ANALYSIS OF PASSENGER SERVICE PERFORMANCE AT INTERNASIONAL FERRY PORT CROSSING FACILITIES (CASE STUDY OF BANDAR SRI SETIA RAJA PORT)

NAME   : SELVI SELVIA

Student Number   : 4204201344

Advisors   : Faisal Ananda, S.T., M.T.

ABSTRACT

One of the links between Indonesia's outermost island, Bengkalis, and Malaysia, is an international port, called Bandar Sri Setia Raja International Harbor. Along with the ongoing construction and operation of the port, it is necessary to evaluate the services of this port. Evaluation of services carried out is related to passenger satisfaction with the condition of existing land facilities and infrastructure. This was carried out to see how satisfied international port users were with existing conditions. This satisfaction assessment is carried out using 2 general methods, then integrated. The assessment methods are the KANO and IPA methods, and then become the IPA-KANO integration. Based on the analysis of the level of satisfaction and level of dissatisfaction of passengers with the integration of the IPA-Kano method, the IPA-Kano integration classifies the survival category with 3 indicators. Categories Fatal, Fitness, with 3 indicators for each category. Items in the Defenseless Zone category, Supportive Weapon, Chronic disease, Precious Treasure category, Major Weapon, with each having 2 indicators for each category.

Keywords: Passenger Satisfaction; Quality of service; Ipa-Kano; International Port