

# CHAPTER I

## INTRODUCTION

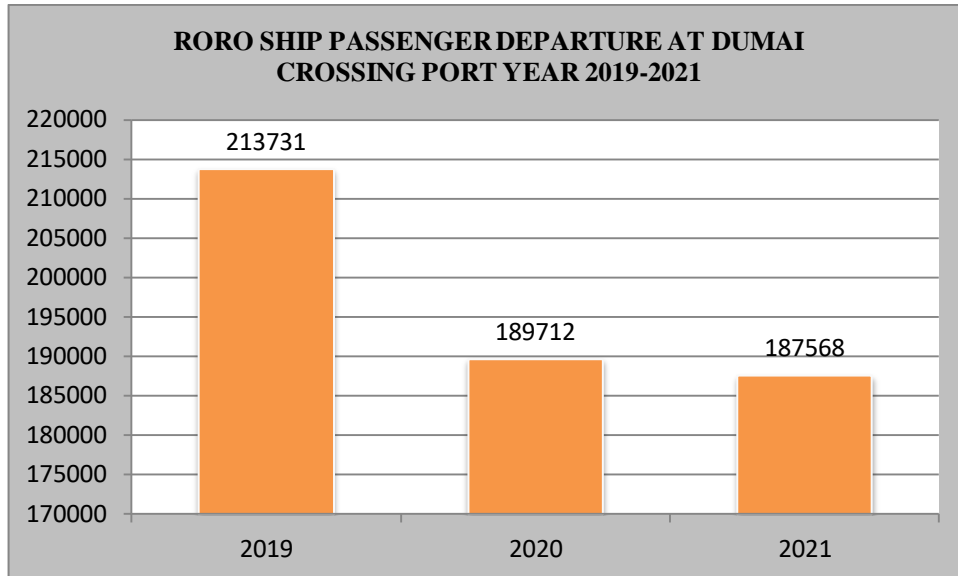
### 1.1 Background

Indonesia is an archipelagic country that cannot be separated from sea transportation. Harbani in Detikedu (2021) explains that the territory of Indonesia has several islands totaling 17,508 islands. Sea transportation encourages the movement of people and goods from one island to another to improve the economy of the Indonesian people. Sea transportation is used to connect islands that cannot be reached by air and land transportation. Sea transportation has become an alternative choice for Indonesian people.

Based on the presentation of the Bureau of Communication and Public Information (2010) sea transportation plays an important role in national economic growth. Indonesia as an archipelagic country. As an archipelagic country, Indonesia places sea transportation in the highest position in the sea transportation sector so that it can have an impact on the economy and income of the people in the area. In addition, sea transportation intermediaries are of course the main means of realizing inter-island connectivity in Indonesia. The higher the quality of service provided by the company to its customers, the higher the satisfaction felt by these customers.

One of the cities in Riau Province, Dumai City, which is located on the coast of East Sumatra Island, is the busiest city in several sectors, one of which is the sea transportation sector, which is a place for entry and exit of people from various regions. Roro is the most popular transportation for people who want to travel who have to use sea transportation. One of the means of sea transportation used by the community is the roro ship, abbreviated as RoRo. Roro ship is one type of sea transportation that is used to transport passengers. Apart from passengers, RORO ships also transport vehicles and goods such as motorbikes,

buses, cars and trucks with a crossing duration of 45 minutes and transportation within the city of Dumai is Roro Bandar Sri Junjungan Dumai.



**Figure 1.1 Departure of Dumai-Rupat roro ship passengers**  
*Source: Processed Data 2022*

Based on Figure 1.1 above, it can be seen that in 2019 most people chose to use RORO ships as a means of sea transportation with the Dumai to Rupert ferry route and vice versa. It was recorded in the data collected that 36% used RORO ships in 2019. In 2020 Roro Ships decreased by 4% to 32%. Whereas in 2021 it will get the same value in 2020, which is 32%. port of bandar sri junjungan which provides easy access and practicality makes it an option for passengers to use RORO ships and an option when traveling. From the data above, it can be concluded that the quality of service and the economic aspects of roro in 2019-2020 have decreased, this is due to a decrease in the number of passengers on roro ships, whereas in 2020-2021 there has been no increase in service quality and economic aspects that can increase the number of passengers.

In this case the port of Bandar Sri Junjungan must improve good service, because it is the hope of every passenger using the service. of course the Roro ship that is used needs to pay attention to the services provided to each passenger and how the officers carry out their duties. Roro ships engaged in services must improve their services to satisfy their passengers. The creation of quality service

is very important in shaping customer satisfaction and has an impact on company revenue.

According to Zeithaml and Bitner in Adam (2015) service quality is excellent or superior delivery in accordance with customer expectations by providing the best service according to the needs and desires of customers by assessing the results of the services provided.

Based on Nurmansyah (2018) the definition of Service Quality is centered on efforts to fulfill customer needs and desires and provide delivery that is balanced with customer expectations. Wyckoff in Nurmansyah (2018) regarding explaining states that service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires.

Determine the quality of service and the economic aspects of this research conducted. This research was conducted at Bandar Sri Junjungan Dumai port which made the crossing from Dumai to Rupert which included the quality of services provided by Roro and the economic aspects felt by the community and Roro. Based on the background above, this research will further examine **"Analysis of Service Quality and Economic Aspects of Roro Bandar Sri Junjungan Dumai"**.

## **1.2 Formulation of the Problem**

Based on the background above, the formulation of the problem taken from this study is "Analysis of Service Quality and Economic Aspects of Roro Bandar Sri Junjungan Dumai"

## **1.3 Purpose of the Study**

There are two objectives in the study entitled "Analysis of Service Quality and Economic Aspects of Roro Bandar Sri Junjungan Dumai" as follows:

1. To find out the Quality of Service provided to Roro Bandar Sri Junjungan Dumai
2. To find out the Economic Aspects for Roro Bandar Sri Junjungan Dumai users

## **1.4 Significance of the Study**

There are three benefits in the study entitled "Analysis of Service Quality and Economic Aspects of Roro Bandar Sri Junjungan Dumai" as follows:

1. Benefits for Researchers

Can provide additional knowledge and is one of the requirements to complete the International Business Administration Study Program at the Bengkalis State Polytechnic.

2. Benefits for the Company

Can provide useful information in terms of improvement with, The results of this research can be input for related companies in an effort to improve service quality standards and economic aspects for the company, so as to provide improvements to the company and society

3. Benefits for Readers

Can added new insights and knowledge in the importance of service quality and economic aspects for passengers and the public who will use Roro Bandar Sri Junjungan Dumai.

## **1.5 Scope And Limitations Of The Problem**

Based on the background that the author has described, this research is only focused on discussing the Analysis of Service Quality and Economic Aspects of Roro Bandar Sri Junjungan Dumai by interviewing 1 employee who is directly involved in providing services and supervision of the port of Bandar Sri Junjungan Dumai.

## **1.6 Writing System**

Systematics of writing to be carried out for research on Service Quality Analysis and economic aspects of Roro Bandar Sri Junjungan Dumai:

### **CHAPTER I: INTRODUCTION**

This chapter describes the title, research background, scope and limitations of the problem, and the systematics of writing a report

### **CHAPTER II: LITERATURE REVIEW**

Explain the theoretical basis in completing research both general and special which consists of previous research and theoretical foundations.

### **CHAPTER III: RESEARCH METHODOLOGY**

Explaining the implementation of the research completion process consisting of research locations, time and research objects, types and sources of data, population and samples, sampling techniques, data collection techniques, data sorting techniques, data analysis methods, research hypotheses, research models, types of research, operational definitions and variables, research schedule and budget.

### **CHAPTER IV: RESULTS AND DISCUSSION**

Explaining the results of research that has been carried out by means of interviews, observations and other sources.

### **CHAPTER V: CONCLUSIONS AND SUGGESTIONS**

Explaining the conclusions of the research obtained from the discussion and suggestions that will be conveyed by the author.