

STRATEGI MENINGKATKAN LAYANAN AGENSI KAPAL PADA PT. USDA SEROJA JAYA CABANG PADANG UNTUK MENINGKATKAN KEPUASAN SHIP OWNER

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Abstrak

Penelitian ini bertujuan untuk mengetahui tingkat kepuasan ship owner terhadap layanan keagenan kapal di PT. USDA Seroja Jaya Cabang Padang, mengidentifikasi kendala yang dihadapi dalam pelaksanaan layanan keagenan kapal, serta memberikan usulan peningkatan kualitas pelayanan. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dokumentasi, dan studi pustaka. Informan penelitian terdiri atas Kepala Cabang, Kepala Operasional, staf operasional, dan ship owner sebagai pengguna jasa perusahaan. Hasil penelitian menunjukkan bahwa layanan keagenan kapal di PT. USDA Seroja Jaya Cabang Padang secara umum telah memberikan kepuasan kepada ship owner, yang ditunjukkan oleh ketepatan pengurusan dokumen kapal, koordinasi yang baik dengan instansi terkait, serta respons yang cepat terhadap kebutuhan pelanggan. Namun, masih terdapat beberapa kendala, antara lain keterbatasan sumber daya manusia pada kondisi tertentu, perubahan regulasi kepelabuhanan, serta gangguan pada sistem pelayanan berbasis elektronik yang dapat memengaruhi kelancaran proses pelayanan. Upaya yang dapat dilakukan untuk meningkatkan kualitas layanan meliputi peningkatan kompetensi sumber daya manusia melalui pelatihan secara berkala, optimalisasi pemanfaatan teknologi informasi, penguatan koordinasi dengan instansi pelabuhan, serta evaluasi pelayanan secara berkesinambungan berdasarkan masukan dari pelanggan. Dengan demikian, peningkatan kualitas layanan diharapkan mampu meningkatkan kepuasan ship owner, memperkuat kepercayaan pelanggan, dan mendukung daya saing PT. USDA Seroja Jaya Cabang Padang dalam penyelenggaraan layanan keagenan kapal.

Kata Kunci: Strategi Pelayanan, Agensi Kapal, Kepuasan Ship Owner.

STRATEGY TO IMPROVE SHIP AGENCY SERVICES IN PT. USDA SEROJA JAYA PADANG BRANCH TO INCREASE SHIP OWNER SATISFACTION

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Abstract

This study aims to determine the level of ship owner satisfaction with the ship agency services provided by PT. USDA Seroja Jaya Padang Branch, identify the obstacles encountered in the implementation of ship agency services, and propose efforts to improve service quality. This study employed a descriptive qualitative research method. Data were collected through observation, interviews, documentation, and literature review. The research informants consisted of the Branch Manager, Operations Manager, operational staff, and ship owners as the company's service users. The results indicate that the ship agency services at PT. USDA Seroja Jaya Padang Branch have generally provided satisfactory services to ship owners, as reflected in the timely completion of ship documentation, effective coordination with relevant port authorities, and prompt responses to customer needs. However, several obstacles were identified, including limited human resources under certain conditions, changes in port regulations, and disruptions to electronic service systems that may affect the smooth implementation of ship agency services. Efforts to improve service quality include enhancing employee competence through regular training, optimizing the use of information technology, strengthening coordination with port authorities, and conducting continuous service evaluations based on customer feedback. Therefore, continuous improvement in service quality is expected to increase ship owner satisfaction, strengthen customer trust, and enhance the competitiveness of PT. USDA Seroja Jaya Padang Branch in providing ship agency services.

Keywords: Service Strategy, Ship Agency, Ship Owner Satisfaction