

**UPAYA MENINGKATKAN KINERJA PELAYANAN
KEAGENAN KAPAL DI PT. PELAYARAN SAMUDERA
KARANA LINE CABANG DUMAI**

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Abstrak

Adapun permasalahan pada tugas akhir (TA) ini yaitu bagaimana kinerja pelayanan keagenan kapal oleh PT. Pelayaran Samudera Karana Line Cabang Dumai, apa saja kendala-kendala yang dihadapi dalam meningkatkan kinerja pelayanan keagenan kapal di PT. Pelayaran Samudera Karana Line Cabang Dumai, dan bagaimana upaya dalam meningkatkan kinerja pelayanan keagenan kapal di PT. Pelayaran Samudera Karana Line Cabang Dumai. Penelitian ini dilaksanakan sejak bulan Maret s.d Agustus 2024 di PT. Pelayaran Samudera Karana Line Cabang Dumai. Metode yang diajukan yaitu metode observasi, wawancara dan dokumentasi. Hasil penelitian menunjukkan upaya yang dilakukan dalam meningkatkan kinerja pelayanan keagenan kapal di PT. Pelayaran Samudera Karana Line Cabang Dumai yaitu dengan memberikan pelatihan, memberikan biaya pendidikan lanjut, memberikan penghargaan dan mengadakan perubahan sistem. Sementara kendala-kendala yang dihadapi dalam meningkatkan kinerja pelayanan keagenan kapal di PT. Pelayaran Samudera Karana Line Cabang Dumai yaitu tidak jelasnya informasi mengenai data karyawan, menjanjikan hal yang tidak sesuai, serta gegabah dalam merekrut karyawan.

Kata Kunci: Upaya, Kinerja, Keagenan.

***EFFORTS TO IMPROVE THE PERFORMANCE OF SHIP
AGENCY SERVICES AT PT. KARANA LINE OCEAN CRUISE
DUMAI BRANCH***

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Abstract

This final assignment research (TA) aims to find out how efforts have been made to improve the performance of ship agency services at PT. Pelayaran Samudera Karana Line Dumai Branch and the obstacles faced in improving the performance of ship agency services at PT. Karana Line Ocean Shipping Dumai Branch. This research was carried out from March to August 2024 at PT. Karana Line Ocean Shipping Dumai Branch. The methods proposed are observation, interviews and documentation methods. The research results show the efforts made to improve the performance of ship agency services at PT. Dumai Branch of Samudera Karana Line shipping has not been implemented properly, due to a lack of job training from the company which has an impact on employee performance. Meanwhile, the obstacles faced in improving the performance of ship agency services at PT. Pelayaran Samudera Karana Line Dumai Branch, namely unclear information regarding employee data, promising things that are not appropriate, and being careless in recruiting employees.

Keywords: *Effort, Performance, Agency.*