

Analisa kepuasan pelayanan di pelabuhan Tanjung Priok terhadap perusahaan Freight Forwarding

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Abstrak

ABSTRAK

Penelitian ini membahas kepuasan perusahaan freight forwarder sebagai salah satu pengguna jasa terhadap pelayanan di pelabuhan Tanjung Priok, serta mengidentifikasi atribut-atribut pelayanan di pelabuhan dengan menggunakan dimensi pelayanan Zeithaml-Parasuraman yaitu dimensi reliability, responsiveness, assurance, empathy dan tangible. Kemudian didapatkan prioritas pelayanan di pelabuhan yang harus diperbaiki dengan menggunakan Importance Performance Analysis (IPA) dan metode Potential Gain in Customer Value (PGCV). Berdasarkan penelitian ini, didapatkan tujuh atribut prioritas perbaikan yaitu lapangan parkir untuk truk petikemas, lapangan penumpukan petikemas, pelayanan yang cepat tanggap, tingkat kerusakan kargo, tata ruang pelabuhan, pelayanan operator bongkar muat, dan akses jalan.

ABSTRACT

In this study discusses the freight forwarder company's satisfaction as one of the service users at Port of Tanjung Priok, and identify the attributes of service at the port by using the Zeithaml-Parasuraman's service dimensions are reliability, responsiveness, assurance, empathy and tangible. And then it gets the priority service at the port to be fixed by using the Importance Performance Analysis (IPA) and Potential Gain in Customer Value (PGCV) method. Based on this study, we get seven attributes with importance to be fixed are the parking lot for truck container, container stacking area, fast service response, Level of damage to cargo, the port layout, Stevedoring and cargodoring service, and access roads.