



Building Service Quality Standards Of PT Pelindo 4 Makassar New Port With A Servqual Approach

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Abstract

PT PELINDO 4 Makassar New Port strives to build service quality standards by implementing the Servqual (service quality) approach. Servqual is applied including the dimensions of physical evidence (tangibles), reliability, responsiveness, assurance and empathy. This research aims to innovate in building service quality standards through the Servqual approach. This research uses a qualitative approach with a descriptive model through observation. The technique for collecting and collecting data to design this research was carried out using the interview method with 4 employees as respondents who participated in work at the company.

Keywords:Service quality; Tangibles; Reliability; Responsiveness; Assurance; Empathy

1. INTRODUCTION

Reporting from (Afriyadi, 2018), Makassar New Port Port was built because Soekarno-Hatta Port is projected to be unable to accommodate any more cargo in the coming years, so it is hoped that it will become a port for Indonesia in the eastern part where the capacity at Makassar New Port port is able to accommodate large-scale ships. PT (Persero) PELINDO 4 Makassar New Port itself provides various port services, including ship and goods services. Ship services include anchoring, mooring and pilotage services. Meanwhile, special goods services are for Loading and Unloading Companies (PBM) and Sea Freight Expeditions (EKML), which include conventional and container services, as well as docks, warehouses, stacking yards and loading and unloading equipment facilities.

As a provider of ship services, ports are required to always provide the best service so that it becomes the company's optimal service standard. In order to support optimal and





maximum service delivery, the availability of adequate facilities and equipment is absolutely necessary. Apart from that, there must be a service strategy that is focused on consumers who are served using sophisticated techniques and methods so that loading and unloading can run smoothly.

The servqual method, or service quality, is a dimension of service quality that is widely used as a strategic planning step in service companies (Shaikh, 2009). This servqual method not only makes it possible to assess overall service quality, but is also able to find important dimensions of each dimension that require quality improvement. In the servqual model there are five dimensions that are used as standards, namely tangibles, reliability, responsiveness, assurance, and empathy (Lam & Parasuraman, 2018). The servqual method and the resulting data can be used to determine customer expectations and perceptions at any time, identify customer segments with various quality perceptions, and assess employee quality perceptions. Therefore,

2. LITERATURE REVIEW

Service quality is an effort that focuses on fulfilling customer needs and requirements quickly and on time. Service quality is also defined as the actions or actions of a person or organization that aim to make customers and employees satisfied. (Kasmir, 2017). If customer expectations are met, of course customer satisfaction will be created. In general, quality refers to the form, form or reality of the desired concept. Therefore, service quality can also be understood as the embodiment or service provided. This embodiment means requiring certain characteristics and conditions that must be met to meet customer needs.

Service quality is an important element in how consumers view the goods and services they receive. Especially customers regarding the service products they receive. Service quality will be the main factor in customer perception, especially in a product that is purely service-based (Tjoanoto & Kunto, 2013). According to Felix (2017), customers generally look at certain criteria to evaluate service quality in terms of tangibles (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), and empathy (empathy).

3. RESEARCH METHODS

The method taken by the author in this Internship Report is a qualitative approach. Literally, the qualitative method means that all data must be directly included, including documents, diagrams, words or sentences, because recorded data provides a direct picture





of the state of the object being studied (Moleong, 2004). Company managers and employees of PT PELINDO 4 Makassar New Port are the units of analysis for this research. Researchers will interview around 4 (four) respondents, consisting of 1 company manager and 3 employees of PT PELINDO 4 Makassar New Port.

4. RESULTS AND DISCUSSION

4.1 Internship Activities

4.1.1 Observation

Internship activities carried out at PT PELINDO 4 Makassar New Port with working hours of 8 hours. Observation activities are carried out by observing managers and employees PT PELINDO 4 Makassar New Port in building service quality standards in the company. During the internship, the author was given tasks, including following the loading and unloading operational processes directly in the field and container terminal, which the author used as a reference for analysis of observational data.

4.1.2 Interview

To find out the roles and functions of each line of company operations, interviews were conducted with managers and employees of PT PELINDO 4 Makassar New Port which were carried out at PT PELINDO 4 Makassar New Port to obtain information from key respondents regarding how to build service quality standards with a servqual approach in the company This.

4.2 Results

4.2.1 Variable 1. Service Quality Standards (Tangibles)

PT Pelindo 4 Makassar New Port in implementing strategies regarding service quality standards has provided good service, especially in the facilities and infrastructure sector. The facilities used in the company are very modern and support the company's performance. These facilities support company activities, especially in port activities and shipping products such as containers and loading and unloading.

The facilities at PT Pelindo 4 Makassar New Port are very suitable for use so that these facilities are like equipment and loading and unloading machines so they are used for operations. Apart from that, routine maintenance of existing facilities at PT Pelindo 4 Makassar New Port is in accordance with the Standard Operational Procedure (SOP) so that these facilities will be a long-term investment in the future.





The results of interviews related to the analysis of service quality standards are presented which explain that service quality can be carried out with qualified facilities and will also have a good impact. This is in line with research conducted (Maryati & Husda, 2020) which explains that good facilities will generate good trust from customers. Customers can feel the real results of every service provided by the management or producer. The growth in facilities available at the company includes, among others, shipcall facilities, which previously grew to 257 in 2019, then in 2020 it increased by 332 and in 2021 it will be 356.

The Teus container flow experienced an increase from 2019 to 2021 in October. Previously, in 2019 the number was 198,187, then in 2020 there was an increase of 132.91% and for 2021 there was an increase of 114.05%.

In the container system, a planning & control based application has been implemented which produces accurate container movement data and submits documents upon completion of final loading. The next facility that the company has added is the implementation of berthing windows which are already running and aim to optimize the use of docks and equipment so that equipment is always ready to operate because maintenance can be carried out in a planned manner according to the schedule without disrupting operational activities. The following is a table of tools per item at PT Pelindo 4 Makassar New Port, namely as follows.

Table 1. Tool Type Data

No.	Item Type	Number of Items
1.	<i>Quay Container Crane</i>	6
2.	<i>Rubber Tyred Gantry</i>	15
3.	<i>Reach Stacker</i>	2
4.	<i>Forklift</i>	1
5.	<i>Tracktor Terminal</i>	14
6.	<i>Chassis</i>	14

The following is the data presented in the table regarding the addition and reduction of facilities at PT Pelindo Makassar New Port



Table 2. Ship & Container Flow Data

No.	Item Name	2019	2020	2021
1.	Ship Flow	257	332	356
2.	Container Flow	98,187	130,500	148,841

Below is a table of container traffic growth before and after the existence of the Makassar New Port.

Table 3. Current Traffic Growth before MNP (Teus)

Items	Year	Amount
MNP	2013	550,916
MNP	2014	562,046
MNP	2015	558,957
MNP	2016	612,206
MNP	2017	615,392
MNP	2018	637,366

Table 4. Flow Traffic Growth after MNP (Teus)

Items	Year		
	2019	2020	2021
MNP	98,162	130,496	158,878
TPM	583,640	513,361	500,245
Total	681,802	643,857	686,123



Figure 1. Image of Container Terminal Facilities

42.2 Variable 2. Service Quality Standards (Reliability)

Service quality standards based on reliability from the company PT Pelindo 4 Makassar New Port require further training for most employees, especially in transaction matters. The accuracy and thoroughness of employees in their work has not shown anything significant, but from this it will be possible to study further the role of the company towards employees.

The changes that occur in companies require employees to provide services appropriately and quickly, but this sometimes becomes an obstacle in the company because it is not running optimally. The latest system changes at PT Pelindo 4 Makassar New Port require every employee to carry out services correctly and quickly, but this sometimes becomes an obstacle for the company because it is not running optimally. However, the company is also trying to provide training facilities to provide increasingly qualified skills.

Interview results can be presented using performance assessment indicators that have been carried out by internal company parties. There are several obstacles, there are aspects of employees not being optimal at work. Based on this, most employees still have not adapted to the new work system. This affects the reliability aspect of service quality.



Therefore, it is necessary to carry out training to improve the quality of employee performance which is in line with research (Hanik & Sayoto, 2022) explaining that performance quality greatly influences customer service.

4.2.3 Variable 3. Service Quality Standards (Responsiveness)

Service quality standards in the responsiveness aspect are very influential in terms of the company's professional image. Employees at the company PT Pelindo 4 Makassar New Portsel know the company's Standard Operation System (SOP). However, there are still some employees who are only able to fully implement the company's workflow.

In line with development which results in changes within the company's internal processes. This is why some employees do not have good competence in preparing alternative procedures. PT Pelindo 4 Makassar New Port employees have not optimally implemented service level creation aimed at avoiding delays.

The results of the interview can be presented as indicators for the presentation of Key Performance Indicators (KPI) every month from the company's internal parties. This shows that in the midst of massive development in the company, the performance of some employees in accelerating the latest services is not being matched. However, the company has taken steps to immediately carry out a competency test according to the position being held. This is in line with research conducted by (Purba et al., 2022) which explains that the quality of the Administration division's responsiveness to student satisfaction at school has a big influence. It can be concluded that the acceleration of facilities must be balanced by the responsiveness of each employee.

4.2.4 Variable 4. Service Quality Standards (Assurance)

Service quality standards in the assurance aspect show that company employees have prioritized the behavior shown to consumers. However, for technical problems, most employees have not used this knowledge to apply it directly. This requires a review and training for all employees at PT Pelindo 4 Makassar New Portsel.

The company has provided knowledge and training to employees to implement safe and comfortable transaction processes for customers. However, this has not been done optimally to increase the understanding of some employees.

The results of interviews can be presented in data on the performance effectiveness of all employees, especially during the massive development being carried out by the company. It can be concluded that employees actually understand the transaction processes





that are usually carried out. However, with changes to the system that change some of these methods, some employees may not be able to adapt to this. It is very important to carry out training in stages, so that the process is more effective. In line with research (Purnomo, 2022) explains that the guarantee process during transactions is an important pillar of customer confidence in using the services offered by the company. Therefore, employees must adapt to technology regarding transaction guarantees.

4.2.5 Variable 5. Service Quality Standards (Empathy)

Service quality standards in the aspect of empathy (empathy) have a big impact on customer trust in choosing service products from one of the principals. The role of employees in the company is very important, especially in providing good service. In this case, the human resources owned by PT Pelindo 4 Makassar New Port still do not fully know what customers need quickly and accurately. However, this is slowly starting to shift positively with the increasing awareness of employees.

Some employees at PT Pelindo 4 Makassar New Port are still not yet personally mature in understanding empathy for fellow employees and customers. However, the company continues to learn through experience in the field so that this can increase the sense of empathy between employees. The company always strives to prioritize the interests of customer service through the response or quality of services provided. In terms of operational hours, the company also follows the applicable standard working hours. However, we continue to strive to always respond quickly to customers even though in some cases the processes implemented by the company are not optimal.

The results of interviews can also be supported by direct inspection when employees work in the field. It can be concluded that some employees still lack empathy when dealing with customers. This is in accordance with data provided by internal company parties. However, this has become a reference for the company's HR to continue making effective improvements, in this case empathy, to provide optimal service to customers. This conclusion is in line with research conducted by (Djatola & Hila, 2023) which explains that the sense of empathy through friendliness provided by employees to customers is very effective for better business continuity and customer trust.





5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

Based on the results of the internship implementation report carried out at PT Pelindo 4 Makassar New Port, the following conclusions can be presented:

1. PT Pelindo 4 Makassar New Port in terms of tangibles, reliability, responsiveness, assurance and empathy is considered good according to respondents. Especially in the Tangibles section which has facilities with good standards and this can make performance more optimal. The facilities used are high value facilities for shipping service needs. The completeness of the facilities is considered quite good and it is felt that it is possible to become a long-term asset.
2. PT Pelindo 4 Makassar New Port has a large national scale development, so its facilities are increasingly being improved in terms of quality and quantity. The company is undergoing a process to develop so that the quality standards of service in the company are good.
3. As for the quality of Human Resources (HR), it was explained from the sources that this was not yet optimal because of the need for an attitude of adaptation to the development and development of the company. The training provided by the company to employees has not been fully implemented optimally.
4. The necessary adaptations in terms of HR provide limitations in HR performance, however, the quality continues to be improved in order to maintain the suitability of the service.

5.2 Recommendation

Based on the results of the internship implementation report carried out at PT Pelindo 4 Makassar New Port, recommendations for the company can be presented as follows:

1. In terms of facilities, of course they can be utilized more optimally and better. In terms of existing facilities and development, this can have an impact on the company. Ongoing development creates potential for human resources to improve their quality.
2. In terms of human resources, there is a need to improve quality and further direction in the form of education and training (Training) to adapt to changes that arise from development taking place at PT Pelindo 4 Makassar New Port. In terms of human resource quality, training and development can be carried out with the aim of ensuring that employees have good abilities and competencies that are useful for





advancing the company. The company continues to accommodate the needs of employees and customers effectively.

3. By providing compensation as a form of appreciation for employee performance, they are able to provide significant results and influence the company's progress.

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