

ABSTRACT

ANALYSIS OF FACILITY AND SERVICE QUALITY OF TANJUNGPANDAN ARCHIPELAGO FISHING PORT TO SUPPORT FISH SUPPLY CHAIN IN BELITUNG ISLAND

The research was conducted at the Nusantara Fishing Port (PPN) Tanjungpandan, Belitung Regency. The study was conducted in two periods, namely in the period of September to October 2020, and January to February 2022. The respondents were active users of the port selected using the snowball sampling method. The selected respondents were 70 people consisting of fishermen, skippers, traders, managers of factories or fish processing units, and port managers. Data collection was carried out by a combination of survey methods, observation, dissemination of structured questionnaires and in-depth interviews with respondents who were key informants involved in the use of facilities at PPN Tanjungpandan. The data were analyzed using descriptive qualitative method combined with the SERVQUAL and IPA (*Importance Performance Analysis*) methods. The study showed that the total value of basic, functional, and supporting facilities in supporting the fish supply chain in the Belitung Island received score of 60.46% (scale 0-100%). There is 1 basic facility, 4 functional facilities, and 1 supporting facility that is not in accordance with the standards of the Nusantara class fishing port, as stated in the Regulation of the Minister of Maritime Affairs and Fisheries No. 8 of 2012. There were 2 supporting facilities that are considered important, but the quality is still low to support good performance of fish supply chain. Government functions received a score of 62.51%. The entrepreneurial function scored quite well at 59.46%. There are 8 port services with the highest gap between the performance and the expectations of users, which are considered important, but the performance is still low. The availability and quality of facilities and services of PPN Tanjungpandan as the center of marine fisheries activities in Belitung Island need to be improved to support the fish supply chain in the Belitung Island.

Keywords: Belitung Island, Importance Performance Analysis, Port, Quality, SERVQUAL.

INTISARI

ANALISIS FASILITAS DAN KUALITAS PELAYANAN PELABUHAN PERIKANAN NUSANTARA TANJUNGPANDAN UNTUK MENDUKUNG RANTAI PASOK IKAN DI PULAU BELITUNG

Penelitian dilaksanakan di Pelabuhan Perikanan Nusantara (PPN) Tanjungpandan, Kabupaten Belitung. Penelitian dilakukan dalam dua tahap, yaitu pada periode September hingga Oktober 2020, dan Januari hingga Februari 2022. Responden penelitian merupakan pengguna aktif pelabuhan yang dipilih menggunakan metode snowball sampling. Responden yang terpilih sebanyak 70 orang yang terdiri dari nelayan, juragan, pedagang, pengelola pabrik atau unit pengolahan ikan, dan pengelola pelabuhan. Pengumpulan data dilakukan dengan perpaduan metode survei, observasi, penyebaran kuesioner terstruktur dan wawancara mendalam dengan responden yang menjadi informan kunci yang terlibat dalam penggunaan fasilitas di PPN Tanjungpandan. Data yang diperoleh kemudian dianalisis secara deskriptif kualitatif dipadukan dengan metode SERVQUAL dan IPA (*Importance Performance Analysis*). Hasil penelitian menunjukkan bahwa total nilai fasilitas pokok, fungsional, dan penunjang dalam mendukung rantai pasok ikan dikepulauan Belitung bernilai baik dengan angka 60, 46% (skala 0 – 100%). Terdapat 1 fasilitas pokok, 4 fasilitas fungsional, dan 1 fasilitas penunjang yang tidak sesuai standar pelabuhan perikanan kelas Nusantara, sesuai dengan Peraturan Menteri Kelautan dan Perikanan No. 8 Tahun 2012. Terdapat 2 fasilitas pendukung rantai pasok ikan yang dinilai penting namun kualitasnya masih rendah. Fungsi pemerintahan memperoleh nilai baik dengan angka 62, 51%. Fungsi perusahaan memperoleh nilai cukup baik dengan angka 59, 46%. Terdapat 8 layanan pelabuhan dengan kesenjangan tertinggi antara kinerja yang diberikan dan harapan yang diinginkan pengguna yang dinilai penting namun kinerjanya masih rendah. Ketersediaan, kualitas fasilitas dan layanan PPN Tanjungpandan sebagai pusat kegiatan perikanan laut di Pulau Belitung perlu ditingkatkan untuk menunjang rantai pasok ikan di wilayah kepulauan.

Kata kunci: *Importance Performance Analysis*, Kualitas, Pelabuhan, Pulau Belitung, SERVQUAL.