

The Effect of Location and Facilities Services User Satisfaction Container Loading and Unloading in Port Of Indonesia IV (Persero) Branch Merauke

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh lokasi dan fasilitas terhadap kepuasan pengguna jasa. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan menggunakan teknik pengolahan data deskriptif, teknik pengumpulan data dengan wawancara, kuesioner dan studi pustaka. Hasil penelitian menunjukkan bahwa variabel lokasi dan fasilitas secara bersama-sama memiliki pengaruh positif terhadap kepuasan pengguna jasa pada PT Pelabuhan Indonesia IV (Persero) Cabang Merauke.

ABSTRACT

This study aims to determine how much influence the location and facilities to the satisfaction of service users. The method used in this research is quantitative method by using the technique of processing descriptive data, data collecting technique with interviews, questionnaires and literature study. The result of research shows that location and facility variables together have a positive influence on service user satisfaction at PT Pelabuhan Indonesia IV (Persero) Merauke Branch.

1. Introduction

State-Owned Enterprises (BUMN) in Indonesia is very influential in the development of businesses and the community in running the business, because most of the government-owned companies have cornered several business fields that govern the lives and needs of many people's lives. Therefore, in organizing and conducting its business State-Owned Enterprises (BUMN), organized and managed by the government because it is closely connected with the fate of the people of Indonesia. Bodies of the State-Owned Enterprises, is expected to meet the needs and desires of the business world in general and people in particular and should be able to maintain a good image in the public eye. State-Owned Enterprises (BUMN) should be able to give satisfaction to the public as consumers and provide a good image in the eyes of the community by providing a quality service. Seeing the situation, the government seeks to State-Owned Enterprises (BUMN) sought can remedy the situation by providing the best service to the community. With good service, it is hoped the community will feel valued and did not feel neglected their rights and ultimately society as a user or customer of the services offered by the government-owned company will be satisfied.

As one of the centers of port in Eastern Indonesia (KTI) in charge of several branches of the harbor with its headquarters located in Makassar, PT. Pelabuhan Indonesia IV (Persero) is a State-Owned Enterprises (BUMN) engaged in harbor service providing harbor facilities and infrastructure in order to support the smooth flow of ships, passenger transport, and delivery of goods. The main purpose of PT. Pelabuhan Indonesia IV (Persero) is to implement and support the policy of government programs in the fields of economy and development through services from port, as well as to obtain benefits for the company by organizing effort harbor service and other businesses that support the quality of services of port, for example, docks and other facilities for the tethered stevedoring, passenger transport, loading and unloading equipment, as well as other services related to pilotage and ship delays.

Merauke District is one district that is located in the province of Papua, which is geographically located between 137 ° - 141 ° East longitude and 5 ° - 9 ° south latitude. With an area of up to 46791.63 km² or 14.67 percent of the total area of Merauke Regency of Papua Province made not only as the largest district in the province of Papua, but also among other districts in Indonesia. Geographically, Merauke regency on the north bordered with Mappi and Digoel district, east of the border with Papua New Guinea, in the south and west by the Asmat and Arafuru Sea. While the marine area of Merauke reached 5089.71 km² (Merauke in Figures, 2014).

Port of Merauke is the gateway to the regional economy where the port of Merauke as the consolidation items to be distributed to areas of districts (inland) as Kimam, Wanam, Kepi, Mur, Senggo, Atsy, Sawa Erma, as a bridge mobilization / transportation to the acceleration of equity regional development through the Port Bade (Mappi), Port Agats (Asmat) Port Tanah Merah (Boven Digul).

Constitution No. 17 Year 2008 on the voyage, stated: "The port is a place that consists of land and / or water to the boundary - a boundary as the place of government activities and exploitation activities are used as a vessel rests, up and down the passenger and / or unloading of goods, in the form of terminals and berths are equipped with the safety and security of shipping and port support activities as well as the displacement of intra and inter-modal transport".

Port is everything related to the implementation of port functions to support smooth, security, and order flow of vessel traffic, passengers and / or goods, safety and security of sailing, the displacement of intra- and / or intermodal and encourage the national economy and regions with regard to spatial.

PT Pelabuhan Indonesia IV (Persero) is a State-Owned Enterprises (BUMN) are engaged in the field of port services, the presence of PT Pelabuhan Indonesia IV (Persero) Branch Merauke as conventional port manage port arranged by the government to participate in building the area within the unitary Republic of Indonesia through the field of port services are managed, so that the distribution of goods in and out of Merauke to run well, safely and on time.

One of the service in the field of port prepared by PT Pelabuhan Indonesia IV (Persero) Branch Merauke is loading service that was prepared especially for the handling of containers, to serve the activities of loading and unloading of containers (stevedoring), activities of transporting containers (haulage / trucking), raise / decrease (lift on / lift off) containers, stacking containers, insert / remove items from the container (stuffing / striping), receiving or sending (receiving / delivery) of a container, gradually shifting container and container.

The flow of container ships that stop in the Port of Merauke only 1 (one) shipping company, PT. Spil with a monthly average of 4 to 5 Call ships with cargo capacity per call vessel approximately 150 to 350 boxes, loading and unloading of containers at the port of Merauke conducted by PT Pelabuhan Indonesia IV (Persero) Branch Merauke, amenities unloading owned by PT Pelabuhan Indonesia IV (Persero) Branch Merauke them, pier owned by PT Pelabuhan Indonesia IV (Persero) Branch Merauke with a length of 258

m, 1 unit Reach Stacker Capacity 45 Ton, 3 units Forklift, 1 unit Tronton, 1 unit Head Truck and chassis 20 Fit and location of the container stacking area of 13 170 m². Container flows continued to increase significantly, seen from the realization of the flow of containers PT. Pelabuhan Indonesia IV (Persero) Branch Merauke Year 2011 to the Year 2015 as follows:

Table 1. Realization of Container Flows In 2011 to 2015

No	Description	Unit	Realization				
			Year 2011	Year 2012	Year 2013	Year 2014	Year 2015
1	2	3	4	5	6	7	8
	Domestic Trade						
	1. Unloading						
	a. Content						
	- Size 20" Feet	Box	11,235	12,814	13,449	14,112	14,475
	- Size 40" Feet	Box	-	-	-	42	359
	Amount a	Box	11,235	12,814	13,449	14,154	14,834
	b. Empty						
	- Size 20" Feet	Box	-	-	-	-	-
	Amount b	Box	-	-	-	-	-
	Unloading Amount	Box	11,235	12,814	13,449	14,154	14,834
	2. Loading						
	a. Content						
	- Size 20" Feet	Box	828	1,020	1,268	939	979
	- Size 40" Feet	Box	-	-	-	1	43
	Amount a	Box	828	1,020	1,268	940	1,022
	b. Empty						
	- Size 20" Feet	Box	7,414	9,986	11,799	13,255	12,893
	- Size 40" Feet	Box	-	-	-	42	364
	Amount b	Box	7,414	9,986	11,799	13,297	13,257
	Loading Amount	Box	8,242	11,006	13,067	14,237	14,279
	Total Amount	Box	19,477	23,820	26,516	28,391	29,113

by looking at the flow of containers in the table above and the facilities loading and unloading equipment and field capacity over container provided covering 13 170 m², often have densities well that waiting times for vessels to tie up and unloading of containers, resulting in accumulation of containers that impact on the insert / remove items of the container (stuffing / stripping), receiving or sending (receiving / delivery) containers to service users within the port.

for additional information, currently the process of receiving or sending (receiving / delivery) container is still in the harbor caused highway use permit from the relevant authorities are not considering the class of road or highway in the city powers have not been able to bear the burden with a maximum of 30 tons. here's a list of the services that are in the port of merauke. According to Tse & Wilton in Tjiptono (2008), satisfaction or dissatisfaction of customers is the customer response to the evaluation of the perception or the difference between the initial expectations before the purchase (or other performance standards) and the actual performance of the product as prepared after using or consuming the product concerned. Decision customer is defined as the level of one's feelings after comparing the performance (or outcome) that he perceived compared with expectations (Kotler in Tjiptono, 2008).

Based on the description of the background, the writer interested in conducting research entitled effect of location and facilities user satisfaction container stevedoring services at PT. Pelabuhan Indonesia IV (Persero) Branch Merauke.

2. Method

Where the research was conducted at PT Pelabuhan Indonesia IV (Persero) Branch Merauke located in Yos Sudarso No. 9. When the researchers used in this research is for 3 (three) months starting from January to March, 2016. Tables should be placed in text exactly where it should be in the published paper.

The population in this study is the overall service users unloading of containers at PT Pelabuhan Indonesia IV (Persero) Branch Merauke. The population in this study is the loading service at PT Pelabuhan Indonesia IV (Persero) Branch Merauke which numbered 80 people. Data analysis method

used is multiple linear regression analysis (multiple regression analysis). This analysis tool is used to test the independent variable on the dependent variable. Multiple linear regression analysis is used as the dependent variable that is sought is affected by more than one independent variable or explanatory variables. To get a high degree of confidence, so in this study will be testing the hypothesis on the regression coefficients that have been obtained.

3. Result

Based on table 3 above, the obtained results of the regression analysis as follows:

$$Y = \alpha + b_1x_1 + b_2 X_2 + e$$

$$Y = 0551 + 0538 (X_1) + 0.386 (X_2)$$

Table 2. Results of Multiple Linear Regression

Coefficients ^a					
Model	Unstandardized coefficients		Standardized coefficients	T	Sig.
	B	Std. Error	Beta		
(constant)	.551	4.142		.133	.894
Location	.538	.119	.456	4.539	.000
Facility	.386	.115	.338	3.360	.001

a. Dependent variable: satisfaction

Source: Primary Data Process 2016 (SPSS 23)

The results of this study explains the constant coefficient of 0551 positive effect, shows that if a variable location (X1) and facilities (X2) the value 0 then the satisfaction (Y) in value by 0551. Coefficient X1 for 0538, shows that the variable locations have a positive relationship to satisfaction. In other words, if the variable locations increased by 1%, the variable satisfaction will be increased by 0538 or 53%.

X2 coefficient of 0.386, indicating that the facility variables positively related to satisfaction. In other words, if the variable facilities increased by 1%, the variable satisfaction will be increased by 0.386 or 38%.expected from authors to try separating their judgement, research conclusions or consequences under a separate title such as results, conclusions, last words whatever they choose.

Hypothesis testing

Hypothesis in Partial (test T)

Effect of location on satisfaction

The output of SPSS in Table 3 shows the satisfaction variables (X1) obtained the value $t = 4.539$, while $t_{table} = 1.664$ and $sig = 0,000$ so H_a is received, because $t_{table} < t_{hitung}$. This means that the independent variable location (X1) positive and significant effect on the dependent variable of satisfaction. It can be concluded that H_0 is rejected and H_a accepted hypothesis that the location has a positive and significant effect on service user satisfaction unloading of containers at PT Pelabuhan Indonesia IV (Persero) Branch Merauke.

Effect of facilities to satisfaction

The output of SPSS in Table 3 shows the facility variable (X2) obtained the value $t = 3.360$, while $t_{table} = 1.664$ and $sig = 0,001$ so H_a is received, because $t_{table} < t_{hitung}$. This means that the independent variable facilities (X2) positive and significant effect on the dependent variable of satisfaction. It can be concluded that H_0 is rejected and H_a accepted that hypothesis stating that the facility has a positive and significant effect on service user satisfaction unloading of containers at PT Pelabuhan Indonesia IV (Persero) Branch Merauke.

Simultaneous Hypothesis Testing basis (Test F)

F-test was conducted to see the effect of the independent variables simultaneously, or together with dependent variable is often called the regression equation linearity test. To test F can be seen in the table below 4 is:

Table 3. F Test Results

Anova ^a						
Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	1056.199	2	528.099	39.984	.000 ^b
	Residual	1017.001	77	13.208		
	Total	2073.200	79			

A. Dependent variable: satisfaction
B. Predictors: (constant), facility, location

Source: Primary Data Process 2016 (SPSS 23)

In the table 4 values obtained $F = 39.984$ while in $F_{table} = 3.11$ and $sig = 0,000$ so H_a is received, because $F_{table} < F_{count}$. This means that the independent variable location (X1) and facilities (X2), simultaneously really significant effect. It can be concluded that H_0 is rejected and H_a accepted hypothesis that the location and facilities together positive and significant impact on service user satisfaction unloading of containers at PT Pelabuhan Indonesia IV (Persero) Branch Merauke be received.

The coefficient of determination (Adjusted R2)

To see the ability of independent variables in explaining the dependent variable. The coefficient of determination can be seen in the table below 5 this:

Table 4. Determination Coefficient Result

Model summary ^b				
Model	R	R square	Adjusted r square	Std. Error of the estimate
1	.714 ^a	.509	.497	3.63425

A. Predictors: (constant), amenities, location
B. Dependent variable: satisfaction

Source: Primary Data Process 2016 (SPSS 23)

In the table 5 values obtained Adjusted R2 = 0.497 = 49% This means that the ability of variable location (X1) and facilities (X2), in explaining the satisfaction variable (Y) by 49% and the remaining 51% can be explained by other variables not examined in this research.

Discussion

From the data processing and calculations are summarized in the tables above were obtained from questionnaires distributed to 80 respondents found the result that the location and the facilities are a positive influence on satisfaction of service users unloading of containers at PT Pelabuhan Indonesia IV (Persero) Branch Merauke, where coefficient constants of 0551 positive effect, indicating that the variable locations (X1) and facilities (X2) the value is 0 then satisfaction (Y) in value by 0551, the value of variable coefficients X1 for 0538 indicates that the variable locations positive effect on satisfaction, in other words if variable locations increased by 1%, the variable satisfaction will increase by 0538, or 53%, the coefficient of X2 showed that the variables amenities positive effect on satisfaction, in other words if the variable locations increased by 1%, the variable satisfaction will be increased by 0.386 or 38% ,

Thus, the results of this study can be attributed to the theory put forward by Kolter, in Tjiptono (2008) which defines the level of customer satisfaction as freshly someone after comparing the performance / results that he perceived in comparison with expectations. If the performance was below expectations, the customer is not satisfied. This can have negative impacts on companies that can reduce the number of customers and caused customers no longer interested in using the services of companies that will lower corporate profits.

These results are consistent with previous studies written by Lucki Herman (2014), who studied with the title "The Effect of Location, Amenities and Quality of Service to the Customer Satisfaction on Air Travel Gita Water Park District of Pulung Ponorogo" which states that a variable location, facilities and quality services simultaneously affect on customer satisfaction. Similar to the results of research conducted by AsepSukmoRaharjo (2009), who studied with Title Effect of amenities, service and location to Consumer Satisfaction in Using the Internet Services in the District Gajahmungkur Semarang, where the

results of hypothesis testing that can be concluded that the facilities, services and the location in partial and simultaneously have a positive and significant impact on customer satisfaction.

By looking at the purpose of research, data analysis, calculations and theories related to the title of the study, the authors concluded that:

Effect of Location on User Satisfaction Services Stevedoring Container At PT Pelabuhan Indonesia IV (Persero) Branch Merauke with variable location is formed by three indicators: access location passed or is within easy reach inside the port, the visibility of the location that is easily seen, good traffic vehicle and parking available at the port. From the results of the statistical data that the location provided by PT Pelabuhan Indonesia IV (Persero) Branch Merauke to service users unloading of containers is adequate. Based on the results of the t test for variable locations, it can be concluded that the partial location has a positive and significant impact on service user satisfaction unloading of containers.

Effect of amenities on User Satisfaction Services Stevedoring Container At PT Pelabuhan Indonesia IV (Persero) Branch Merauke with variable facility set up by the six indicators, namely the nature and purpose of the organization / identity of the facilities provided, the availability of land and space requirements / physical location that is tailored to the development of regulations local government, the flexibility of the service facilities adjusted to developments in the future, factors aesthetic service facilities neat to attract customers, society and environment that support the activities of loading and unloading at the port that have an impact on social issues and the environment, construction and operating costs / aspects of facility layout services that are in accordance with the needs of service users unloading. Based on the results of multiple linear regression tests for variable facilities, concluded that the facility also has a positive and significant impact on service user satisfaction unloading of containers.

The influence of location and facilities to the User Satisfaction Services Stevedoring Container At PT Pelabuhan Indonesia IV (Persero) Branch Merauke variable location and facilities simultaneously have a positive and significant impact on the satisfaction of service users based on the indicators of satisfaction include: the satisfaction of service users unloading overall , the dimensions of customer satisfaction as measured by mengidentifikasi dimensions of customer satisfaction and ask service users rate the loading service offered, confirmation of expectations inferred based on compliance / non-compliance expectations of users loading service, willingness to recommend to your family, so to minimize user dissatisfaction services loading and unloading in a test using test f, where the value of $f = 39\,984$ while $F_{table} = 3:11$ and $sig = 0.000$ so H_a is received, because $F_{table} < F_{count}$. This means that the independent variable location (X1) and amenities (X2), thus it can be concluded that H_0 is rejected and H_a accepted that the hypothesis that the location and facilities together positive and significant impact on user satisfaction services of loading and unloading of containers on PT Pelabuhan Indonesia IV (Persero) Branch Merauke. Authors can share their acknowledgements in this part of the manuscript.

4. Conclusion and Recommendation

Variable location (X1) partially positive and significant impact on user satisfaction container loading and unloading services (variable Y). This is evidenced by the t value is greater than the value t table. Thus H_0 rejected and H_a accepted, where the indicator of access, visibility, traffic affects the loading service user satisfaction. Variable Facility (X2) partially positive and significant impact on user satisfaction container stevedoring services (variable Y). This is evidenced by the t value is greater than the value t table. Thus H_0 rejected and H_a accepted, which indicator the nature and purpose of the organization, the availability of land and space requirements, flexibility, aesthetic factors, society and environment affects the loading service user satisfaction. Simultaneously variable location and facilities to have a positive influence and significant to user satisfaction container loading service. This is evidenced by the value of f is bigger than the f table, thus rejected H_0 H_a accepted.

The results of this study would be able to provide positive input for the company to continue to improve services better, it is meant to still be able to support the service user satisfaction. It is hoped that the PT Pelabuhan Indonesia IV (Persero) Branch Merauke to continue to improve service quality and HR company as development times by providing training increase the ability of individuals on a regular basis to the employees, so that the services will be established to maximize the impact on the company's profits. As the only provider of port services, PT Pelabuhan Indonesia IV (Persero) Branch Merauke is advisable to develop systems, facilities, and equipment ports by following the latest technology, from the company to become a big and strong harbour.

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