

ABSTRACT

ANALYSIS OF SERVICE QUALITY AND ECONOMIC ASPECTS OF RORO BANDAR SRI JUNJUNGAN DUMAI

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ABSTRACT

Indonesia as an archipelagic country places sea transportation in the highest position in the sea transportation sector, one of which is roll on-roll off (Ro-Ro) ship transportation. so that it is expected to provide quality service and provide an economic impact on companies and society. This study used a qualitative method with a descriptive approach. Data were collected using interview observation techniques and documentation with 1 informant. The object of research (1) is the quality of service at Bandar Sri Junjungan Dumai Port, Dumai City. The results of this study indicate that the service quality of the Sri Junjungan Dumai port is measured through the dimensions of tangible, reliability, responsiveness, assurance and empathy in the service process of sufficient quality. but there are still dimensions that are not in accordance with the service expected by passengers, namely facilities that start to malfunction from time to time, inappropriate departure schedules, and lack of seats in vehicle queues, (2) economic aspects after the construction of the port of Bandar Sri Junjungan Dumai , has a positive impact on people's income, with the port of bandar sri junjungan dumai economic activity can run smoothly, but for the negative impact of the location the port of bandar sri junjungan dumai is built close to industrial sites so air pollution during hot weather is a little bad because there is a lot of dust from passing vehicles

Keyword: Service Quality, Economic Aspect, Bandar Sri Junjungan Dumai.