

SERVICE SATISFACTION OF ARRIVAL REPORT LETTER (STBLKK) AT THE BUNGUS OCEANIC FISHING PORT

Kepuasan Jasa Pelayanan Surat Tanda Bukti Lapor Kedatangan Kapal (STBLKK) di Pelabuhan Perikanan Samudera Bungus

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ABSTRACT

Bungus oceanic fishing port (PPS) Bungus was one of the fishing ports in Indonesia. Bungus fishing port conducts mooring activities. The mooring activity is that fishermen moor their ships at a port and require a proof of arrival report letter (STBLKK). The purpose of this study was to determine service procedure and the satisfaction of STBLKK services at PPS Bungus. Implementation of SOP at service procedure at Bungus Ocean Fishing Port is that every fishing vessel that will come or moor / dock at the dock is required to report and make a proof of arrival report letter, the issuance of STBLKK at Bungus Ocean Fishing Port is in accordance with existing procedures. The questionnaire results show that the five questions posed to the ship's management show very suitable results for convenience, speed, satisfaction, courtesy, and security services. The implementation of the service of issuing proof of ship arrival report (STBLKK) is very suitable based on the value of the Community Satisfaction Index (SMI) A, which is 98.5. Ship management satisfaction with STBLKK service procedures is very good.

Keywords: Bungus, Port, Satisfaction, Service, STBLKK

ABSTRAK

Pelabuhan perikanan samudera Bungus (PPS) Bungus merupakan salah satu pelabuhan perikanan di Indonesia. Pelabuhan perikanan bungus melakukan aktivitas tambat labuh. Aktivitas tambat labuh yaitu nelayan menambatkan kapalnya di suatu Pelabuhan dan memerlukan surat tanda bukti lapor kedatangan kapal (STBLKK). Tujuan penelitian ini mengetahui prosedur pelayanan kepuasan jasa pelayanan STBLKK di PPS Bungus. Prosedur Pelayanan di Pelabuhan Perikanan Samudera Bungus yaitu setiap kapal perikanan yang akan datang atau tambat/labuh di dermaga wajib melapor dan membuat surat tanda bukti lapor kedatangan kapal. Implementasi SOP penerbitan STBLKK di Pelabuhan Perikanan samudera Bungus sudah sesuai dengan prosedur yang ada. Hasil kuisioner menunjukkan bahwa lima pertanyaan yang diajukan kepada pengurus kapal menunjukkan hasil sangat sesuai untuk pelayanan kemudahan, kecepatan, kepuasan, kesopanan, dan keamanan. Implementasi

pelayanan penerbitan surat tanda bukti lapor kedatangan kapal (STBLKK) sangat sesuai berdasarkan nilai Indeks Kepuasan Masyarakat (IKM) A yaitu 98,5. Kepuasan pengurus kapal terhadap prosedur pelayanan STBLKK sangat baik.

Kata Kunci: Bungus, Kepuasan, Pelabuhan, Pelayanan, STBLKK

INTRODUCTION

A fishing port is a place for all fishing activities including anchoring, loading and unloading, and supporting fisheries activities. The role of a fishing port is as a center for handling and marketing activities of the catch. A fishing port connects the activities of the catch at sea and the unloading and marketing on land (Nurhayati et al., 2018). One of the type A fishing ports in Indonesia is the Bungus Ocean Fishing Port (PPS). PPS Bungus has a landing pier which is the busiest area (Mustaruddin et al., 2022). PPS Bungus is the center of the fisheries industry in West Sumatra so that the quality of service and facilities at the port will greatly support these activities (Zainal et al., 2023).

The landing pier activities at PPS Bungus include landing activities, unloading the catch, marketing, sea supplies, ship repairs (docking) and mooring (Sihotang et al., 2024). Mooring services, namely ships that anchor get services to moor their ships. The level of mooring service is seen from the performance and service time while the ship is anchored (Djunuda et al., 2022). Mooring service is carried out by checking the ship arrival report certificate (STBLKK) by the officer. STBLKK is issued by the harbor master at a port legally after following the standard operating procedures for its services (Kirwelakubun et al., 2018).

Service is an activity to meet the service needs of every citizen carried out by public service officers. Public service providers are required to provide excellent and optimal service so that they can improve the quality of service, employee performance, and provide a positive image to the community (Dharmika and Subanda, 2023). Excellent service will have an impact on customer satisfaction (Bayyinah et al. 2016) Service quality is influenced by the awareness and skills of officers, service regulations, organization, and facilities in carrying out tasks (Adawiyah et al., 2023). There is not much information about the procedure for making STBLKK issuance and services at PPS Bungus, so research is needed on the satisfaction of service providers for issuing proof of ship arrival reports at PPS Bungus. This study aims to determine the STBLKK service procedure and the implementation of STBLKK issuance and service services at PPS Bungus.

METHODS

The research was conducted at Bungus Port from October to December 2023. The materials used were questionnaires. The tools used were stationery, mobile phones, and stopwatches. The method used was a survey by conducting interviews and filling out questionnaires with ship managers. The total number of ship managers was 30 people and 20 people were taken for interviews and filling out questionnaires. The questions asked can be seen in Table 1.

Table 1. List of Questions

No.	Questions	Scale	Value
1.	What do you think about the ease of issuing STBLKK services	Very Suitable	4
		In accordance	3
		Not in accordance	2
		Totally Inappropriate	1
2.		Very Suitable	4
		In accordance	3

No.	Questions	Scale	Value
	What do you think about the satisfaction of STBLKK service issuance	Not in accordance	2
		Totally Inappropriate	1
		Very Suitable	4
3	What do you think about the speed of STBLKK service	In accordance	3
		Not in accordance	2
		Totally Inappropriate	1
		Very Suitable	4
4.	What do you think about the politeness of STBLKK service	In accordance	3
		Not in accordance	2
		Totally Inappropriate	1
		Very Suitable	4
5.	What do you think about the security of STBLKK services	In accordance	3
		Not in accordance	2
		Totally Inappropriate	1

The questionnaire data is processed and the community satisfaction index (IKM) is calculated. IKM can be calculated using the following formula:

$$IKM = \frac{\text{Total of the perception value per element}}{\text{Total value of filled elements}} \times \text{weighing value}$$

The obtained IKM value is then converted to service quality. The IKM conversion interval value can be seen in Table 2.

Table 2. IKM Conversion Interval Values

IKM Conversion Interval Value	Quality of Service	Service Unit Performance
25 – 43.75	D	Not good
43.76 – 62.50	C	Less good
62.51 – 81.25	B	Good
81.26 – 100.00	A	Very good

In addition, direct observation was conducted on the STBLKK issuance procedure at Bungus Port. The estimated time for each stage of STBLKK issuance was recorded.

RESULT

Issuance of STBLKK

One of the activities at PPS Bungus is the issuance of STBLKK. The number of STBLKK issuances from January-October 2023 at PPS Bungus can be seen in Figure 1.

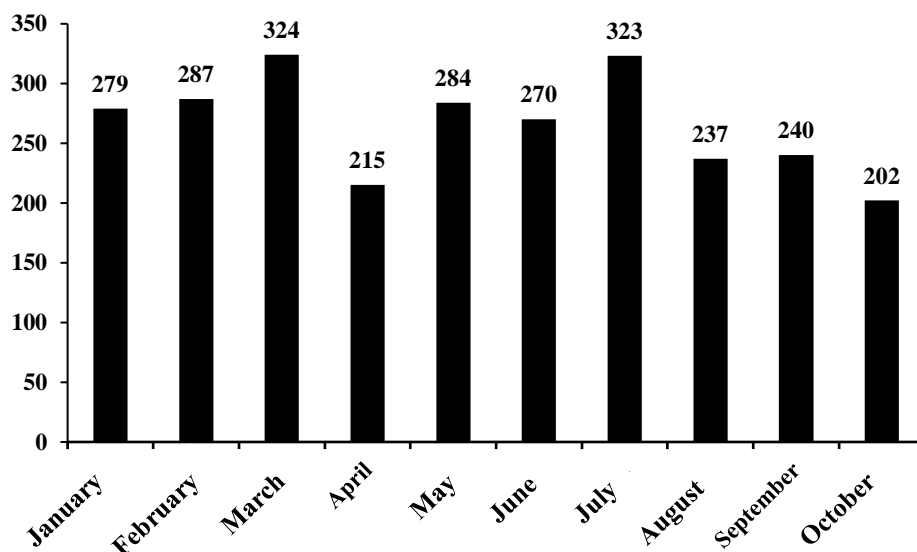


Figure 1. Issuance of STBLKK per month January-October 2023 at PPS Bungus

The average STBLKK issuance per day from January-October 2023 at PPS Bungus can be seen in Figure 2. The average STBLKK issuance per day was highest in February, March, and July.

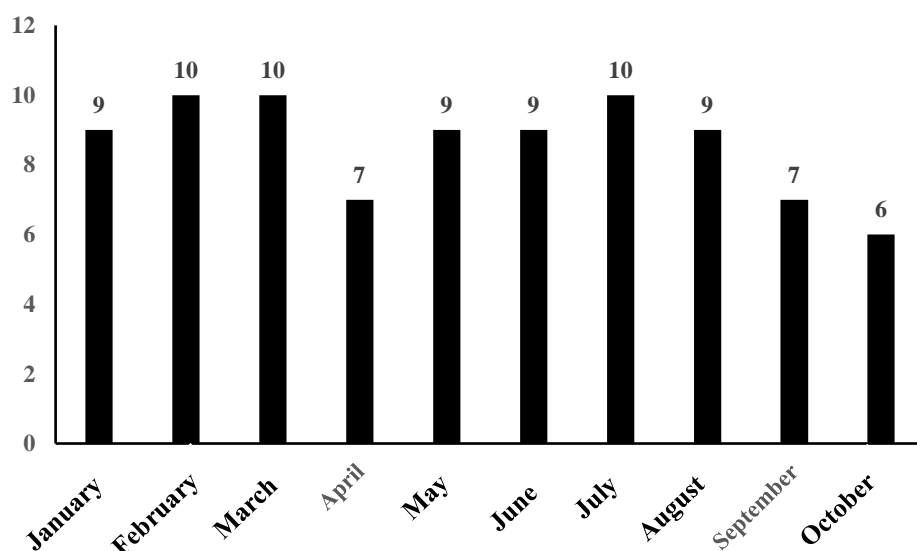


Figure 2. Issuance of STBLKK per day in January-October 2023 at PPS Bungus

The issuance of STBLKK at PPS Bungus goes through several stages. Each stage requires a different amount of time. The estimated time for issuance of STBLKK can be seen in Table 3.

Table 3. Estimated Time of Issuance of STBLKK

No.	Stages	Time
1.	The captain reports arrival, submits ship documents and LBPI	15 minutes
2.	Administrative check	5 minutes
3.	Signing of STBLKK	5 minutes
4.	Archiving and submitting STBLKK to service users	5 minutes
5.	The service user (captain) receives the STBLKK	3 minutes

Implementation of STBLKK Issuance Services

The implementation of STBLKK issuance services at the Bungus Ocean Fishing Port is known from the results of the respondent questionnaire. The percentage of the implementation of STBLKK issuance can be seen in table 4.

Table 4. Percentage of Respondents Regarding the Implementation of STBLKK Issuance

No	Questions	Average Score	Information
1	What do you think about the ease of issuing STBLKK services	3.85	Very Suitable
2	What do you think about the satisfaction of STBLKK service issuance	3.95	Very Suitable
3	What do you think about the speed of STBLKK service	3.9	Very Suitable
4	What do you think about the politeness of STBLKK service	4.0	Very Suitable
5	What do you think about the security of STBLKK services	4.0	Very Suitable

Source: Primary Data After Processing (2023)

DISCUSSION

Every fishing vessel that will arrive or moor/anchor in the port area is required to report the arrival of the fishing vessel. The result of the reporting of the arrival of the fishing vessel is the Ship Arrival Report Proof Letter (STBLKK). This aims to monitor whether the vessels entering the port area have met the requirements that have been set or not. The required documents for the Ship Arrival Report Proof Letter (STBLKK) service at the Bungus PPS are complete and original fishing vessel documents, including; Fishery Business License (SIUP), Fishing Permit (SIPI), Large Pass, Domestic Measurement Letter, Fishing Vessel Seaworthiness Certificate, Catch Logbook, Fishing Vessel Operational Standards (SLO), filling in the Catch Production document, and the Captain's Statement Letter, as well as the Fishing Vessel Arrival Notification Letter, list of Captains and ABK.

The number of STBLKK issuances in March 2023 was the highest and the lowest in October 2023 at the Bungus PPS (Figure 1). The highest average number of STBLKK issuances was 10 ships/day in February, March, and July, while the lowest was in October at 6 ships/day (Figure 2). This is because. The high and low issuance of STBLKK is influenced by fishing operations and the type of fish to be caught. Rokhim et al 2024 stated that the number of STBLKK issuances is influenced by the season, fishing operations and national holidays (Imron et al., 2020) stated that the peak fishing season is influenced by the type of fish.

The STBLKK issuance procedure at the Bungus PPS consists of the SOP for making STBLKK, the application used for issuing STBLKK, the requirements for making STBLKK and the flow for making STBLKK at the Bungus PPS. Making STBLKK at the Bungus PPS Harbormaster's office, namely the ship's manager who directly reports the arrival of the ship to the Bungus PPS Harbormaster's office and immediately fills out the ship's arrival application form that has been given by the Ship Arrival Report Proof Letter (STBLKK) making officer and submitting the ship's documents to the Harbormaster's officer for document checking.

The application used at PPS Bungus for issuing ship arrival report certificates (STBLKK) is the Teman SPB (Sailing Approval Letter) application used to facilitate service users in submitting applications for processing from the ship arrival process to the fishing vessel sailing permit process which is accessed via <https://integrasi.djpt.kkp.go.id/>. This is the same as reporting ship arrivals at Class 1 TPI Bengkulu which also uses the application. Rosmaya et al.

(2021) stated that reporting ship arrivals and departures at the Class 1 TPI Bengkulu immigration office uses the Si Kapal application to increase the productivity of officer performance.

Requirements for Making a Ship Arrival Report Certificate are as follows: the ship arrives and docks at the Port Pier. The ship owner prepares the necessary documents such as a list of ABK, complete ship documents (small/large passes), fishermen's and PKL insurance, SPB of origin, certificate of seaworthiness of fishing vessels, SIUP, SKK Captain/KKM, SIPI/SIKPI, and fishing vessel logbook. Documents that are ready to be brought and reported to officers along with the ship's activity plan. The STBLKK flow is as follows: the arrival plan and ship documents are submitted by the ship owner/manager to the harbor master; the ship owner/manager fills out the arrival inspection form and the harbor master will check it; the last SPB/port of origin for fishing vessels will also be checked by the officer; if all documents are in accordance, the officer will prepare the mooring dock; the harbor master enters data according to the inspection results in the STBLKK application on the DJPT integration; the ship's arrival STBLKK is issued by the officer; the ship docks at the specified location. The completion time for the STBLKK is around 30 minutes. The estimated time for making the STBLKK for each stage can be seen in Table 2. The longest estimated time is at stage 1 because the owner/manager needs to prepare documents and fill out the form.

The level of satisfaction of ship managers with the STBLKK making procedure at the Bungus PPS was carried out through interviews and filling out questionnaires. The average score for the first statement was 3.85 with the statement very appropriate. Respondents stated that the ease of STBLKK issuance services at PPS Bungus was appropriate because the existing SOP had been implemented properly and in managing STBLKK documents so that ship managers found it easy to learn and have the skills to manage STBLKK. Abrillina (2020) stated that measuring ease is seen from a system that has easy-to-learn, easy-to-use, easy-to-understand guidelines so that customers have the skills to use the service and the time required is not long.

The average score of the second statement is 3.95 with the statement very appropriate. Respondents stated that the satisfaction of the STBLKK issuance service at PPS Bungus was appropriate because the existing SOP had been implemented properly and in processing the STBLKK documents, ship managers could be served well by the harbormaster's staff so that the managers felt satisfied. Nasrizal et al. (2021) stated that satisfaction is the level of acceptance of a product/performance of an institution, whether it is a feeling of liking or disliking. Musthofa and Munir (2023) stated that fishermen's satisfaction with mooring services was due to the facilities available at the mooring services and officers providing services in accordance with the SOP. Fikri et al. (2016) explained that satisfaction is an expectation from service users that causes a sense of liking and loyalty.

The average score of the third statement is 3.9 with the statement very appropriate. Respondents stated that the speed of STBLKK issuance service at PPS Bungus was appropriate because the existing SOP had been implemented properly and in processing STBLKK documents, ship administrators could be served well by harbormaster employees. Supriadi and Fitri (2019) stated that the speed of service was influenced by the length of the bureaucratic path for STBLKK issuance services. The bureaucratic path involves high-ranking officials with authority. Hernikawati (2018) stated that the speed of service was the time required for officers to complete the service.

The average score for the fourth statement was 4.0 with the statement very appropriate. Respondents stated that the politeness of STBLKK issuance service at PPS Bungus was appropriate. Officers assisted ship administrators who had difficulty filling out the STBLKK application form and what letters had to be submitted using polite language. Munir et al., (2021) stated that politeness was shown by using polite language when giving information.

(Hernikawati, 2018) stated that politeness is an attitude of officers in serving customers politely and friendly.

The average score for the fifth statement was 4.0 with the statement very appropriate. Respondents stated that the security of the STBLKK issuance service at the Bungus PPS was appropriate. The Bungus PPS places security guards on duty at the port entrance so that fishermen feel safe mooring their boats. Hernikawati (2018) stated that service security is the guaranteed level of service in the work unit environment so that service users feel calm to carry out service activities.

The value of the community satisfaction index (IKM) obtained from the results of the questionnaire interview of ship managers at the Bungus Ocean Fishing Port was 98.5 with a very appropriate category or A. This shows that the implementation of the STBLKK service carried out by port officers at the Bungus PPS is very good. This is because ship managers feel satisfied, easy, and safe taking care of STBLKK. Ship managers feel satisfied because port employees serve them in a friendly and fast manner. The IKM in this study is the same as the community satisfaction index (IKM) taken from the Bitung PPS public service unit. Matondang et al. (2023) stated that the STBLKK service at the Bitung PPS is satisfactory because employee service is fast and precise in serving STBLKK administration. Suandi (2019) stated that the interval value of 81.26-100 indicates very good service performance.

CONCLUSION

Service Procedures at Bungus Ocean Fishing Port are that every fishing vessel that will arrive or moor/anchor at the pier must report and make a letter of proof of report of ship arrival. The implementation of the issuance of STBLKK at Bungus PPS is in accordance with existing procedures. The implementation of the service of the letter of proof of report of ship arrival (STBLKK) is very appropriate based on the value of the Community Satisfaction Index (IKM) A, which is 98.5 at Bungus PPS.

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