

PENINGKATAN KUALITAS PELAYANAN DALAM DIGITALISASI SISTEM APLIKASI PHINNISI DI SUBHOLDING PELINDO JASA MARITIM TELUK BAYUR

Nama : Chelsy Harisa
NIT : 8103221145
Dosen Pembimbing : 1. Aprizawati, S.Pd, M.Pd.I
2. Capt. Jonson Manurung M.Mar

Abstrak

Tujuan dari tugas akhir ini adalah untuk mengetahui bagaimana peningkatan kualitas pelayanan dalam sistem aplikasi Phinnisi yang ada di Subholding Pelindo Jasa Maritim (SPJM) Teluk Bayur. Untuk mengetahui kendala dan hambatan saat terjadi pelayanan dalam sistem aplikasi dan untuk mengetahui bagaimana solusi dalam mengatasi kendala dan hambatan dalam proses penginputan data di aplikasi Phinnisi Subholding Pelindo Jasa Maritim Teluk Bayur. Metode Penelitian yaitu penelitian kualitatif dengan teknik pengambilan data observasi dan wawancara. Penelitian dilaksanakan selama 1 bulan dari bulan Maret sampai April. Adapun hasil dari penelitian menunjukkan bahwa : 1. Implementasi aplikasi Phinnisi di SPJM Teluk Bayur telah memberikan dampak positif terhadap peningkatan kualitas pelayanan jasa kapal. Sistem digital ini mampu mempercepat proses administrasi, meningkatkan transparansi, serta memudahkan *monitoring* dan pelaporan pelayanan. 2. Dalam pelaksanaan digitalisasi melalui aplikasi Phinnisi, masih ditemukan beberapa kendala, seperti keterbatasan infrastruktur teknologi (jaringan internet dan perangkat keras), *human error* dalam penginputan data, serta rendahnya literasi digital pada sebagian pengguna. 3. Upaya yang telah dilakukan untuk mengatasi kendala tersebut antara lain peningkatan infrastruktur IT, pelatihan dan sosialisasi penggunaan aplikasi kepada SDM, pengembangan fitur aplikasi, serta penambahan sistem *backup* dan *monitoring* di SPJM Teluk Bayur

Kata Kunci : Aplikasi Phinnisi, Sistem, Pelayanan

**IMPROVEMENT OF SERVICE QUALITY IN THE
DIGITALIZATION OF THE PHINNISI APPLICATION
SYSTEM AT SUBHOLDING PELINDO JASA MARITIM
(SPJM) TELUK BAYUR**

Name : Chelsy Harisa
NIT : 8103221145
Examiner : 1. Aprizawati, S.Pd, M.Pd.I
2. Capt. Jonson Manurung M.Mar

Abstract

The purpose of this final project is to find out how to improve the quality of service in the Phinnisi application system at the Subholding Pelindo Jasa Maritim (SPJM) Teluk Bayur. To find out the obstacles and barriers that occur when services occur in the application system and to find out how to solve the obstacles and barriers in the data input process in the Phinnisi application of the Subholding Pelindo Jasa Maritim Teluk Bayur. The research method is qualitative research with observation and interview data collection techniques. The research was conducted for 1 month from March to April. The results of the study indicate that the improvement in the quality of service in the Phinnisi application system at the Subholding Pelindo Jasa Maritim (SPJM) Teluk Bayur. The implementation of the Phinnisi application at SPJM Teluk Bayur has had a positive impact on improving the quality of ship services. This digital system is able to speed up the administrative process, increase transparency, and facilitate monitoring and reporting of services. In the implementation of digitalization through the Phinnisi application, several obstacles are still found, such as limited technological infrastructure (internet network and hardware), human error in data input, and low digital literacy among some users. Efforts that have been made to overcome these obstacles include improving IT infrastructure, training and socialization of application use to HR, developing application features, and adding backup and monitoring systems to SPJM Teluk Bayur.

Keyword : Application Phinnisi, System, Guidance