ABSTRAKSI

NAMA   :   **SUPRAYOGI SUMARKAN**
NIM   :   **D2A307020**
JUDUL   :   **Kualitas Pelayanan Di Terminal Penumpang PT.Pelabuhan Indonesia III (PERSERO) Cabang Tanjung Emas Semarang**

Kualitas pelayanan merupakan salah satu cerminan kinerja suatu organisasi publik, termasuk Terminal Penumpang PT. Pelabuhan Indonesia III (Persero) Cabang Tanjung Emas Semarang, dimana kepuasan pengguna jasa menjadi tujuan utama. Untuk itu perlu dilakukan suatu pengukuran agar diketahui tingkat kepuasan pengguna jasa dengan melakukan studi kualitas pelayanan. Penelitian ini didasarkan pada asumsi bahwa kualitas pelayanan di Terminal Penumpang PT. Pelabuhan Indonesia III (Persero) Cabang Tanjung Emas Semarang masih kurang. Hal ini dapat dilihat dari banyaknya sarana / fasilitas yang kurang baik untuk digunakan. Tujuan dari penelitian ini untuk mengetahui kualitas pelayanan di Terminal Penumpang PT. Pelabuhan Indonesia III (Persero) Cabang Tanjung Emas Semarang dan untuk mengetahui tingkat kesesuaian antara harapan pengguna jasa dengan kinerja yang dilakukan oleh manajemen PT. Pelabuhan Indonesia III (Persero) Cabang Tanjung Emas Semarang. Penelitian ini menggunakan metode penelitian deskriptif dengan analisa kuantitatif. Sampel yang diambil sebanyak 50 responden. Pengumpulan data dilakukan dengan observasi, kuesioner, dokumentasi dan studi kepustakaan. Analisa data menggunakan metode deskriptif kuantitatif dengan perhitungan nilai bobot keseluruhan.

Setelah melakukan penelitian, diperoleh hasil bahwa kualitas pelayanan di Terminal Penumpang PT. Pelabuhan Indonesia III (Persero) Cabang Tanjung Emas Semarang adalah baik namun kurang optimal sehingga perlu perbaikan, dengan jumlah bobot kinerja 2.172 dan jumlah bobot harapan 2.540 dengan tingkat kesesuaian antara harapan dan kinerja sebesar 85,5 %. Untuk meningkatkan kualitas pelayanan terhadap pengguna jasa, disarankan agar manajemen Pelabuhan Tanjung Emas meningkatkan kualitas SDM dengan mengikutkan pelatihan tentang kualitas pelayanan, memberbaiki fasilitas – fasilitas yang rusak dan terkena rob walaupun secara bertahap.

Disetujui oleh Pembimbing I
Tanggal…………………......

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ABSTRACT

SERVICE QUALLITY IN PASSENGER TERMINAL
PT PELABUHAN INDONESIA III (PERSERO)
CABANG TANJUNG EMAS SEMARANG

Service quality is the one of performance reflection a public organization, including passenger terminal PT. Pelabuhan Indonesia III (Persero) cabang Tanjung Emas, Semarang, where the satisfaction user is the main goal. Those need to be measured in order to find out the level of user satisfaction by doing research of service quality. This study is assumed that the service quality of passenger terminal PT. Pelabuhan Indonesia III still lack. This can be seen from the number facilities that are not ready to use. Beside of that, the lack of staff make the service is still not maximal yet. The purpose of this research is to find out quality service in passenger terminal PT Pelabuhan Indonesia III (Persero) cabang Tanjung Emas Semarang and to discover the conformity level between the user expectations to performance done by PT Pelabuhan Indonesia Cabang Tanjung Emas Semarang management, the research is done by describing five quality service dimension that is tangible, reliability, responsiveness, assurance and empathy. The study use desriptive research method with quantitative analysis. The sampel is taken by 50 respondents. The collecting data is done by observation, questionnaire, documentation and literature. Data analysis use quantitative descriptive method with the whole score counting.

After perform the research, it is can be concluded that the service quality in passenger terminal PT. Pelabuhan Indonesia III is good but has not optimal so that need to be improved, by the performance score is 2.172, expectations score is 2.540 and the conformity level of expectation and performance is 85.5. The result of analysis is good tangible dimension (expectation score 720, performance score 622, level of coresspondence between expectation and performance 86%), good reliability dimension (expectation score 362, performance score 316, level of coresspondence between expectation and performance 87%), good responsiveness dimension (expectation score 535, performance score 459, level of coresspondence between expectation and performance 86%), good assurance dimensions (expectation score 559, performance score 473, level of coresspondence between expectation and performance 85%) and good empathy dimension (expectation score 364, performance score 302, level of coresspondence between expectation and performance 83%).

The conclusion to be drawn is that there are indicators that are considered important by service users felt even in fairly However the implementation still needs improvement, namely indicators of the passenger terminal cleanliness, comfort Passenger Terminal waiting room, staff responsiveness in dealing with circumstances that are less comfortable in and outside the passenger terminal, the placement of security officers both inside and outside the passenger terminal, being a good officer to provide services and staff in the reception sensitivity of complaints / grievances against the need for information. Therefore it is suggested that service providers pay more attention to these indicators to improve the quality of service to service users.

Approved by Guidance 1
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