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Bajoe Port User Perception on Port Performance

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Abstract: The port is a gateway for entry into an area or country and as a connecting infrastructure among regions, islands and even between countries, continents and nations. Bajoe Port is a ferry port that accommodates loading and unloading activities and is a strategic stop point for shipping goods. This study aims to analyze the port user perceptions of Bajoe port performance. This research is quantitative descriptive, while the port development strategy analysis is done using SWOT analysis. The results of the Community Satisfaction Survey (CSS) show that Bajoe port has a quality that is in the "good" category. The development strategy that needs to be done is; 1) Technical audit of ships and facilities at the port, 2). Training for human resources handling port performance issues, and 3) Detailed implementation of ship management as a follow up to Law Number 17 of 2008 and strict application of the Decree of the Director-General of Sea Transportation concerned.

Keywords: Ferriage, satisfaction, performance, development, Bajoe

I. INTRODUCTION

The port is a work environment consisting of land and water areas that are equipped with berths and berthing facilities, for loading and unloading and passenger ups and downs, from a sea or ship mode to other modes of transportation or vice versa. Bajoe crossing port is located in Tanete Riattang Timur District, east of the city of Watampone. Bajoe crossing port functions as a trading center for local residents, for passengers and unloading goods for basic needs that are in place. The Bajoe-Kolaka crossing as an economic pulse connects the provinces of South Sulawesi and Southeast Sulawesi through the Gulf of Bone.

The Bajoe-Kolaka ferry port serves 7 units of Ro-Ro ferries from 4 shipping companies with a distance of 86 miles and takes approximately 9 hours. The name of the Bajoe-Kolaka ferry ship is KMP Mishima, KMP Kotabumi, KMP Mandala Nusantara, KMP Permata Nusantara, KMP Raja at sea, KMP Muna City and KMP Fais.

So far the Bajoe crossing port has not shown maximum performance, because ship arrivals and departures do not meet the specified schedule. Judging from operational hours, the crossing port is only open 8 hours, whereas ideally 24 hours. By looking at the role and function of the Bajoe crossing port, which is so important as a connecting infrastructure between regions/islands.

II. RESEARCH METHODS

This research is a quantitative descriptive study by analyzing the perception of Bajoe Port users on port performance, while the port development analysis is carried out using a SWOT analysis. The research location is in Bajoe Harbor, Bone Regency, which was carried out from June to July 2019. The indicators tested contained in the research instrument (questionnaire) can be seen in Table 1.

Table1. Assessment mulcators					
No.	Element of community satisfaction standard	amount			
		Question			
1	Terms/Conditions	1			
2	Systems, Mechanisms and Procedures	5			
3	Turnaround time	5			
4	Fee/tariff	1			
5	Products, specifications, types of service	1			
6	Implementing competence	2			
7	Implementing behavior	1			
8	Handling, complaints, suggestions and input	2			
9	Facilities and infrastructure	3			

Table1. Assessment indicators

The weighting scale used can be seen in Table 2.

Table 2. Scales of assessment weights						
No.	Assessment criteria	Score				
1	Strongly agree	4				
2	Agree	3				
3	Disagree	2				
4	Strongly disagree	1				

To facilitate the interpretation of CSS, the results of the assessment of the weighted average value (Σ weighted NRR) above are converted to a base value of 25 (according to the number of respondents), with the following formula;

CSS Conversion Value = Σ weighted NRR x 25

CSS Conversion Value = $2.55 \times 25 = 63,75$

Furthermore, the results of the Community Satisfaction Survey conversion (CSS) value of the Bajoe crossing port are adjusted to the quality category, which is listed in Table 3.

Table 3. Perceived	values CSS,	Intervals,	Conversion	intervals,	Service	Quality	and Service U	Jnit
			DC					

Performance						
Perception	CSS Interval	Conversion	Service	Service Unit		
value	Value	Interval Value	Quality	Performance		
1	1,00-1,75	25,00-43,75	D	Not good		
2	1,76-2,50	43,76-62,50	С	Not good		
3	2,51-3,25	62,51-81,25	В	good		
4	3,26-4,00	81,26-100,00	А	very good		

Source: KEPMENPAN Number 14 Year 2017

III. DISCUSSION

Analysis of Community Satisfaction Survey on Bajoe Ferry Port Performance

Based on measurements of 9 service elements, a Community Satisfaction Survey (CSS) calculation was obtained on the performance of the Bajoe Crossing Port. Table 4 shows the results of the management of the Community Satisfaction Survey per element of community satisfaction services.

No.	Service Elements	CSS value	CSS Conversi on Value	Service Quality	Performance
1	Persyaratan	2,48	62	С	Not good
2	Systems, Mechanisms and	2,48	62	С	Not good
	Procedures				
3	Turnaround time	2,44	61	С	Not good
4	Fee/tariff	2,48	62	С	Not good
5	Products, specifications, types	2,44	61	С	Not good
	of service				
6	Implementing competence	2,60	65	В	good
7	Implementing behavior	2,84	71	В	good
8	Handling, complaints,	2,92	73	В	good
	suggestions and input				
9	Facilities and infrastructure	2,52	63	В	good

Source: Results of data analysis, 2019

The survey results show that Bajoe port services have "B" service quality in the "Good" category. This is indicated by the value of the Community Satisfaction Survey (CSS) of the 9 CSS elements of 2.55 with a CSS

conversion value of 63.75. In general, the bad element is a requirement; mechanism system, and procedure; completion time; cost/tariff; products, specifications, types of services and good elements are implementing competencies; implementing behavior; handling, complaints of facilities and input; facilities and infrastructure.

Bajoe Crossing Port Development Strategy

The port development strategy is determined using a SWOT analysis. The results of weighting in the SWOT analysis process can be seen in Table 5.

FactorsWeight factorRatingScoreInternalA. StrengthStrong commitment from the government in improving performance and services at the Bajoe crossing port0,1640,64The amount (quantity) of human resources at the port in mipplementation of services at the port0,1630,48Completeness of the existing facilities and infrastructure at the Bajoe crossing port0,1230,36The existence of institutions that handle performance issues at the port0,1230,36Total strength score1,840,1230,36Coordination between related institutions is still low0,0820,16Lack of human resources handling at the time the ship will lean financial support from the government related to the financing of facilities and infrastructure at the port0,1230,36Total weakness score0,1230,360,480,480,1230,36A. OpportunityLaw No. 17 of 2008 concerning shipping. As well as other regulations in the form of the decision of the Director General of sea Transportation relating to port performance0,1630,48The number of potential superior regions in South Sulawesi Province and the surrounding hinterland which has the potential to use sea transportation to distribute logistics between Sulawesi0,1630,48The demand for mobility of goods and people is sometimes not supported by existing facilities0,1630,48Total weakness core0,1630,480,164 <th colspan="6">Table 5. Weighting matrices in the SWOT analysis process</th>	Table 5. Weighting matrices in the SWOT analysis process							
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Total chance-threat score 0.79		Number of threat scores			1.12			
	Tota	Total chance-threat score 0.79						

Source: Results of analysis, 2019

Based on the results of the SWOT analysis above, the strategies that can be carried out for the development of the Bajoe crossing port are; a) Technical audit of ships and facilities at the port, b) Training for human resources handling port performance issues, and c) Detailed implementation of ship management as a follow-up to Law No. 17 of 2008 and the strict application of the Decree of the Director General of Sea Transportation concerned.

IV. CONCLUSION AND RECOMMENDATIONS

The port users' perception of the performance of the Bajoe crossing port is that there is a Community Satisfaction Survey value that has a "B" service quality and is in the "good" category.

The recommendations related to strategies that need to be carried out in developing Bajoe port are as follows:

- a) Technical audit of ships and facilities at the port
- b) Training for human resources handling port performance issues
- c) Detailed implementation of ship management as a follow-up to Law No. 17 of 2008 and the strict application of the Decree of the Director General of Sea Transportation concerned

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