



The Effect Of Quality Of Document Service To Customer Satisfaction In PT. Mediterranean Shipping

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Abstract

PT. Mediterranean Shipping Company, is one of the major multinational companies in Indonesia, multinational companies can communicate with customers and sell to customers abroad without the need for a lot of physical investment in foreign markets (United Nations Conference On Trade, UNCTAD, 2017), through its market reach so large and with business relationships that are spread everywhere, then this company has a pretty good rating in the international business arena. PT. Mediterranean Shipping Company Indonesia develops its business as a shipping company in the field of International container transportation (export import) and offers various facilities for export to exporters.

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1. INTRODUCTION

Indonesia is a maritime country because it has a wider sea area compared to the mainland. With this vast sea area, Indonesia has become a traffic lane in strategic trade and economic activities in international trade. One of the most potential maritime area roles in the marine transportation industry is to support the water transport industry. So that in the water transport industry many services are offered. Of the various services offered, of course, each shipping company in Indonesia competes with each other to provide the best service for customers for the smooth running and business development, but in this case the author specializes in the aspects of exporting and importing container loads, in this case the will be discussed is export. The document export division in serving the export documents of

goods namely: serving exporters in delivering their goods from the port of origin to the port of destination, before carrying out the main task, it is necessary to have an agreement between the exporter and the cargo agent company, in order to be able to ship the cargo, the shipping industry in Indonesia is growing, especially container load export services. This makes PT. The Mediterranean Shipping Company must identify the problem and formulate and prepare a company's strategy to be more effective and efficient in providing quality services in completing container load export activities.

2. METHOD

a. Questionnaire

Data collection techniques with a list of questions (questionnaire). The

questionnaire is a number of written questions that are used to obtain a number of information and respondents in the sense of reports about his personality or about things he knows. (Prof. Dr. Suharsimi Arikunto 2003: 194).

1. Quality of Service

According to Tjiptono (2009), service quality is an effort to meet the needs and desires of consumers and the accuracy of their delivery in offsetting consumer expectations.

2. Customer Satisfaction

According to Tjiptono, (2014: 353) the word 'satisfaction' comes from the Latin words "satis" (meaning pretty good, adequate) and "facio" (doing, making). In simple satisfaction can be interpreted as 'efforts to fulfill something' or 'make something adequate'.

b. Research Time

When the research was carried out semester V and VI, namely at the time of writing carrying out the Land Practice which is one of the requirements in fulfilling the D-IV program pursued by the writer starting from September 20, 2017 to July 20, 2018 at PT. Mediterranean Shipping Company.

c. Approach Method

In this thesis research writing uses a quantitative approach because the analysis technique I use is a technique used to obtain answers to problems or a general picture of a phenomenon or phenomenon based on theory, assumptions or assumptions, in this case can be interpreted as a framework of thought shows the relationship between the variables to be studied, as well as reflecting the type and number of problem formulations that need to be answered through research, the theory used is to formulate hypotheses, and statistical analysis techniques to be used.

d. Data Collection Technique

1. Question List (Questionnaire)

Data collection techniques with a list of questions (questionnaire). The questionnaire is a number of written questions that are used to obtain a number of information and respondents in the sense of reports about his

personality or about things he knows (Prof. Dr. Suharsimi Arikunto 2003: 194).

2. Observation

Observation is data collection that is used by directly observing in the field or object of research with the aim of observing research objects and information directly. Observation data collection techniques are used for research regarding human behavior, which describes a person's feelings without conducting interviews or questionnaires.

3. Literature Review

Namely the collection of data by reading, viewing, researching, quoting from books or references that are presented, input or material consideration and comparison of what can be seen from existing theories. This literature study aims to obtain the basics of theory by reading books including regulations and other documents relating to the problem to be discussed.

e. Research Subject

1. Population

Population according to Sugiyono (2017: 80). Population is a generalization area consisting of: objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study are customers of PT. Mediterranean Shipping Company, as many as 20 people. Company, yaitu sebanyak 20 orang.

2. The Sample

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2013: 62). While Now (2011: 244) states, that the sample is a subgroup or part of the population consisting of several selected members of the population, in other words some of the population elements. Sample According to Sugiyono (2017: 81), the sample is part of the number and characteristics possessed by the population. In this study sampling was not used.

f. Result and Discussion

This study seeks to obtain a picture of the Effect of Document Service Quality on Customer Satisfaction at PT. Mediterranean Shipping Company. From the test results obtained discussion as follows:

1. On the correlation of Effect of Document Service Quality on Customer Satisfaction at PT. Mediterranean Shipping Company, obtained correlation coefficient data of 0.96 ($r_{xy} = 0.96$) Then obtained $R^2 = 0.9216$, prove that there is a positive and very strong correlation effect, and prove that the validity test is valid because $0.1614 > 1.734$ ($t_{count} > t_{table}$). Determination coefficient of 92% ($KP = 92.16\%$) states that service quality affects customer satisfaction. Then in $t_{count} = 16.14$ ($16.14 > 1.734$), where if $t_{count} > t_{table}$ there is a significant influence between the variables X and Y.

g. Validity Test, Determination Coefficient Test, and Hypothesis Test

1. Test of Validity

a. X with respect to Y

Because $r_{count} = 0.96$, because $r_{count} > r_{table}$ ($0.096 > 0.423$). So the research is valid.

2. Determination Coefficient Test

Is the amount of the contribution of independent variables to the dependent variable. The higher the coefficient of determination, the higher the ability of the independent variable in explaining the variation of changes in the dependent variable.

a. The coefficient of determination X with Y

$R^2 = 0.9216$, approaching number 1, it is said that this study is feasible to use. And as much as 92% of service quality affects customer satisfaction and 8% by other factors.

3. HYPOTHESIS TESTING

a. t - test

Used to test the effect of partial (pervariabel) on the dependent variable. Does the variable have a significant influence on the dependent variable or not.

The results of data processing are:

The results are known that $t_{arithmetic} > t_{table}$ ($0.1614 > 1.734$); So H_0 is rejected and H_a is accepted, meaning that there is a significant relationship between X and Y.

4. CONCLUSION

Analysis by the author of the influence of service quality documents Bill Of Lading (X)

on customer satisfaction (Y) at PT. Mediterranean Shipping Company, so at the end of this writing the author tries to provide conclusions which include the following:

1. The results of the analysis regarding the relationship between service quality and customer satisfaction in the publication of PT. Mediterranean Shipping Company, using correlation analysis shows the value of $r = 0.96$, this proves that there is a relationship between service quality and customer satisfaction in issuing bill of lading documents, has a strong and positive relationship to customer satisfaction at PT. Mediterranean Shipping Company. This indicates that the increasing the quality of Bill of lading (B / L) document publishing services, the level of customer satisfaction will also increase.

2. From the results of hypothesis testing regarding the influence of service quality on customer satisfaction in the issuance of bill of lading documents at PT. Mediterranean Shipping Company, with an error rate of 5% of all sample data, obtained $t_{count} > t_{table}$ ($16.14 > 1.734$) is accepted meaning that there is an influence between service quality on customer satisfaction in the issuance of bill of lading documents at PT. Mediterranean Shipping Company. This indicates that the service quality of issuing Bill of Lading (B / L) documents that is good and right is an indication in increasing customer satisfaction. Therefore, in the presence of this so as to make the number of customers who want to use shipping services PT. Mediterranean Shipping Company, specifically in the issuance of bill of lading documents which are considered satisfying customers. The results of the analysis of the effect of service quality on customer satisfaction in the issuance of bill of lading documents using regression coefficient analysis allowed regression equation model $Y = -6.41 + 0.669 X$ which means that the coefficients of Y and X are proportional to the direction, that is if the service of issuing Bill of Letters documents Lading (B / L) can be done well and quality increases, so customer satisfaction will also increase so that customers will continue to use the services of PT. Mediterranean Shipping Company and will continue to grow.

Based on the determinant results the determinant coefficient obtained a figure of 92.16% meaning that the contribution or influence of the quality of service of Bill of Lading documents (B / L) to customer satisfaction is 92.16% and the remaining 7.84% is influenced by other factors, such as the influence from other companies engaged in the same field.

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