
ANALYSIS OF CUSTOMER SATISFACTION SURVEY RESULTS AT THE LARGE SHIP MOORING AT PT PELABUHAN INDONESIA REGIONAL 2 CIREBON BRANCH

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ABSTRACT

Survey results in customer satisfaction are essential for a company because, with a survey, the company can know the needs of its customers, help improve employee performance, make the right decisions, and encourage company growth. PT Pelabuhan Indonesia (Persero) Regional 2 Cirebon Branch, one of the Port Business Entities (BUP), conducts activity surveys. The research is studied about the satisfaction of customers at PT Pelabuhan Indonesia (Persero) Regional 2 Cirebon Branch. This research gathers information through documentation, interviews, direct observations, and a study library. The study results are Dimensions of Direct Evidence, such as appearance officers and comfort facilities. Dimensions Reliability includes an attitude of polite courtesy, justice in getting services, and transparent service standards. Responsiveness Dimensions include being a responsiveness officer in handling requests and complaints from Customers. Dimension guarantees include speed, accuracy, and time service. Dimension Empathy is an officer's ability to notice customers' desires and needs.

Keywords: survey, satisfaction customer, public service, quality service

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INTRODUCTION

Competition-growing businesses strictly push companies to provide quality goods or services and focus on satisfying customers (Lambe et al., 2024). Satisfaction customer refers to the level of satisfaction, joy, and satisfaction felt by customers towards the products, services, or experiences they receive from a company or brand. This involves customers' perceptions of the extent to which the product or service meets their expectations, needs, and hopes (Islami et al., 2018; Sasongko, 2021; Sjøvaag et al., 2024). Customer satisfaction is based on the quality of the product or service and the overall experience, from interactions with the brand, customer service, and the purchasing process to after-sales service (Cahaya & Shihab, 2018).

A good understanding of customer satisfaction is essential for companies because high customer satisfaction can increase customer loyalty, reduce return rates, improve brand image, and help build long-term relationships with customers (Laely, 2016). One way to measure customer satisfaction is to survey (Chou et al., 2019; Kola Olayiwola et al., 2024). Survey This is to collect data from a broader population sample to understand people's opinions, habits, preferences, or behaviors related to a particular topic or issue (Hermawan, 2017). Survey methods are often used in social research, marketing, political science, and other fields to obtain systematic and measurable information from respondents (Maidiana, 2021).

According to Sasongko (2021), customer satisfaction generates customer value. Achieving customer satisfaction benefits the company by fostering harmonious relationships with its customers, building a solid foundation for satisfaction, and encouraging positive word-of-mouth recommendations. This, in turn, generates customer interest in purchasing or using the company's services.

PT Pelabuhan Indonesia (Persero) Regional 2 Cirebon, center West Java economy and ports alternative for Tanjung Priok Port, especially For trading between the islands, involved to increase satisfaction among customers through implementation survey. A previous study (Khamdilah & Erliyana, 2023) studied the influence of quality service sea transportation satisfaction among customers of loading and unloading services PT. Pelindo IV Cab. Makassar. Research results show that customer satisfaction is highly influenced by quality service. Where is the repair service in the form of improvement infrastructure, supervision, and technology? The latest is already done, and the base is for repair service.

Another study did a study about the Analysis of Consumer Satisfaction with Container Terminal Services (TPM) at PT Pelindo IV Makassar. The research showed that customers still complain about the lack of facilities and infrastructure, which leads to delayed service. Novelty from study This originates from the subject study, namely PELINDO II Cirebon Branch, which has been studied previously. The results of a customer satisfaction survey can provide management with insight into areas for improvement in their customer service. With this information, PT Pelabuhan Indonesia can focus on improving the quality of its service, improving inefficient processes, and meeting customer expectations. Research This aims to analyze the results of the survey on the satisfaction of customers at PT Pelabuhan Indonesia (Persero) Regional 2 Cirebon Branch.

This research holds significant implications for understanding the importance of traditional institutions in maintaining social harmony within Indonesia's diverse society. By focusing on the role of customary institutions in dispute resolution, this study aims to provide insights into how these entities can effectively mediate conflicts that arise from cultural, religious, and social differences. Additionally, this research seeks to highlight ways to strengthen the authority and effectiveness of these institutions in addressing disputes, ultimately contributing to sustainable peace and cohesion within multicultural communities. The findings of this study are expected to serve as a valuable reference for policymakers and community leaders who aim to integrate traditional practices with formal legal frameworks to enhance dispute-resolution strategies in culturally diverse settings.

METHOD

Qualitative research focuses on interpreting and comprehensively understanding phenomena and context in social subject research. Sugiyono (2023) stated that qualitative study, based on interpretive or postpositivist philosophy, is used to investigate the condition of the object's nature. Using a combination of observation, interviews, and documentation, researchers function as tools in approach. Analysis is usually qualitative or inductive, and data is usually qualitative. Research qualitative aims to increase understanding of concepts, hypotheses, and phenomena. Iskandar (2022) stated that the study uses data from interview and observation participants To check and understand individuals' attitudes, views, feelings, and behaviors.

This study uses an approach with the data used, namely mixed data consisting of primary and secondary data. The primary data used in the study is in the form of results observed directly at PT. Pelabuhan Indonesia Regional 2 Cirebon Branch and interview with informants . The secondary data

is used as related documents, journals with research, and archives. Research data sources This includes informants and documentation. Informants in the study: Mr. Adriansyah ST., M.Se as Head of HR, General Affairs and Public Relations Division, and Mr. Arya as Ship's Captain. In qualitative research, the researcher carries out the discovery process and study in the natural environment. Research has become an essential tool in this matter. As a result, a solid theoretical and deep understanding of the problems will allow the researcher To submit the right question, do an analysis, and build an object study To expand their understanding. Qualitative research usually emphasizes the subject's importance and the study's value.

RESULTS AND DISCUSSION

Customer satisfaction is critical to a business's overall success and sustainability, as it is a crucial element in creating customer value. Achieving customer satisfaction benefits a company by fostering harmonious relationships with its customers, laying a solid foundation for continued satisfaction, and generating positive word-of-mouth recommendations. This, in turn, attracts customers to purchase or use the company's services (Sasongko, 2021). The key to customer decisions is related to satisfaction in assessing goods and services (Yuliarmi & Riyasa, 2007). Therefore, companies need to prioritize customer satisfaction for the sustainability of a business.

Customer satisfaction surveys have become an essential activity by PT Pelabuhan Indonesia (Persero) Regional 2 Cirebon Branch to measure customer satisfaction with the services provided. According to (Scheuren, 2004), surveys are most often used to describe the method of collecting individual samples. This sample is usually only a tiny portion of the population, unlike a census, which examines every member of the population. The sample only collects information from a portion of the population of interest, depending on the purpose of the study. This survey is conducted routinely every year to customers, namely Captains and Agents/Shipping Companies, to discover the development of customer satisfaction and as evaluation material for improving services. Based on the annual customer survey report conducted in 2019, 2020, and 2021 as follows:



Figure 1.

Customer Survey Results

Source: PT Pelindo Regional 2 Cirebon

Based on the table above, it can be seen that the tangible index from 2019, 2020, and 2021 is relatively stable with a figure of 2.66, which is included in the "satisfied" category, while index reliability customers show fluctuation but No significant in the "satisfied" category. Based on the responsiveness index, customers experience fluctuations from 2019 to 2020, including the "satisfied" category, and index guarantee with fluctuations, including the "satisfied" category, in several years. Finally, the index of Empathy has fluctuated over the years in the category "satisfied". Efforts to improve survey satisfaction among customers at PT Pelabuhan Indonesia Regional 2 Cirebon Branch, where the consistency of customer satisfaction from year to year is quite good and stable. However, there is room to maintain and improve the customer satisfaction index.

As shown by the results of the survey satisfaction customer previously, the service to the public must made better to satisfy the customers. To determine How PT Pelabuhan Regional 2 Cirebon Branch services can increase satisfaction among customers, the researcher used theory dimensions quality services developed by Zeithaml et al. in the book Hardiyansyah (Pristikawati & Oktariyanda, 2024). This theory has five dimensions: Direct Evidence, Reliability, Responsiveness, Assurance, and Empathy. The following is a description of the results and qualitative analysis from each dimension :

1. Tangible Evidence Dimension

Ability organization To show presence to a party external or public called proof direct (*Tangible*) in study This is to give service public to all over its customers; the company at Tambut Labuh PT Pelabuhan Indonesia Regional 2 Cirebon Branch concentrates on facilities and infrastructure, and conditions environment around. The appearance of employees, comfort facilities and infrastructure, discipline of employees, and use of technology or tools to help computers in service are some examples that directly prove this.

PT Pelabuhan Regional 2 Cirebon Branch is trying to increase quality service by fulfilling the hope of complaints about services provided by its employees. This effort will achieved if the Regional Port 2 Cirebon Branch can fulfill the standard appearance physical and personnel required To support the service process until every complaint customer. Facility The physical facilities owned by PT Pelabuhan Regional 2 Cabang Cirebon in mooring services are the availability of heavy equipment for unloading cargo. Heavy equipment includes a mobile crane, wheel loader, excavator, dump truck, and ramp door. The physical facilities are intended to maximize customer service and provide positive statements from customers to PT Pelabuhan Regional 2 Cabang Cirebon in the field of mooring services in serving various customer complaints. Based on the survey results, the customers feel satisfied with the services provided by PT Pelabuhan Regional 2 Cirebon Branch.

2. Dimensions Reliability

Reliability means giving promised service accurately and reliably. Source Power Man determines quality service, so quality employees must own adequate skills and expertise To do the tasks well. In the reliability dimension, PT Pelabuhan Regional 2 Cirebon Branch has quality service in service that is sufficiently mooring well, as shown by the indicators used in the study. Some indicators used include a commitment to the quality guaranteed, standard precise service, ability

and skills of employees using technology, and procedures of accessible service. It is pretty Good Because employees can work with Enough good and serve customers appropriately.

3. Responsiveness Dimension

Responsiveness means being ready to help customers and provide fast and precise service. Some indicators determine dimensions of responsiveness. Study this: Employees provide fast and responsive service and are responsible for answering questions to help customers. According to Kotler (2019), customer satisfaction is the level of feeling somebody has after comparing performance (or results) that they expect with performance. If the achievement does not fulfill expectations, customers will not be satisfied; if performance is by expectations, customers will be satisfied; and if performance exceeds expectations, customers will like it.

As service providers, employees interact directly with customers and answer complaints. Researchers use the method of interviewing customers and employees of PT Pelabuhan Indonesia Regional 2 Cirebon Branch to do task service mooring, the usual procedure to determine how satisfied customers are with the services provided by employees.

Interview results show that they Are responsive to customers' complaints about the availability of tool weight and dredging channels entering the port and perform appropriately on time, which includes approach time (*Approach Time*), waiting time (*Waiting Time*), effective time (*Effective Time*), and berth time (*Berth Time*). Thus, customers feel satisfied with the officer's performance in service.

4. Dimensions Assurance

Dimensions guarantee knowledge, politeness, and the ability of employees to increase customers' trust. When the customer uses their services, they must be polite. That means polite in speech, deeds, actions, and appearance. By conveying information in a polite and friendly way, employees can give customers the impression that they are not emotional if something unpleasant happens. Satisfaction consumer is a connection between promise and satisfaction Consumers. The perception of customers to guarantee the company correlates positively with satisfaction with customers on dimension assurance. Research shows that serving customers politely leaves a good impression on customers.

5. Dimensions Empathy

Care toward others is a characteristic feature of empathy. Employees are expected to understand and comprehend the services offered by PT Pelabuhan Regional 2 Cirebon Branch to customers. Convenience builds relationships, effective communication, personalized attention, and understanding of the needs of unique customers are all signs of empathy (Prihandoyo, 2019). According to the interview results, service customers can consider Enough good, especially concerning empathy. Cirebon Port must keep going and make an effort to provide more services . Good Because service sometimes fails to fulfill the hope of the Customers. Examples of services include the amount of equipment demolished, limited load on location, length location less mooring, door enter shallow docks, and dredging that does not often happen, and when work shift change happens, equipment operator vacancy weight results in obstruction service. With the findings, the employee expected repair quality services to satisfy and comfort customers with all the above

indicators. It can be concluded that PT Pelabuhan Indonesia Regional 2 Cirebon Branch can increase service and give customers more experience. Development of infrastructure and facilities port, upgrade Pelita Pier I and II, improvement of the Muara Jati Pier apron, and construction of field chest pack will increase Port services, and maintenance infrastructure that is routinely carried out can also help increase customer satisfaction.

CONCLUSION

Based on the analysis presented from various dimensions of service quality at PT Pelabuhan Indonesia Regional 2 Cirebon Branch, it can be concluded that the company has given sufficient attention to the aspects analyzed. Direct Evidence Dimension shows the effort of the company to demonstrate its existence through physical facilities and services to customers. Reliability in providing promised services and showing employee commitment and expertise in operating technology are also emphasized. The company's responsiveness to customer needs and the dimension of assurance that creates trust are also the focus of attention. However, the Empathy dimension still needs further improvement, with complaints about the limitations of tools and services that still need to meet customer expectations fully. Therefore, the proposed improvement steps from the customer satisfaction survey results are expected to help PT Pelabuhan Indonesia Regional 2 Cabang Cirebon improve service quality and provide a more satisfying experience to customers, including investment in infrastructure and facilities that support improvement quality service.

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