assessing service quality is SERVQUAL (Service Quality). This method evaluates five main aspects of service quality: tangibles, reliability, responsiveness, assurance, and empathy. Using the SERVQUAL method allows port managers to understand the extent to which the quality of service provided has met user expectations.

This research is relevant because, to date, comprehensive evaluations of services at the Pulau Baai Ferry Port have not been conducted using a quantitative and structured approach. Most evaluations have been qualitative or based on incidental reports from the public. Therefore, an in-depth scientific study is needed to provide an objective picture of the quality of existing services and their impact on user satisfaction. This research is expected to contribute input to management in designing better service policies in the future.

This research is expected to yield an in-depth analysis of service quality at the Pulau Baai Ferry Port and its relationship to user satisfaction. This information will be invaluable in planning service improvements, improving operational systems, and establishing minimum service standards that meet the needs and expectations of the port's service recipients.

2. RESEARCH METHODS

This research is quantitative. According to Kasiram (2003) in Mubaroq & Hidayati (2022), quantitative research can be described as a method for gaining insight by utilizing numerical data to analyze information about the subject matter being studied. The methods used to collect research data are:

a. Questionnaire Method

A questionnaire method was used to collect data on the level of user satisfaction with the quality of service at the Pulau Baai Ferry Port. In this study, the questionnaire was distributed online via Google Forms to service users who were about to cross the river using a Likert-scale questionnaire.

b. SERVQUAL method

The servqual method is a method used to measure the quality of service from the attributes of each dimension, so that a gap value will be obtained which is the difference between the respondent's perception of what will be received, so that the gap value will be obtained which is the difference between the respondent's assessment of the service perceived with their expectations of the service that should be obtained. (Satria, 2019). The quality of service from a company can be known by calculations using the Servqual Method. Assessment of service quality is carried out through five main dimensions, namely

physical evidence (tangibles), Reliability, responsiveness, assurance and empathy or what is commonly called Service Quality or Servqual (Fandy Tjiptono, 2011).

A gap in the context of SERVQUAL refers to the gap in service quality that occurs due to the difference between service users' expectations and the actual service they receive. This gap can be positive > 0 (satisfactory service) or negative < 0 (unsatisfactory service) and $= 0$ (service meets expectations).

Table 1 Gap Indicators

Gap Value	Indicator
> 0	Satisfactory Service
< 0	unsatisfactory service
$= 0$	service as expected

3. RESULTS AND DISCUSSION

3.1 Gap analysis (GAP SERVQUAL)

A gap analysis was conducted to identify the difference between passenger perceptions of the services provided by port management and their expectations. The gap value is obtained from the difference between passenger perceptions of the services provided and their expectations. Based on a questionnaire distributed to 100 respondents, the analysis results show the passenger gap value for each service dimension as follows:

a. Physical Dimensions (Tangibles)

Table 2. Physical Dimension Gap (Tangibles)

Tangibles						
Attribute	Perception	Hope	GAP	Average perception	Average expectation	Average GAP
1	1.77	3.93	- 2.16	2.13	3.87	-1.74
2	1.69	3.75	- 2.06			
3	1.67	3.92	- 2.25			
4	1.62	3.85	- 2.23			
5	2.25	3.85	-1.6			
6	1.73	4.03	-2.3			
7	1.69	4.06	- 2.37			
8	2.22	3.77	- 1.55			
9	1.85	3.81	- 1.96			
10	3.57	3.84	- 0.27			
11	1.86	3.77	- 1.91			
12	3.67	3.88	- 0.21			

b. Reliability Dimension

Table 3. Reliability Dimension Gap

Reliability

Paper's should be the fewest possible that accurately describe ... (First Author)

Attribute	Perception	Hope	GAP	Average perception	Average expectation	Average GAP
13	3.15	3.74	-0.59	3.07	3.56	-0.49
14	3.45	3.76	-0.31			
15	2.61	3.19	-0.58			

c. Responsiveness Dimension

Table 4. Responsiveness Dimension Gap

Responsiveness						
Attribute	Perception	Hope	GAP	Average perception	Average expectation	Average GAP
16	3.31	3.82	-0.51	2.76	3.24	-0.49
17	3.43	3.74	-0.31			
18	2.35	2.94	-0.59			
19	2.28	2.85	-0.57			
20	2.41	2.87	-0.46			

d. Assurance Dimension

Table 5. Assurance Dimension Gap

Assurance						
Attribute	Perception	Hope	GAP	Average perception	Average expectation	Average GAP
21	1.94	3.81	-1.87	2.28	3.70	-1.43
22	1.87	3.91	-2.04			
23	3.02	3.39	-0.37			

e. Dimension of Empathy

Table 6. Empathy Dimension Gap

Empathy						
Attribute	Perception	Hope	GAP	Average perception	Average expectation	Average GAP
24	3.37	3.82	-0.45	3.13	3.62	-0.49
25	2.98	3.44	-0.46			

26	3.05	3.61	-0.56			
----	------	------	-------	--	--	--

f. Average Value of SERVQUAL Perceptions and Expectations

Table 7. Total average SERVQUAL Gap

Dimensions	P	H	GAP
Physical Evidence	2.13	3.87	-1.74
Reliability	3.07	3.56	-0.49
Responsiveness	2.76	3.24	-0.49
guarantee	2.28	3.70	-1.43
Empathy	3.13	3.62	-0.49
Total	13.37	17.99	-4.64

Based on the results of the average total SERVQUAL value, the value is <0 , meaning that the quality of service received is lower than expected, so the quality of service is perceived as poor or has not met the satisfaction of service users.

4. CLOSING

4.1. CONCLUSION

Based on research analysis and calculations using quantitative methods, it can be concluded that the quality of service in relation to the level of user satisfaction at the Pulau Baai Ferry Port, measured using the SERVQUAL method, is as follows:

1. Based on the measurement of service quality at Pulau Baai Ferry Port using the SERVQUAL method, it can be concluded that the largest gap is in the tangibles dimension, while the smallest gaps appear in the reliability, responsiveness, and empathy dimensions. This indicates that in the last three dimensions, customer expectations are almost met. Overall, passenger perceptions of the service received are still lower than their expectations. In addition, the main priorities that need to be addressed by management are the assurance and tangibles dimensions.
2. Based on the results of the Importance Performance Analysis (IPA), the level of service user satisfaction is still less than optimal, as seen in quadrant I, which is the top priority. The attributes in this quadrant indicate that user perceptions of the quality of port management services have not met expectations, even though these services are very important to them. Therefore, port management needs to improve service quality, especially in attributes included in quadrant I, namely the Tangibles dimension..

4.2. SUGGESTION

Based on several conclusions that have been obtained, the author would like to provide several recommendations to port managers so that they can improve the quality of service for service users.

1. Improvements and additions to service facilities at the Pulau Baai Ferry Port in Bengkulu Province are needed to enhance the quality of service provided by port management to passengers. This aligns with Ministerial Regulation No. 62 of 2019 concerning Ferry Port Service Standards, which serves as the basis for determining service quality at ports.
2. The management of the Pulau Baai Ferry Port is advised to immediately improve and expand service facilities at the Pulau Baai Ferry Port in Bengkulu Province. This effort aims to ensure passengers experience optimal safety and comfort, encompassing aspects of safety, security, reliability or regularity, comfort, convenience or affordability, and the principle of equality..

REFERENCE

Paper's should be the fewest possible that accurately describe ... (First Author)

- [1] Andriani, H., Ustiawaty, J., Utami, EF, Istiqomah, RR, Fardani, RA, Sukmana, DJ, & Auliya, NH (2020). Qualitative & quantitative research methods.
- [2] Hidayat, S. (2022). Passenger Service Standards for Ferry Transportation at the Port of PT. ASDP Indonesia Ferry (Persero) Ujung Surabaya Branch. *Scientific Journal of Public Management and Social Policy*, 6(1), 87-107.
- [3] Mubaroq, H., & Hidayati, YN (2022). Analysis of Service Quality and Performance of Ambulu Village Office Employees, Sumberasih District, Probolinggo Regency on Public Satisfaction. *Public J. Manaj. Human Resources, Adm. and Public Services*, 9(4), 655-667.
- [4] Prabantari, BVK (2020). Analysis of the Relationship between Service Quality and Customer Satisfaction Levels for Transjakarta Transportation. *TRANSACTION*, 12(1), 25-39.
- [5] Ministry of Transportation (2019) Regulation of the Minister of Transportation Number 62 of 2019 Concerning Minimum Service Standards for Ferry Transportation. Minister of Transportation of the Republic of Indonesia. Jakarta.
- [6] Satria, S. (2019). Information System Analysis Measuring Customer Service Satisfaction Using the Servqual Method. *Kilat*, 8(1), 497245.