

**PENINGKATAN KUALITAS PELAYANAN DAN FASILITAS
TERHADAP KEPUASAN PENUMPANG DI PELABUHAN BANDAR SRI
SETIA RAJA SELATBARU**

Nama : Dennis Kurniawan
NIT : 8303221257
Dosen Pembimbing : Jon Hendri, S.H., M.H

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan penumpang di Pelabuhan Bandar Sri Setia Raja Selatbaru. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan survei, di mana data dikumpulkan melalui kuesioner yang dibagikan kepada responden yang merupakan penumpang pelabuhan tersebut. Teknik analisis yang digunakan adalah analisis regresi linear berganda untuk menguji pengaruh simultan maupun parsial antara variabel kualitas pelayanan (X_1) dan fasilitas (X_2) terhadap kepuasan penumpang (Y). Hasil penelitian menunjukkan kualitas pelayanan berada pada kategori “baik” (68,32%), dengan aspek tertinggi empati/perhatian (76,94%) dan terendah jaminan (68,23%). Fasilitas juga “baik” (67,85%), meliputi ruang tunggu memadai, toilet bersih, dan Wi-Fi, namun masih terdapat keterbatasan parkir teduh, gangguan hewan liar, dan banjir saat pasang tinggi. Kepuasan penumpang tergolong tinggi (69,40%), meski ketepatan waktu keberangkatan dan kenyamanan terminal perlu ditingkatkan. Kesimpulan penelitian ini adalah peningkatan kualitas pelayanan dan fasilitas secara bersama-sama maupun terpisah dapat meningkatkan kepuasan penumpang di Pelabuhan Bandar Sri Setia Raja Selatbaru. Oleh karena itu, pihak pengelola pelabuhan disarankan untuk terus memperbaiki kualitas pelayanan serta menyediakan fasilitas yang memadai agar kepuasan penumpang dapat terjaga dan meningkat.

Kata Kunci: Kualitas Pelayanan, Fasilitas, Kepuasan, Pelabuhan Bandar Sri Setia Raja

***IMPROVING THE QUALITY OF SERVICE AND FACILITIES TOWARDS
PASSENGER SATISFACTION AT BANDAR SRI SETIA RAJA SELATBARU
PORT***

Name : Dennis Kurniawan
NIT : 8303221257
Supervisor : Jon Hendri, S.H., M.H

ABSTRACT

This study aims to determine the effect of service quality and facilities on passenger satisfaction at Bandar Sri Setia Raja Selatbaru Port. The research method used is a quantitative approach with a survey method, in which data were collected through questionnaires distributed to respondents who were passengers at the port. The analytical technique applied was multiple linear regression analysis to examine both the simultaneous and partial effects of the service quality variable (X_1) and the facilities variable (X_2) on passenger satisfaction (Y). The results show that service quality falls into the “good” category (68.32%), with the highest aspect being empathy/attentiveness (76.94%) and the lowest being assurance (68.23%). Facilities are also rated as “good” (67.85%), including adequate waiting areas, clean toilets, and Wi-Fi, but there are still issues such as limited shaded parking, stray animals disturbing passengers, and seawater flooding the access road during high tides. Passenger satisfaction is generally high (69.40%), although ferry departure punctuality and terminal comfort still need improvement. The conclusion of this study is that improving service quality and facilities, both jointly and individually, can increase passenger satisfaction at Bandar Sri Setia Raja Selatbaru Port. Therefore, the port management is advised to continuously improve service quality and provide adequate facilities to maintain and enhance passenger satisfaction.

Keywords: Service Quality, Facilities, Satisfaction, Bandar Sri Setia Raja Port