

# ***ANALYSIS OF PASSENGER SERVICE PERFORMANCE ON SHIP CROSSING FACILITIES RO-RO AIR PUTIH***

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## ***Abstract***

*In recent times, there have been many public complaints about the performance and quality of service at the Ro-Ro Air Putih Bengkalis crossing facility. These complaints include the lack of adequate facilities, the length of time waiting for the ship, and various other factors that cause passenger dissatisfaction with the services provided. The purpose of this study is to analyze the level of satisfaction of Ro-Ro Bengkalis users to evaluate service performance and the factors that influence it based on service quality and passenger price perceptions. With this research, it is hoped that it can provide input for related parties in improving service quality at the Air Putih Ro-Ro Ferry Port. The CSI (Customer Satisfaction Index) method is used in this study to measure passenger satisfaction. By knowing the value of passenger satisfaction, the level of service performance and the factors that influence it can be determined. This research also uses the dynamic system method to recommend service performance improvement. The results of the analysis show that the performance of passenger services at the Air Putih Ro-Ro crossing facility is considered poor, with CSI values of 48.38% and 52.33%, indicating passenger dissatisfaction. Factors that affect service performance include accuracy and certainty of departure time, officer responsiveness, and information about travel disruptions. Based on the dynamic system analysis, several strategic steps are needed to improve service performance, such as increasing discipline in schedule management, strict supervision, effective socialization, and optimizing the boarding process through a better information system. Improving the quality of training and inter-unit coordination will also improve officer responsiveness in terms of security, safety, and service.*

**Keywords:** *CSI, Passenger Satisfaction, Service Performance, Port of Bengkalis, Ro-Ro, System Dynamics,*