

ABSTRAK

OPTIMALISASI PELAYANAN DAN FASILITAS TERMINAL PENUMPANG PELABUHAN CABANG TANJUNG PRIOK

Mochammad Setiadi Rizki

15/387291/PEK/20841

Terminal Penumpang Pelabuhan Cabang Tanjung Priok khusus menangani dan melayani kapal penumpang. Terletak di Ibu Kota Negara yang menjadi pusat kegiatan bisnis dan ekonomi seharusnya Pelabuhan Cabang Tanjung Priok menjadi memiliki nilai strategis sehingga Pelabuhan Cabang Tanjung harus menjadi cermin bagi pelabuhan-pelabuhan lainnya di Indonesia. Dalam semua pelayanan jasa, kepuasan pelanggan selalu menuntut kehandalan pelayanan dan kinerja fasilitasnya. Permasalahannya yaitu bagaimana cara mengoptimalkan fasilitas dan pelayanan yang diberikan kepada pengguna jasa dan penumpang untuk mencapai kepuasan pelanggan.

Penelitian ini bertujuan untuk mengukur dan mengevaluasi kinerja fasilitas pelabuhan yang ada pada terminal penumpang cabang pelabuhan tanjung priok serta mengidentifikasi penyebab tidak optimalnya kinerja fasilitas dan pelayanan pelabuhan. Metode penelitian dilakukan dengan pengumpulan data primer dari lapangan dan data sekunder dari instansi terkait. Analisis dermaga dengan rumus utilisasi fasilitas dan ketentuan dari ketentuan Ditjenhubla dan *United Nations Conference on Trade and Development* (UNCTAD) dengan *Berth Occupancy Ratio* (BOR) sebagai indikator pengukurannya. Kebutuhan dermaga dan terminal penumpang dihitung dengan rumus kebutuhan dermaga dan terminal penumpang. Kepuasan penumpang diperoleh melalui survei kepada penumpang kapal laut di terminal penumpang pelabuhan tanjung priok.

Kesimpulan hasil analisis yang didapatkan yaitu menunjukkan bahwa tingkat BOR rata-rata (40,32%) masih berada di bawah ketentuan UNCTAD (60%) dan Ditjenhubla (70%). Kinerja pelayanan di terminal penumpang Pelabuhan Tanjung Priok kepada kapal *Waiting Time* (WT) rata-rata sebesar 1,62 jam disimpulkan belum baik, karena melebihi batas maksimal yang ditentukan Ditjenhubla (1 jam). Kinerja pelayanan *Approach Time* (AT) rata-rata 1,33 jam disimpulkan baik, karena lebih kecil dari batas maksimal yang ditentukan Ditjenhubla (1.5 jam). Rasio antara *Effective Time* (ET) dan *Berth Time* (BT) adalah sebesar 62%, disimpulkan belum baik karena masih di bawah batas minimal yang ditentukan Ditjenhubla (70%). Kepuasan penumpang terendah yang dilakukan terhadap 89 responden, adalah waktu tunggu kapal sesuai jadwal, sarana hiburan (taman bermain anak, televisi, wi-fi, dan sebagainya), serta kemudahan menyampaikan keluhan di terminal penumpang. Tingkat pemakaian terminal penumpang rata-rata hanya 15,30%.

Kata kunci : optimalisasi, standar kinerja pelayanan operasional pelabuhan, pelabuhan tanjung priok

ABSTRACT

OPTIMIZALIZATION OF PASANGGER TERMINALS SERVICE AND FACILITIES IN PORT OF TANJUNG PRIOK

Mochammad Setiadi Rizki

15/387291/PEK/20841

Port of Tanjung Priok specifically handles and serves passenger ships. Located in the capital city which is the center of business and economic activities, the Tanjung Priok Port has a strategic value and become a reflection for the other ports in Indonesia. In all services, customer satisfaction always demands the reliability and performance of its facilities. The problem is how to optimize the facilities and services provided to serve users and passengers to achieve customer satisfaction.

This research aims to measure and evaluate the performance of port facilities in the Port of Tanjung Priok Passenger Terminal and identify the causes of non-optimal performance of port facilities and services. The research method is collecting primary data from the field and secondary data from the related institutions. Berth analysis with the formula of facility utilization and provisions of the Directorate General of Sea Transportation and United Nations Conference on Trade and Development (UNCTAD) provisions with Berth Occupancy Ratio (BOR) as an indicator of measurement. The need for berth and passenger terminals is calculated by the formula for the need for berth and passenger terminals. Passenger satisfaction was obtained through a survey of ship passengers on the Port of Tanjung Priok Passenger Terminal.

The conclusion of the results of the analysis obtained is that the average BOR level (40.32%) is still below the provisions of UNCTAD (60%) and Directorate General of Sea (70%). The service performance in the passenger terminal of Tanjung Priok Port to the Waiting Time (WT) ship at an average of 1.62 hours was concluded not to be good, because it exceeded the maximum limit determined by Directorate General of Sea (1 hour). The average Approach Time (AT) service performance of 1.33 hours is concluded well, because it is smaller than the maximum limit specified by Ditjenhubla (1.5 hours). The ratio between Effective Time (ET) and Berth Time (BT) is 62%, concluded not good because it is still below the minimum limit determined by Ditjenhubla (70%). The lowest passenger satisfaction carried out on 89 respondents, is the waiting time of the ship according to schedule, entertainment facilities (children's playground, television, wi-fi, etc.), and the ease of making complaints at the passenger terminal. The rate of passenger terminal usage is only 15.30%.

*Keywords : optimization, port operational service performance standards, port of
tanjung priok*