

**EFISIENSI PELAYANAN BONGKAR MUAT *COINTAINER*
DAN *BREAK BULK* PADA KAPAL TONGKANG RUTIN PT
SNEPAC MULTI PERKASA BATAM**

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ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi efisiensi pelayanan bongkar muat *Container* dan *Break Bulk* pada kapal tongkang rutin PT Snepac Multi Perkasa Batam. Melalui pendekatan kualitatif dan deskriptif, data sudah dikumpulkan melalui observasi langsung, wawancara, dan analisis dokumentasi. Hasil penelitian diharapkan memberikan pemahaman yang lebih baik tentang kendala-kendala dalam mencapai efisiensi pelayanan, dengan kesimpulan dan rekomendasi untuk meningkatkan kinerja operasional dan kepuasan pelanggan perusahaan. Penelitian ini sudah dilaksanakan selama dua bulan dari awal bulan Juni sampai akhir bulan Juli 2024. Penelitian sudah dilakukan di PT Snepac Multi Perkasa Batam. Adapun hasil penelitian menunjukkan bahwa efisiensi pelayanan bongkar muat belum maksimal, terutama disebabkan oleh kondisi peralatan yang kurang optimal, manajemen waktu, dan sumber daya yang belum efektif. Kendala lain termasuk keterbatasan teknologi dan kurangnya pelatihan bagi pekerja.

Kata kunci: Efisiensi, Pelayanan, Bongkar Muat, *Container*, *Break bulk*

***EFFICIENCY OF COINTAINER AND BREAK BULK LOADING
AND UNLOADING SERVICES ON ROUTINE BARGES PT
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ABSTRACT

This study aims to evaluate the efficiency of Container and Break Bulk loading and unloading services on routine barges of PT Snepac Multi Perkasa Batam. Through qualitative and descriptive approach, data has been collected through direct observation, interview, and documentation analysis. The research results are expected to provide a better understanding of the constraints in achieving service efficiency, with conclusions and recommendations to improve the company's operational performance and customer satisfaction. This research has been carried out for two months from the beginning of June to the end of July 2024. The research has been conducted at PT Snepac Multi Perkasa Batam. The results show that the efficiency of loading and unloading services has not been maximized, mainly due to the less than optimal condition of equipment, time management, and ineffective resources. Other constraints include limited technology and lack of training for workers.

Keywords: Efficiency, Service, Loading and Unloading, Container, Break bulk