

Research Article

Public Service of PT Angkutan Sungai Danau Dan Penyeberangan Indonesia: Case Study at the Ferry Port Bira Bulukumba Regency

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Abstract.

This study aims to analyze the quality of public services of PT. Angkutan Sungai Danau dan Penyeberangan (PT. ASDP) Indonesia at the Bira Crossing Port of Bulukumba Regency, identify the factors that influence it, and formulate a service improvement strategy. The research method used is a qualitative approach with data collection techniques through observation, interviews, and documentation. The results showed that the quality of public services at PT ASDP Bira is not optimal, which can be seen from the unfriendliness of officers, noncompliance with standard operating procedures, and unclear ticket costs. Factors affecting public services include ineffective communication, limited human resources and facilities, and a less adaptive bureaucratic structure. Suggested strategies to improve services include strengthening human resource training, improving service support infrastructure, and implementing a stricter monitoring system. This research is expected to be a reference in improving the quality of public services in the ferry transportation sector.

Keywords: public services, PT ASDP, service effectiveness, Bira Port, improvement strategy

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1. Introduction

Public services are the main indicator in assessing government performance, both central and regional. Quality public services are a reflection of the success of governance that is oriented towards the interests of the community [1]. The close relationship between government and public services makes the quality of apparatus resources an important factor in providing effective and efficient services [2].

According to Law Number 25 of 2009, public service is an activity to fulfill the needs of citizens for goods, services, and/or administrative services provided by service providers [3]. Public service standards are guidelines for the apparatus to realize quality, fast, easy, affordable, and measurable services.



Public services must also be oriented towards a bureaucratic culture of serving, not being served. A bureaucratic culture that serves the community is part of an effort to build public trust in government [4]. This trust will be formed through accountability and responsibility in every aspect of service [5].

In the context of an archipelagic country like Indonesia, the sea transportation system plays an important role in connecting various regions. Port development as a means of supporting transportation must be accompanied by the provision of quality public services so that the benefits can be felt by the wider community [6]. One of the strategic ports is Bira Port in Bulukumba Regency, South Sulawesi, which is managed by PT Angkutan Sungai Danau dan Penyeberangan (ASDP) Indonesia Ferry (Persero).

PT ASDP Indonesia Ferry (Persero) is tasked with providing sea crossing transportation services to support national development, especially in remote and border areas [7]. The facilities provided include docks, waiting rooms, ticket counters, toilet facilities, canteens, and terminals for passengers. In addition to physical facilities, procedural aspects of service such as speed of service at ticket counters are a major concern to improve service effectiveness.

The service mechanism at Bira Port requires service users to comply with ticket purchase procedures and identity checks before entering the ship [8]. The standard operating procedure (SOP) stipulates that service at the passenger ticket counter should be completed within a maximum of 20 seconds. However, observations show that there are discrepancies in service time standards, which sometimes lead to long queues [9].

This research focuses on analyzing the quality of public services at the Bira Ferry Port, as well as the factors that influence it. These factors include apparatus professionalism, service standards, service speed, service costs, and affordability of information to service users. This research is expected to contribute to improving the quality of public services in the marine transportation sector [10].

2. Methods

This research uses a descriptive qualitative approach, which is a method that aims to describe and understand the phenomenon of public services in depth in the environment of PT ASDP Indonesia Ferry (Persero) Bira Branch, Bulukumba Regency. The research was conducted under natural conditions, where the researcher acts as the main instrument in data collection and analysis [11].

2.1. Location and Time of Research

The location of this research is at the Bira Crossing Port, Bulukumba Regency, South Sulawesi, which is one of the strategic ports managed by PT ASDP Indonesia Ferry (Persero). This research was conducted in October 2021 [12].

2.2. Research Focus

The research focus is divided into two theoretical approaches, namely the service theory by Gronroos and the policy implementation model by Edward III. Gronroos' theory includes three main aspects in assessing service quality, namely: (1) Professionalism and Skill, (2) Attitudes and Behavior, and (3) Accessibility and Flexibility. Meanwhile, Edward III's model highlights four main factors of policy implementation, namely: (1) communication, (2) resources, (3) disposition or attitude of implementers, and (4) bureaucratic structure [13].

2.3. Data Collection Technique

Data collection was done through four techniques:

1. Direct observation of services at ticket counters and port facilities,
2. In-depth interviews with PT ASDP staff and service users,
3. Documentation of service policies and SOPs,
4. Literature study of relevant references regarding public services and organizational effectiveness [14].

2.4. Data Analysis Technique

Data were analyzed using the Miles and Huberman interactive model which includes three components: data reduction, data presentation, and conclusion drawing. The researcher conducted continuous analysis from the beginning of data collection until the final writing process [15].

3. Results and Discussion

The implementation of public services by PT ASDP Indonesia (Persero) Bira Branch in Bulukumba Regency shows that service providers have provided basic facilities and infrastructure such as docks, waiting rooms, toilets, and ticket counters, but in practice there are still some obstacles in service quality. The results of interviews and field observations indicate that the ticket purchase service has not fully met the predetermined service time standard, which is 15-20 seconds per passenger. The service sometimes exceeds this time, causing long queues, as stated by one passenger, Mrs. Raniwati, who mentioned that the service is sometimes slow depending on the conditions of the day and port operating hours [16].

Factors affecting public services at Bira Port include the professionalism and attitude of officers, the availability of adequate information, and supporting infrastructure. Counter officers have not fully demonstrated high friendliness and responsiveness, as explained in interviews with service users. In addition, the discrepancy between the official tariff and the price paid by some passengers who buy tickets through brokers, creates a negative perception and reduces public trust in public service providers [17].

The community’s assessment of several aspects of the service shows mixed results. From the table presented, it is known that the service time is considered less than fast by 38% of respondents. As for crossing fees, around 30% of service users felt that the tariff they paid exceeded the official tariff, mostly due to purchases through unofficial intermediaries. Service from officers was also considered quite friendly by most respondents, but not evenly distributed in all service hours [18].

TABLE 1: Public of PT ADSP Indonesia Bira Bulukumba Regency.

Strenghts (Kekuatan)	Weaknesses (Kelemahan)	Opportunities (Peluang)	Threats (Ancaman)
1. Single Port Crossing Bulukumba to Selayar 2. Managed by an integrated SOE 3. Located in a maritime/tourist area.	1. Long distance from the center of Bulukumba City 2. Ticket service system is not satisfactory 3. Long travel time (crossing).	1. Economic growth of Bulukumba Regency as a maritime and tourism area 2. Service Target improved public Improvement of port facilities	1. Passengers switch to flight services 2. Rising prices of ferry ticket because of brokering 3. Thuggery

From the results of the SWOT analysis, the main strengths of ASDP in Bira Port are the adequate basic infrastructure and the strategic geographical location of the port. However, there are weaknesses in the form of low supervision of brokering practices

and lack of excellent service training for employees. Opportunities to improve public services are still open through the digitalization of the ticket purchase system, as well as the addition of technology-based information service units. On the other hand, the threat faced is the increasing number of passengers without an increase in human resources and an adaptive service system [19].

Overall, public services at Bira Port have been running but are not yet optimal. There is a need to improve the quality of human resources, tighter supervision of service procedures, and reforms in public information governance so that public satisfaction increases and trust in PT ASDP can be maintained.

4. Conclusion

This research shows that the public service of PT ASDP Indonesia Ferry (Persero) Bira Branch in organizing crossing services has not been fully optimized. This can be seen from several aspects of service that are still lacking, such as:

4.1 The professionalism of employees in providing services still needs to be improved, especially in terms of friendliness and timeliness in serving passengers at the ticket counter.

4.2 The speed of service at passenger and vehicle ticket counters is generally in accordance with the SOP of 15-20 seconds, but in practice it sometimes exceeds the standard, especially during peak hours [1].

4.3 Fare information and ticket purchasing mechanisms have not been fully socialized, causing some service users to be deceived by brokers and pay prices that are more expensive than the official tariff [2].

4.4 Service facilities such as waiting rooms, toilets, and prayer rooms have been provided, but need improvement in terms of cleanliness and comfort to comply with public service standards [3].

4.5 There is a gap between expectations and service reality, which has an impact on the level of customer satisfaction.

5. Advice

5.1 Improving the quality of human resources: Continuous training for employees is needed, especially on aspects of service communication, discipline, and public service ethics [5].

5.2 Strengthening the supervision of service SOPs: ASDP management needs to strictly monitor the time and flow of services, including queuing mechanisms to make them more orderly.

5.3 Dissemination of official information: Massive public communication strategies such as digital notice boards, brochures and social media campaigns are needed to avoid brokering and misinformation.

5.4 Evaluation of fares and ticketing mechanisms: Reviewing fares and digitizing ticket purchase options can make it easier for service users and reduce irregularities by unauthorized persons [6].

5.5 Facility upgrades: There is a need to update or maintain service facilities to support customer convenience and satisfaction.

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- [18] Table 4. SWOT Analysis of Public Services of PT ASDP Indonesia Bira Bulukumba Regency, Thesis of Akhmad Fahrul Islam, 2022.