

ABSTRAK

Salah satu upaya peningkatan kualitas layanan kepada pengguna jasa serta mengikuti perkembangan di era *modern* saat ini, PT. ASDP Indonesia Ferry sebagai perusahaan negara di industri jasa transportasi melakukan transformasi digital dalam proses reservasi dan pembelian tiket feri dengan meluncurkan sistem aplikasi dan *website* Ferizy.

Industri transportasi merupakan salah satu industri besar karena bersinggungan secara langsung dengan masyarakat luas. Namun harus diakui jika industri transportasi menjadi salah satu industri yang dipandang sebelah mata dan diprediksi sulit untuk melakukan perubahan mengikuti perubahan zaman. Begitu pun dengan industri transportasi penyeberangan feri, hampir seluruh proses didalam proses bisnisnya dilakukan secara manual. Proses transaksi pembelian dan pembayaran tiket feri yang selama ini berjalan sejak lama adalah contoh nyata bagaimana proses bisnis belum berubah sehingga menimbulkan berbagai risiko. Atas berbagai risiko yang timbul, bukan hanya PT. ASDP Indonesia Ferry yang dirugikan namun juga berdampak pada masyarakat secara luas.

Sistem aplikasi dan *website* Ferizy resmi diluncurkan pada Bulan Mei tahun 2020 untuk mengkomodir proses bisnis reservasi dan pembelian tiket feri secara *online*. Sebagai pilot project yang masih berjalan hingga saat ini, sistem aplikasi dan *website* sementara hanya digunakan untuk penyeberangan lintasan Merak – Bakauheni dan Ketapang – Gilimanuk. Sistem aplikasi dan *website* Ferizy dibangun dengan tujuan mempermudah proses reservasi dan pembelian tiket feri, memberikan kenyamanan dan keamanan kepada pengguna jasa, mengurangi risiko buruk yang timbul yang diakibatkan transaksi secara manual serta menjaga kepercayaan stakeholder yang berhubungan dengan industri penyeberangan feri.

Kinerja sistem aplikasi dan *website* Ferizy belum dilakukan penilaian sehingga belum adanya proses evaluasi dari proses yang sudah berjalan selama ini. Penelitian ini dimaksudkan untuk mengukur kinerja sistem aplikasi dan *website* Ferizy menggunakan pendekatan model ISO 25010:2011 dengan metode analisis *Importance Performance Analysis* (IPA).

Hasil penelitian disimpulkan terdapat 4 atribut yang menjadi prioritas perbaikan yaitu dimensi *Usability – Accessibility* (16) serta atribut *Security – Confidentiality*.

Kata Kunci : Industri, Jasa Transportasi, Transformasi Digital, Ferizy, ISO 25010:2011, *Importance Performance Analysis* (IPA)

ABSTRACT

One of the efforts to improve the quality of service to customer and follow developments in today's modern era, PT. ASDP Indonesia Ferry, as a state company in the transportation service industry, has made a digital transformation in the reservation and purchase of ferry tickets by launching the Ferizy application system and website.

The transportation industry is one of the big industries because it is in direct contact with the wider community. However, it must be admitted that the transportation industry is one of the industries that is underestimated and is predicted to be difficult to make changes following the changing times. Likewise with the ferry transportation industry, almost all processes in its business processes are carried out manually. The process of buying and paying for ferry tickets that have been going on for a long time is a clear example of how business processes have not changed so that they pose various risks. For the various risks that arise, not only PT. ASDP Indonesia Ferry was disadvantaged but also had an impact to customer.

Ferizy application system and website was launched in May 2020 to accommodate the online ferry ticket reservation and purchase business process. As a pilot project that is still running today, the application system and temporary website are only used for crossing the Merak – Bakauheni and Ketapang – Gilimanuk routes. The Ferizy application system and website were built with the aim of simplifying the process of booking and purchasing ferry tickets, providing convenience and security to customers, reducing the bad risks that arise due to manual transactions and maintaining the trust of stakeholders related to the ferry industry.

The performance of the application system and the Ferizy website has not been assessed so that there is no evaluation process of the process that has been running so far. This study is intended to measure the performance of the application system and the Ferizy website using the ISO 25010:2011 model approach with the Importance Performance Analysis (IPA) analysis method.

The results of the study concluded that there are 4 attributes that are priority improvements, namely the Usability - Accessibility (16) criteria and the Security - Confidentiality attribute.

Keywords: Industry, Transportation Services, Digital Transformation, Ferizy, ISO 25010:2011, Importance Performance Analysis (IPA).