

Conference Paper

Optimization of River Transport Services Using the Minimum Transportation Standard Reference to Improve Community Satisfaction

Monica Amanda

Lecturer of Politeknik Transportasi Sungai, Danau & Penyeberangan Palembang

Abstract

The community need for ferry transportation in Indonesia is increasingly important to support equitable development across the disparate regions and cater to the growing demand for passenger transportation. However, there are several crossings that are not yet optimal, despite the implementation of the Minimum Service Standards for Ferry Transportation, namely Ministerial Regulation No. 62 of 2019, which includes several service level variables, namely safety, security, comfort, convenience, equality, and regularity. This article is based on qualitative research and descriptive research and seeks to identify development foci for the ferry transportation sector to improve customer and community satisfaction.

Keywords: Optimization; Ferry Transportation; Satisfaction.

Corresponding Author:

Monica Amanda

monicamanda18@gmail.com

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1. Introduction

Transportation as we know it functions to move goods and/or people from one place to another to increase the usability and value of the goods and/or people being transported. In the world of commerce, for example, a company in the appun sector will run smoothly and will benefit as expected if the products produced by the company can arrive at the buyer on time, for this it requires means of transportation.

In life/government, the role of transportation also shows the importance of the role of transportation, the relationship between regions or provinces that are separated from each other is no longer an obstacle because of the existence of transportation facilities that connect these regions/provinces. Therefore, the current developments in remote areas or areas that were less potential, of course, cannot be separated from the progress of transportation facilities. So it is not surprising to say that the role of transportation is so large for individuals, communities and the state. Considering the role of transportation

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is so big for life, it cannot be denied that the transportation problem is still a problem that has received high enough attention.

The state of Indonesia which consists of approximately 13,677 islands, where between one island and another is separated by the sea and straits, which causes land links between islands by road/rail to be cut off. However, with the existence of ferry transportation, the connection between one place on one island and one place on another island is a continuation of road transportation. Railways can run smoothly, thus creating an effective series of transportation throughout Indonesia.

2. Research Methods

This activity is a scientific activity which is a qualitative research which does not always aim to find the cause and effect of something, but rather seeks to understand certain situations to arrive at objective conclusions. Meanwhile, in terms of nature, research This is a descriptive research, meaning research that describes certain objects and explains things related to or systematically describes the facts or characteristics of certain populations in certain fields factually and accurately 4

This research was conducted by collecting data from various existing sources, then concluded it as an objective conclusion.

3. Result and Discussion

Minimum service standards are a public policy that regulates the type and quality of basic services which are mandatory regional affairs that every citizen is entitled to at a minimum. In the implementation of the provision of services, the government must be based on established Service Standards.

Public satisfaction with public organizations is very important because of the relationship between public trust. According to Harbani Pasolong (2010: 221-222), the better the governance and quality of services provided, the higher the level of public trust. (http://repository.radenintan.ac.id/159/7/Bab_III.pdf)

Services need to be optimized so that relations with the community increase and community satisfaction increases. The standard reference for services is Ministerial Regulation No. 62 of 2019 concerning the Minimum Service Standards for Ferry Transportation.

Crossing Transportation, its guidance and supervision is under the supervision of the Directorate General of Land Transportation with the work unit of the Directorate of Traffic and River, Lake and Ferry Transportation. The regulation is based on the Decree of the Minister of Transportation Number SK/234/U/1970 dated June 22, 1970.

Pedestrian transportation is defined as transportation which functions as a bridge connecting the road network and/or railroad network that is separated by water to carry passengers and vehicles and their cargo. Based on this, basically crossing transportation is part of road transportation because crossing transportation is a part of connecting land transportation networks in the form of roads or trains that are separated by water.

In ferry transportation, the means used is a ferry, because the transportation is through waters which can be in the form of: sea, strait and bay.

Based on this, it is expected that ferry transportation has criteria that are close to the characteristics of road transportation, namely:

1. Shuttle service with high frequency, service without long waiting times;
2. Scheduled service with constant headway;
3. Reliable service is usually expressed in terms of the parameters regularity (order) and punctually (timeliness);
4. Safe and comfortable sailing;
5. Moderate rates; and
6. Accessibility to ferry ports that are not too far from traffic generation centers.

Papacostas (1987) defines transportation as a system consisting of fixed facilities, infrastructure, flow entities, facilities, and a control system that allows people or goods to move from one place to another efficient every time to support human activities. According to the Big Indonesian Dictionary (KBBI), optimization comes from the word optimal which means best or highest. Optimizing means making the best or the highest. While optimization is the process of optimizing something, in other words, the process of making something the best or the highest. So, optimization is a process of optimizing something or the process of making something the most. According to the Big Indonesian Dictionary (KBBI), optimization comes from the word optimal which means best or highest. Optimizing means making the best or the highest. While optimization is the process of optimizing something, in other words, the process of making something the best or the highest. So,

So optimization is the process of optimizing something. The thing that is optimized here is the ferry service. Transportation services really need to be optimized considering the many variables and aspects that need to be considered from ferry transportation services. Therefore, there is a need for a reference for transportation service managers, especially here, for ferry transportation in improving services for ferry transportation.

Minimum service standards are a public policy that regulates the type and quality of basic services which are mandatory regional affairs that every citizen is entitled to at a minimum. In the implementation of the provision of services, the government must be based on established Service Standards

Thus, there will be a common standard in the delivery of public services carried out by local governments to the community. Minimum service standards in the city transportation service Kupang is divided into four (4) areas, namely: road transportation, river and lake transportation, crossing transportation and sea transportation.

Road transportation is the movement of people and/or goods from one place to another by using vehicles in the road traffic space. Vehicle is a means of transportation on the road consisting of motorized vehicles and non-motorized vehicles. Motorized vehicles are vehicles that are driven by mechanical equipment in the form of machines other than vehicles that run on rails, while non-motorized vehicles are vehicles driven by human and/or animal power. River and lake transportation is carried out in a network of fixed and regular routes or irregular and irregular routes. The network of fixed and regular routes consists of main routes, namely connecting river ports and lakes which function as crossing centers,

Crossing transportation is transportation that functions as a bridge that connects road networks and/or ship lanes separated by waters to carry passengers and vehicles and their cargo. The standard of service for crossing passengers is a reference for service providers. Service providers are providers of crossing and/or transportation service-crossing port service providers. Service users are every person and/or legal entity that uses crossing services. (Mulyahadi. (2014) Optimization of Cross-Bira-Pamatata Ferry Services in South Sulawesi Province. Central Jakarta)

Minimum service standards have a very strategic value both for the government (local) and for the community (consumers). The strategic value for local governments, namely Minimum Service Standards can be used as a benchmark in determining the costs needed to finance service provision, while for the community service standards at a minimum, it can be used as a reference regarding the quality and quantity of a public service provided by the Regional Government. Thus, quality service must involve the

community and on the other hand, the government is required to work efficiently and effectively in terms of providing services to the community.

Provisions regarding Minimum Service Standards (SPM) are regulated in a circular letter of the Minister of Home Affairs No. 100/756/OTDA/2002, then further regulated in Government Regulation No. 65/2005. Adequate understanding of SPM is a significant matter related to the constitutional rights of individuals and community groups that they must obtain and must fulfill by the government, in the form of the availability of public services (basic services) that must be carried out by the government to the community. To find out that a government agency has met the MSS, an indicator is needed, the SPM indicator is a quantitative and qualitative measure of achievement which is used to describe the amount, the targets to be met in achieving an SPM by the government in the form of inputs, processes, results and/or service benefits.

The provision of public services by government officials to the community is an implication of the function of the state apparatus as public servants. The dynamic development of community life in line with the improving level of community life is an indication of the empowerment experienced by the community. This means that people are increasingly aware of what their rights and obligations are as citizens in living as a community, nation and state. The public is increasingly courageous to submit their demands, desires and aspirations to the government, including exercising control over what the government does.

Currently, there are still many weaknesses in public services by government officials so that they cannot meet the quality expected by the community. This is indicated by the fact that there are still various complaints from the public that are conveyed through the mass media, so that it can create a bad image of government officials. Given the main function of the government is to serve the community, the government needs to continue to improve the quality of services (KEPMENPAN No. 25 of 2004). One of the efforts to improve the quality of public services, as mandated in the Law of the Republic of Indonesia Number 25 of 2000 concerning the National Development Program (PROPENAS), is that it is necessary to develop a community satisfaction index as a benchmark for assessing the level of service quality.

The word satisfaction (satisfaction) according to Fandy Tjiptono and Gregorius Chandra (in Supranto, 2011: 195) comes from the Latin "satis" which means good enough, adequate, and "factio" which means doing or making. Satisfaction can be defined as "an effort to fulfill something" or "to make something adequate". According to Nasution MN (in Supranto, 2011: 45), "Customer satisfaction is a condition where customer needs, wants, and expectations can be fulfilled through the products consumed". Schnaars (in

Harbani Pasolong, 2010: 221) states that: “The creation of customer satisfaction can provide benefits, including: harmonious relationships between customers and agencies, providing a good basis for (reuse) buyers, creating loyalty from customers and forming word of mouth recommendations that all benefit the company.” Based on the understanding of customer satisfaction, it can be concluded that customer satisfaction is the level of a person’s feelings after consuming a product or service towards the needs, wants, and expectations he wants.

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KEPMENPAN Number 63 of 2003 concerning General Guidelines for the Implementation of Public Services states that the measure of the success of service delivery is determined by the level of satisfaction of service recipients.

Service satisfaction is achieved when service recipients receive services as needed and expected. Therefore, every service provider regularly conducts a Community Satisfaction Index survey.

Customer satisfaction can be measured using a variety of measurement methods. Kotler (in Supranto, 2011: 148), simply suggests four methods that can measure customer satisfaction, namely as follows:

a. Media Complaints and Suggestions System that can be used are suggestion boxes, comment cards, special telephone lines (customer hot lines), and others.

b. Customer Satisfaction Survey

Through the survey, the company will get feedback and feedback directly from customers and at the same time provide a positive signal that the company pays attention to its customers.

c. Ghost Shopping

This method is done by hiring several people (ghostshopper) to act or act as potential customers of the company’s products and competitors. Then the ghost shopper shared its findings about the strengths and weaknesses of the company’s and competitors’ products based on their experience.

d. Lost Customer Analysis

Companies analyze customer satisfaction by contacting customers who have stopped buying or have switched suppliers. The results of this method will obtain information on the causes of this. (Dwi Handayani. (2018) Community Satisfaction Index. Bandung)

Based on Ministerial Regulation No. 62 of 2019 concerning the Minimum Service Standards for Ferry Transportation, there are several categories and variables that must be met in ferry transportation.

SPM for Cross Transportation as referred to in paragraph (I) consists of:

- a. SPM for Cross Transportation for passenger services;
- b. SPM for Crossing Transport for vehicle loading; and
- c. SPM for Ferry Transportation for ship operation (PM No. 62 of 2019 concerning Minimum Service Standards for Ferry Transportation)

SPM for Cross Transportation for passenger services as referred to in Article 2 paragraph (2) letter a covers the following aspects:

1. safety;
2. security;
3. convenience;
4. convenience; and
5. equality.

SPM Crossing for vehicle loading as referred to in Article 2 paragraph (2) letter b covers the following aspects:

1. safety;
2. security; and
3. convenience.

SPM for Cross Transportation for ship operation as referred to in Article 2 paragraph (2) letter c covers the following aspects:

1. security;
2. convenience; and
3. regularity.
4. To comply with ferry transportation, an inspection is carried out by the Crossing Transport SPM Checking Officer.
5. In the event that the SPM has been fulfilled for Ferry Transport, a decision letter is given to fulfill the SPM for Ferry Transportation.

6. Fulfillment of the SPM Decree for Crossing Transportation as referred to in paragraph (2) shall be determined by:
7. the Minister, for cross-border transportation services between countries and/or between provinces;
8. governor, for cross-border transportation services between regencies/cities within a province; and
9. regent/mayor, for cross-crossing transportation services within the district/city.

4. Conclusion

Minimum service standards are a public policy that regulates the type and quality of basic services which are mandatory regional affairs that every citizen is entitled to at a minimum. In the implementation of the provision of services, the government must be based on established Service Standards. Optimization of ferry transportation services must comply with the regulations of the Ministerial Regulation No. 62 of 2019 concerning the Minimum Service Standards for Ferry Transportation which consists of 6 (six) variables, namely safety, security, comfort, convenience, equality, and regularity.

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