

Passenger Satisfaction Analysis of Service in Port Passenger Terminal Gresik

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Abstract: This study aims to measure the level of customer satisfaction in the domestic ferry crossing port of Gresik through the quality of port services. Primary data obtained by distributing questionnaires to consumers harbor users. The total sample of respondents is 50 people. Data were analyzed using descriptive statistics. Used to measure customer satisfaction gap analysis between the level of perceived performance of consumers with their expectations of port services.

Keywords: *level of customer satisfaction, service quality, gap analysis.*

1 Introduction

As the largest archipelago in the world that consists of 17 058 islands with a total area of 735 355 square mile region of Indonesia where two-thirds are aquatic and marine areas that make Indonesia as a maritime nation. Therefore, sea transport has a very important role in Indonesia. Not only as a means of connecting from one area to another, much more than that as a means of transport of national and international trade. Under these conditions the sea transportation as part of the national transportation system needs to be developed properly to support the growth of the economy. Gresik regency is geographically located between 7 ° - 8 ° south latitude and 112 ° -113 ° east longitude, with an area of 1191.25 square kilometers and has a sea area/water of ± 45 493, 25 Ha. As well as one Bawean with an area of approximately 196.11 km², this island itself is separated by a distance of ± Java Sea (approximately) 80 miles from Center City Gresik. As for the link between the mainland Gresik Bawean with the use of sea transport in the form of a ferryboat to cross the route Gresik Gresik Bawean. The scope examined in this study include user customer satisfaction related to port facilities and port facilities are felt directly by passengers. The facilities available at the port of Gresik, namely; the harbor entrance, parking facilities, where ticket sales, waiting room, goods inspection facilities, toilets, prayer rooms, air conditioning, and the physical condition of the port building. Fasilitas already available but less than the maximum because of facilities such as:

No.	Fasilitas available	Condition
1.	The area of the passenger terminal	300 M ²

2.	The distance between the port door to the passenger terminal.	+/- 500 M
3.	Area Pakir just the motor.	$P \times L = 5 \times 3 \text{ M}$
4.	The number of counters.	1
5.	The number of seats in the waiting room waiting for the terminal.	120 seats
6.	Toilet.	There is
7.	Islamic Prayer Room.	There is
8.	Areas for feeding.	There is
9.	Availability canteen	There is
10.	Ship departure information services.	There is
11.	APAR number.	4 pieces
12.	Passenger capacity.	200 people
13.	Facility inspection of goods.	Not yet available
14.	Air conditioner.	2 pieces
15.	Security passenger terminal area.	There is
16.	Health facilities in the terminal.	Not yet available

Table 1. Gresik port passenger terminal facilities

Supporting the customer satisfaction with services as required by knowing, customer satisfaction is influenced by four factors: product features and services, consumer emotion, success or failure of support services as well as consumer perceptions of fairness. Customers will be satisfied if the performance of services that are perceived to be above expectations, while customers will be dissatisfied if the perceived performance was below expectations of customers. The purpose of the ministry is to achieve customer satisfaction completely (Total customer satisfaction). The extent to which the level of user satisfaction as measured from the port service quality dimensions of tangibles (physical condition), reliability (reliability), responsiveness (power responsive), assurance (assurance services) and empathy (empathy). port facilities are provided in the terminal space, comfort, and safety of passengers and others. This is done to determine the desires and expectations of passengers to available services can provide passenger satisfaction which ultimately can establish loyalty of passengers. Based on the above, the author tried to raise issues related to "PASSENGER SATISFACTION ANALYSIS OF SERVICE IN PORT PASSENGER TERMINAL GRESIK".

Problem Formulation 1) The lack of adequate services and meeting service standards.2) Unavailability of information services to the maximum,3) The issue of ship ticket sales, which is still manual, 4) Limited ability in transporting passengers, 5) The limited number of ticket redemption counter causing queues are too long, 6) The number of ticket brokers which makes the number of passengers does not match the manifest.

The research goal of this thesis is: 1) To know know and analyze the level of satisfaction of passengers at the port of Gresik, 2) Efforts to improve the quality of services at the passenger terminal port of Gresik.

The results of this study are expected to provide benefits, both theoretically and practically. The expected benefits authors of this study are:

a. Theoretically:

With the theory - the theory and implementation level of customer satisfaction with services in the field of passenger terminal services at the port will be useful in complementing the theory - the theory of quality of service.

b. Share Practical:

As reference material or to be able to understand and apply knowledge about the activities of passenger services in the passenger terminal.

2 Literature Review

Namely the collection of data by reading, viewing, researching, quotes from books or references presented, input or consideration and comparison of what can be seen from existing theories. The aim of this literature study to obtain the theoretical foundations of the road to read books including regulations and other documents relating to the issues to be discussed.

The study population was all business actors in the Port of Gresik and stakeholder environment or other relevant agencies. Sampling was done by directly using a questionnaire given the implementation is relatively easy and is expected to facilitate the processing of data from multiple samples determined. According to Arikunto [1] is partially or representative sample of the population studied. If the study population numbered less than 100 then the samples taken is everything, but if the study population numbering more than 100 then samples can be taken between 10-15% or 20-25% or more. Of theory guiding Arikunto author, the authors take a random sample of 50 respondents were interviewed and guided by the author if there are things that are not yet understood in filling out questionnaires distributed at the Port of Gresik. The primary data collection will be assisted by several co-operators who previously had a debriefing.

In this study, authors used data analysis techniques to test hypotheses and to know how much the level of passenger satisfaction to passenger terminal services at the port of Gresik. The method used should be appropriate to your field of study type - the type of quantitative analysis, so that the data can be more simple and easy to read and easy to interpret. Analysis of survey data using the data to determine the perceptions of the respondent's opinion the passenger terminal services through Customer Satisfaction Index (CSI). CSI is used to measure the satisfaction level of respondents on the performance of services organized by the port management. CSI actually very useful for the purpose of organizing internal port, for example to monitor service improvement, motivate employees and provide rewards as a description for providing the level of customer satisfaction. CSI is used to determine the level of overall satisfaction with service users see the importance of the attributes of the product/service. According to Irawan[2], a measure of CSI necessary because first, the result of measurement can be used as a reference to determine the goals to improve services to the respondents as a whole can be seen on the criteria of customer satisfaction levels. Data were analyzed using statistical analysis techniques as follows: CSI is required for the measurement of the first, the results of the measurements can be used as a reference to determine the goals to improve services to the respondents as a whole can be seen on the criteria of customer satisfaction levels. Data were analyzed using statistical analysis techniques as follows: CSI is

required for the measurement of the first, the results of the measurements can be used as a reference to determine the goals to improve services to the respondents as a whole can be seen on the criteria of customer satisfaction levels. Data were analyzed using statistical analysis techniques as follows:

1.1 Analysis of Customer Satisfaction Index (CSI)

Customer Satisfaction Index (CSI) is used to measure the satisfaction level of respondents on the performance of services held by the company. CSI actually very useful for the purpose of organizing the company internally, for example to monitor service improvement, motivate employees and provide rewards as a description for providing the level of customer satisfaction. CSI is used to determine the level of overall satisfaction with service users see the importance of the attribute or attributes of products/services. According to Irawan[2], the measurement of the CSI is required for the first, the results of the measurements can be used as a reference to determine the goals to improve services to the respondents as a whole can be seen on criteria such as the level of customer satisfaction table

CSI value can be measured through the following steps: Determining Mean Importance Score (MIS) of each variable, Make Weight Factors (WF) per variable. This weight is a percentage value per variable to the total MIS MIS entire variable, Determining Mean Satisfaction Score (MSS) of each attribute, Make Weight Score (WS_k) each variable. This weight is obtained by multiplying WF_k with MSS_k.

1.2 Determining Customer Satisfaction Index (CSI).

CSI value to determine whether the performance is in accordance with the wishes of service users, then analyzed by the following formula:

$$CSI = \frac{\sum_{k=1}^n WS_k}{HS} \times 100\%$$

Where: WS = Weight of score (weight score)

HS = Maximum Scale (highest scale)

Interpretation Customer Satisfaction Index (CSI)

Figures Index	Interpretation
$X \leq 64\%$	<i>Very poor</i>
$64\% < X \leq 71\%$	<i>Poor</i>
$71\% < X \leq 77\%$	<i>Cause for concern</i>
$77\% < X \leq 80\%$	<i>borderline</i>
$80\% < X \leq 84\%$	<i>Good</i>
$84\% < X \leq 87\%$	<i>Very Good</i>
$87\% < X$	<i>Excelent</i>

Note: X = Figures Customer Satisfaction Index.

3 THEORETICAL BASIS

1.3 Passenger service

Ships of public service (public service) are one manifestation of the state apparatus functions as a public servant as well as civil servants. This service functions directed at meeting the needs of society as well as the creation of social justice in the community, and thus the government will be able to realize a better life for its people [3] Cited by Donald [4] that the service is, in fact, an activity or benefits offered by one party to the other and is essentially intangible and does not result in ownership of something, the production process may not be associated with a physical product. Meanwhile, according to Lovelock (In Herdiansyah[4] "service is a product which has no shape or form and has been temporary or long-lasting but can be perceived and understood by the recipient of the service (service). Be accurate service influence on customer satisfaction include having employees skilled in their fields, then the customers will be satisfied with company[5].

From the data collected is explained that in carrying out the accuracy in providing services has been good. This can be measured by the performance of the crew in accordance with the dictates of the timeliness can be achieved. According to CL Littlefield and his colleagues, whose outline is that the standard time can be set at the time of the measurement of performance because it is in performance measurement includes measuring the time required for completion of the work [6].

This service standard is a measure that should be held in public service delivery and must be obeyed by the giver and the recipient of the service. The Government through the Ministry of Transportation has issued Regulation of the Minister of Transportation No. 119 in 2015 concerning amendments to the regulations of the Minister of Communications No. 37 the Year 2015 on sea transport passenger service standards. Regulation of the Minister of Transportation regulates the following matters:

- 1) Safety Services include:
- 2) Information and safety facilities;
- 3) Informasi and health facilities
- 4) Order and Safety Services include:
- 5) Up and down passengers to and from the ship;
- 6) Security facilities such as waiting room, and introduction;
- 7) Postal and security forces;
- 8) Information security threats;
- 9) Equipment and security support.
- 10) Services Reliability / Regularity:
- 11) Ease to get a ticket;
- 12) Information departures and arrivals of the ship.
- 13) Leisure Services at the Port include
- 14) The waiting room;
- 15) Gate / boarding corridor;
- 16) Garbarata (the main port);
- 17) Toilet;

- 18) Worship place;
- 19) Lighting;
- 20) Hygiene facilities;
- 21) Facilities thermostat;
- 22) Health care space;
- 23) Smoking area;
- 24) Convenient services at the Port include:
- 25) Information services;
- 26) Arrival and departure time of the vessel;
- 27) Information travel disruption;
- 28) Advanced transportation information;
- 29) Passenger service facilities;
- 30) Amenities ease up / down passengers;
- 31) Parking lot;
- 32) Passenger baggage service facilities;
- 33) Equality in the Terminal Services include:
- 34) Facilities for people with disabled;
- 35) Facilities for breastfeeding mothers.

1.4 Passenger satisfaction

According to Oliver cited Supranto [7], "Satisfaction is the level of one's feelings after comparing the performance/results perceived to his expectations." Customer satisfaction is an impression and expectations regarding the performance of the service provider. If the institution below expectations, customers are not satisfied; if institutions work with modern expectations, then customers will be satisfied with the services provided.

According to Kotler [8] feeling happy or disappointed that emerged after comparing the work (results) product that thought of the performance (results) is expected.

According to Tjipton[9] word contentment or satisfaction "satisfaction can be interpreted as an effort to fulfill something or make something adequate".

Johns in Bandu [10] says the key to creating a sense of happy customers that the service provided must be one step from the expected customer service,

Nasution[11] states Customer satisfaction can be interpreted as the needs, desires and expectations of customers are met "

According to Tjiptono[12] has proposed five service quality dimensions, namely:

- a. Physical Evidence (Tangibles), Including physical facilities, equipment, employees, and means of communication.
- b. Empathy (Empathy), Including ease in relationships, effective communication, personal attention, and understanding the needs of individual customers.
- c. Reliability (Reliability), Namely the ability to provide the promised service with immediate, accurate and satisfactory.
- d. Responsiveness (Responsiveness), The desire and willingness of employees to assist customers and provide service with a response.
- e. Assurance (Assurance), Includes the knowledge, competence, courtesy, and trustworthiness owned by its employees, free from physical harm, risk, or doubt.

5 Method

In this study, the authors will discuss the analysis of customer satisfaction to improve service quality ditermianal Gesik passenger port. So in this study the authors used quantitative descriptive approach.

1.5 Data collection technique

Methods of data collection is done by two (2) ways ie literature study to obtain secondary data, while primary data obtained by asking the respondents' opinions through questionnaires.

1.5.1 Secondary Data

Secondary data were obtained in the form of empirical data from businesses or other related agencies as well as the study of literature. A literature study is one of the techniques of data collection and sharing of information from sources including books, journals and scientific magazines and articles in the library and / or internet / online related to the research that is being done. Empirical data that will be obtained, among others: the ship visits, the performance of the port, loading and unloading activities, fluctuation of passengers, etc.

1.5.2 Primary

Primary data is data that is sourced directly from the informant who generally are passenger ships, government officials and other stakeholders who use marine transportation services. Primary data is packaged in the form of a questionnaire or a questionnaire is a technique of data collection is done through the provision of written questions to the respondent to answer. The questionnaire in this study are closed. Moreover, also conducted interviews in order to gain more support input from relevant stakeholders.

Result and Discussion

1.6 Customer Satisfaction Index (Csi)

1.6.1 Services Safety, Security and Equality

In accordance with the Regulation of the Minister of Transportation Number 119 Year 2015 regarding amendments to the regulations of the Minister of Transport Number 37 of 2015 on Service Standards Passenger Sea Transport, then services such as safety and security are regulate matters as follows:

1.6.2 In the safety service emphasis is on:

provision of information concerning existing safety systems and safety facilities available, provision of information regarding the health system and health facilities are available. In order and security services include:

- a. up and down the passenger service to and from ships;
- b. availability of security features such as waiting room, and introduction;
- c. postal availability and security;
- d. the availability of information system security threats;
- e. availability of equipment and security support.

Perception that respondents in this study about the service levels of safety and security of passengers in the port of Gresik where appropriate level of satisfaction with Customer Satisfaction Index value is equal to 78.18%, which is in accordance with the table number Customer Satisfaction Index Interpretation is in the range of 77% of the index figures <X <80% have borderline interpretation, or still within the boundary line.

No.	Information	satisfaction score	weighted factor	weighted score
Safety services				
1	Pedestrian safety facilities on the location of public transport stops to the passenger terminal at the port.	3,740	0087	0326
2	The availability of equipment for emergency situations such as fire extinguishers, manual evacuation routes, meeting points for evacuation and emergency phone numbers.	3,740	0087	0326
3	Availability of information and health facilities such as health space, P3K, wheelchair, stretcher, and health workers.	3,640	0085	0309
Order and Safety Services				
4	Security and order a lounge area and a passenger terminal at the port.	3,860	0090	0347
5	Security and order room introductory / pick-up at port	4,020	0094	0376
6	Safety walk from the location where the public transport stops into the passenger waiting room.	4,060	0095	0384
7	Security and order during the up and down passengers to and from the ship	4040	0094	0380
8	The port facility security posts	3,900	0091	0354
9	Services security officers at the port of origin of travel.	4,100	0095	0391
10	Unt uk complaints availability information security problems at the port.	3,900	0091	0354
11	Availability of equipment and support security (CCTV, metal detectors, patrol cars, etc.);	3,940	0092	0362
	Total	42 940	1,000	3909
	Customer Satisfaction Index			78.18%

$$CSI = \frac{\sum_{i=1}^p WSi}{100\%} \times 100\% = 78.18\%$$

1.6.3 The level of service Reliability / Regularity and Leisure

Sea Passenger Transport Service Standards concerning the provision of regular and reliable services as well as comfortable, is expected to provide a good service regarding the following matters:

- a. Providing service reliability / regularity;
- b. Service that makes it easy to get a ticket;
- c. Providing information on ship arrival and departure schedules.
- d. Convenience services at the port;
- e. Leisure and completeness of lounge facilities;
- f. The procedures for checking on the gate / corridor or boarding;
- g. Comfort in use garbarata (the main port);
- h. Availability, comfort and cleanliness of the toilet;
- i. Availability and ease of getting a place of worship;
- j. Availability and adequacy of lighting;
- k. Availability and adequacy of sanitary facilities;
- l. Availability and adequacy facilities temperature control;
- m. The availability and affordability of health care space;
- n. Availability of dedicated smoking areas.

From the results of a study of the respondents, then to the factors mentioned above opinions are given the results obtained in this study respondents about the level of service reliability, regularity and comfort of passengers in the port of Gresik Passenger accordance Customer Satisfaction Index value is equal to 74.65%, which where this figure is in accordance with the table Customer Satisfaction index interpretation is in the range of index numbers $71\% < X < 77\%$ have Cause Forconcern interpretation, or is still a concern in service reliability, regularity and passenger comfort.

No.	Information	satisfaction score	weighted factor	weighted score
	Services Reliability / Regularity			
1	Ease of getting a ticket corresponding desired travel destinations	3,700	0076	0283
2	Availability of information about arrival and departure of the ship.	3,720	0077	0286
3	Availability of information on ticket prices, the number of places available on the boat, trip interruption.	3,720	0077	0286
	Leisure services at ports			
4	Adequacy waiting room capacity and passenger terminal at the port;	3,780	0078	0295
5	Availability gate / corridor boarding at the passenger terminal	3,820	0079	0301
6	The availability of toilets in the passenger terminal	3,740	0077	0289
7	Hygiene quality toilet facilities in the passenger terminal	3,720	0077	0286
8	Availability of places of worship in the passenger terminal	3.70	0076	0283
9	The availability of lighting in the lounge,	3,740	0077	0289

	terminals and ports;			
10	Availability of sanitary facilities in the passenger terminal and the port.	3,720	0077	0286
11	Availability of facilities conditioners / coolers in the passenger terminal	3,760	0078	0292
12	The availability of health care space in the passenger terminal;	3,720	0077	0286
13	Facilities smoking area in the passenger terminal;	3,620	0075	0270
		48.46	1,000	3,728
	Customer Satisfaction Index			74.56%

Table 2. Information Accessibility services and facilities at the Port

Sea Passenger Transport Service Standards in the ease of service delivery at the port, aims to provide a good service, especially in providing convenience regarding the following matters:

- a. the provision of sufficient and affordable information about existing services;
- b. providing information about the arrival and departure board;
- c. providing information about travel disruption;
- d. provision of information on advanced transportation;
- e. provision of information and the availability of passenger service facilities;
- f. provision of facilities for ease of rising/ fall of passengers;
- g. provision of sufficient parking facilities;
- h. provision and ease of passenger baggage service facilities.

In accordance with the analysis of the perception given by the respondents, the importance of the results of the analysis of Customer Satisfaction Index which amounted to 72.92% of this figure in accordance with the table Interpretation Customer Satisfaction Index is at 71% <X <77% range in which the index numbers that have interpretation Cause Forcencern, or still a concern, which means that passengers feel not maximal ease of service in terms of providing for passenger ships in the port of Gresik.

No	Information	satisfaction score	weighted factor	weighted score
1	Availability of information in passenger services on the harbor	3,600	0082	0296
2	Information ships travel disruption	3,600	0082	0296
3	Frekuensi airport passenger ships in port	3,600	0082	0296
4	Distance from public transport stops to the passenger terminal at the port location	3,620	0083	0300
5	Availability board information or directions to the existing facilities at the port (on-site ticket booths, passenger terminal, prayer rooms, toilets / WC, and others);	3,700	0085	0313
6	Clarity of information on advanced transport in ports, both on the type of transportation, schedules, routes, fares and signpost advanced transportation;	3,640	0083	0303

7	Availability of convenience facilities for up / down passengers at the port (stairs up / down of the vessel)	3,640	0083	0303
8	The existence of ticket brokers in the port of Gresik;	3,620	0083	0300
9	Availability of parking of vehicles in the port of Gresik;	3,680	0084	0310
10	Passenger baggage services, such as availability of trolley, uniformed porter and means of scales;	3,680	0084	0310
11	The existence portion / waitress passenger luggage in the port of Gresik;	3,620	0083	0300
12	how services provided in case of bad weather	3,720	0085	0317
	Total	43.72	1,000	3,644
	Customer Satisfaction Index			72.88%

Table 3.Equality in the Passenger Terminal Services

In accordance with the Regulation of the Minister of Transportation Number 119 Year 2015 regarding amendments to the regulations of the Minister of Transport Number 37 of 2015 on Service Standards Passenger Sea Transport, then services such equality is arranging matters as follows:

- a. Provision of facilities for people with disable;
- b. Provision of facilities for nursing mothers.

Against the equality of service delivery, especially concerning matters mentioned above, and based on the results of research on the perception of respondents obtained results of the analysis of Customer Satisfaction Index by 72.31% which is in accordance with the table number Customer Satisfaction Index Interpretation is in the range of 71% index numbers < X <77% have Forcencern Cause interpretation, or still a concern, which means that passengers feel not maximal service in case of equality for passenger ships in the port of Gresik.

No.	Information	satisfaction score	weighted factor	weighted score
1	The availability of facilities for people with disable in the harbor.	3,640	0252	0916
2	Disable facilities for the quality in the harbor.	3,600	0249	0896
3	The availability of space in the harbor nursing mothers	3,540	0245	0867
4	The quality of facilities for nursing mothers in the harbor.	3,680	0254	0937
	Total	14:46	1,000	3616
	Customer Satisfaction Index			72.31 %

Table 4.Service Improvement Efforts

To determine the value of the calculation of the average perception of respondents' satisfaction with the service can use the formula:

$$\text{Average number} = \frac{\text{Questionnaire Results}}{\text{Total Questionnaires}}$$

Interpretation of Weight Questionnaire

Weight	Information
1	not Secured
2	Less Secured
3	Ordinary
4	guaranteed
5	highly Secured

Table 5.Service Level of Safety, Security and Order

Based on the results of the discussion of Customer Satisfaction Index for Services Level of Safety, Security and Order amounted to 78.18%. Then the passenger satisfaction with the service level of Safety, Security and Order is still in the borderline or borderline. The calculation of the average perceptions of service can be seen in the following table

No.	The results of the questionnaire	the number of questionnaires	the average perception
1	187	50	3.74
2	187	50	3.74
3	182	50	3.64
4	193	50	3.86
5	201	50	4:02
6	203	50	4:06
7	202	50	4:04
8	195	50	3.9
9	205	50	4.1
10	195	50	3.9
11	197	50	3.94

Table 6.Calculating the average perception of safety, security and order

- Based on these factors should be fixed service are still seen from the table the perception is:
- Pedestrian safety facilities on the location of public transport stops to the passenger terminal at the port.
 - The availability of equipment for emergency situations such as fire extinguishers, manual evacuation routes, meeting points for evacuation and emergency phone numbers.
 - Availability of information and health facilities such as health space, P3K, wheelchair, stretcher, and health workers.
 - Security and order a lounge area and a passenger terminal at the port.
 - Security and order room introduction / pickup at the port.

1.7 Reliability of service level / Regularity and Leisure

At the presentation of data collection on the Customer Satisfaction Index service level Reliability / Regularity and Leisure reached 74.56% presentations where the presentation level of passenger satisfaction in a state of concern. The data calculation of average perception of service at the level of reliability / regularity and comfort can be seen as follows:

No.	The results of the questionnaire	number of questionnaires	The average perception
1	185	50	3.7
2	186	50	3.72
3	186	50	3.72
4	189	50	3.78
5	191	50	3.82
6	187	50	3.74
7	186	50	3.72
8	185	50	3.7
9	187	50	3.74
10	186	50	3.72
11	188	50	3.76
12	186	50	3.72
13	181	50	3.62

Table 7. Calculating the average perception of reliability/regularity and comfort

And there are some services in the passenger terminal port of Gresik to be repaired and supplied seen in the data table with the lowest value among others:

- Ease of getting a ticket corresponding desired travel destinations.
- Availability of information about arrival and departure of the ship.
- Availability of information on ticket prices, the number of places available on the boat, trip interruption.
- Availability of places of worship in the passenger terminal.
- Availability of sanitary facilities in the passenger terminal and the port.
- The availability of health care space in the passenger terminal.
- Facilities smoking area in the passenger terminal.

1.8 Accessibility of Information Services and Facilities at the Port

From the research respondents willingness against information accessibility services and facilities in the ports of the results obtained using the Customer Satisfaction Index ratings of 72.88%. Where in this presentation information accessibility level of satisfaction with services and facilities at the port is still very worrying. The calculation of the average perception on information accessibility services and facilities in ports can be seen as follows:

Calculating the average perception of Accessibility of Information Services and Facilities at the Port

No.	The results of the questionnaire	number of questionnaires	The average perception
1	180	50	3.6
2	180	50	3.6
3	180	50	3.6
4	181	50	3.62
5	185	50	3.7
6	182	50	3.64
7	182	50	3.64
8	181	50	3.62
9	184	50	3.68
10	184	50	3.68
11	181	50	3.62
12	186	50	3.72

In terms of ease of service delivery that is still lacking, especially the things below, which require improvements mainly because the value of its services according to the results of an analysis of passenger perception has an average value is lower, namely:

Availability of information in passenger services at the port.

- a. Information boat trip interruption.
- b. Frekuensi airport passenger ships in the harbor.
- c. Distance from public transport stops to the location of the passenger terminal at the port.
- d. The existence of ticket brokers in the port of Gresik.
- e. How to services provided in case of bad weather.

Providing service as referred to above, require the use of information technology systems. Therefore, preparation or improvement of services in terms of providing convenience to passengers, especially in terms of increased giving information, should be supported by the mastery of information technology and also the strengthening of the Internet network to get information through an electronic network.

1.9 Equality in the Passenger Terminal Services

Results of analysis of passenger perception towards equality in service delivery Gresik port passenger terminal obtained from the analysis of Customer Satisfaction Index by 72.31%, which is in accordance with the table number Customer Satisfaction Index Interpretation is in the range of index numbers where $71\% < X < 77\%$ Cause Forcencern interpretations that have, or are still worried.

No.	The results of the questionnaire	number of questionnaires	The average perception
1	182	50	3.64
2	180	50	3.6
3	177	50	3:54
4	184	50	3.68

- The few things that need to be improved in the harbor passenger terminal Gresik namely:
- Improvements to the quality facilities for nursing mothers in the harbor.
 - Improvements space for nursing mothers.
 - The availability of facilities for people with disabilities.
 - Repair facilities for the physically difable quality in the harbor.

From the calculation of the average - average perception of equality services at the port is considered normal so that the necessary improvements and additional services available facilities. While the results of the analysis using the Customer Satisfaction Index (CSI) shows the level of passenger satisfaction with services provided at the passenger terminal at the port of Gresik 78.18% borderline interpretation, or still within the boundary line. Judging from the presentation of the results showed that passengers using sea transport services in the passenger terminal port of Gresik some still worrying but was quite satisfied with the performance and service provided.

6 Conclusion

Based on the results of extensive analyzing the data and discussion we can conclude as follows:

The service level of safety, security, and order of the presentations showed the respondents amounted to 78.18%. Which means in accordance with the index number in the position of 77% $<X <80\%$, which can be interpreted on a borderline position, or still within the boundary line / neutral. It can be stated service level of safety, security and order are still lacking.

Level of service reliability/regularity and comfort given the results obtained by the respondent in the amount of 74.65% which is in accordance with the table number Customer Satisfaction Index Interpretation index numbers are in the range 71% $<X <77\%$ who have interpreted Forconcern Couse, or still a little disbelief.

Service level information accessibility services and facilities at the port in accordance with the results given by the respondents were analyzed using the Customer Satisfaction Index by 72.92% which is in the range of index numbers 71% $<X <77\%$ who have interpreted Cause Forcencern or still slightly do not believe.

Service level passenger terminal of equality in accordance with the results given by the respondents obtained from the analysis of Customer Satisfaction Index by 72.31% which is in the range of index numbers 71% $<X <77\%$ who have interpreted Cause Forcencern or still a bit not believe service.

Suggestion

Based on observations and interact directly with the respondents that use sea freight services in Gresik port terminals there are some suggestions in this study are:

Need for increased services is still lacking in passenger safety issues such as the need for safer bridges for boarding, facilitating exchange of order in the queue ticket to meet the ship and facilities that are still missing and repair facilities that have been damaged.

The necessity of holding the socialization of the use of information technology systems for passengers. So as to increase the service and provide convenience for passengers using sea freight transport services, especially the terminal port of Gresik.

In the port and the acceleration in the development of necessary infrastructure improvements. And conduct business strategy, synergy with related units and has always been committed to the service is good and improving services in accordance with the needs of passenger.

The need to give special care to passengers with special needs such as pregnant women, nursing mothers and people with disabilities. The facility where care is less heat it up equality.

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