

KEGIATAN OPERASIONAL DALAM MENUNJANG PELAYANAN JASA KEAGENAN KAPAL PADA PT. SAMUDRA SHIPPING AGENCY DI ERA REVOLUSI INDUSTRI 4.0

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Abstrak

Permasalahan dalam penelitian tugas akhir ini terkait kegiatan operasional dalam menunjang pelayanan jasa keagenan kapal pada PT. Samudra Shipping Agency di era revolusi industri 4.0. Metode yang digunakan adalah metode kualitatif, dalam hal ini penulis mengumpulkan data antara lain observasi, wawancara, dan dokumentasi. Dari hasil penelitian kegiatan operasional yang dilakukan PT. Samudra Shipping Agency telah menggunakan teknologi informasi dan komunikasi berupa website, email dan telepon, sistem DA-Desk, sistem Inchcape, sistem Veson Imos Platform, sistem *Integrated Billing System* (IBS) Pelindo dan aplikasi Modul *Manifest* Beacukai. Dan cara yang dilakukan PT. Samudra Shipping Agency untuk menjaga kualitas pelayanan dalam membantu kegiatan operasional dan menjaga loyalitas pelanggan adalah dengan melayani kapal pada saat kedatangan sampai keberangkatan dengan tepat waktu, pengurusan dokumen kapal diselesaikan dengan segera sebelum keberangkatan menuju pelabuhan tujuan untuk menghindari keterlambatan, selalu berkomunikasi dengan para instansi yang terkait selama kapal beroperasi, menginput laporan kegiatan kapal selama kapal beroperasi dengan akurat, memberikan pelayanan yang terbaik terhadap pengguna jasa serta menjalin hubungan yang baik kepada pelanggan.

Kata kunci : Operasional, Pelayanan, Keagenan, Revolusi 4.0.

OPERATIONAL ACTIVITIES IN SUPPORTING SHIP AGENT SERVICES IN PT. SAMUDRA SHIPPING AGENCY IN THE ERA OF THE INDUSTRIAL REVOLUTION 4.0

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Abstract

The problem in this final project research is related to operational activities in supporting ship agency services at PT. Samudra Shipping Agency in the era of the industrial revolution 4.0. The method used is a qualitative method, in this case the authors collect data including observations, interviews, and documentation. From the results of research on operational activities conducted by PT. Samudra Shipping Agency has used information and communication technology such as website, email and telephone, DA-Desk system, Inchcape system, Veson Imos Platform system, Pelindo Integrated Billing System (IBS) and Customs Manifest Module application. And the way PT. Samudra Shipping Agency to maintain service quality in assisting operational activities and maintaining customer loyalty is to serve ships from arrival to departure on time, ship document management is completed immediately before departure to the destination port to avoid delays, always communicate with the relevant agencies as long as the ship is operating, inputting reports on ship activities as long as the ship is operating accurately, providing the best service to service users and establishing good relationships with customers.

Keywords: Operational, Service, Agency, Revolution 4.0.