

Original Research Article

Antecedent of Service User Satisfaction at the Harbormaster's Office and Port Authority in Indonesia

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Received: 14.05.2023

Accepted: 21.06.2023

Published: 26.06.2023

Journal homepage:<https://www.easpublisher.com>**Quick Response Code**

Abstract: This study aims to investigate the impact of facilities, competencies, and bureaucracy on service user satisfaction. This study was carried out at the Indonesian Kesyahbandaran Office and Port Authority. Data is gathered using questionnaires. The census is the method of data collecting, and the population of 78 are service consumers at the Port Authority and Port Office. With three hypotheses put out, this study's design was quantitative. The study's findings have demonstrated that the availability of facilities, the level of staff expertise, and the amount of bureaucracy all significantly increase service user satisfaction. The most important factor affecting service customer happiness is bureaucracy, it turns out. Transparency, accountability, and balance of rights and obligations are very important bureaucratic parts for government organizations that aim to build Integrity Zones (ZI) towards Free from Corruption Areas (WBK) and Clean and Serving Bureaucratic Areas (WBBM), such as the Kesyahbandaran Office and Port Authority in Indonesia.

Keywords: Facilities, competence, bureaucracy, service user satisfaction.

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I. INTRODUCTION

A port is a location near the mouth of a river, lake, or ocean where ships may dock and unload cargo and people, the port is also a gateway and liaison of interests between regions, islands, and nations that can advance their back areas (Fadhillah & Haryanti, 2021). The role possessed by the port is considered important and strategic in the growth and improvement of industry and trade that can contribute to national development. For this reason, the government has made various efforts to improve public services in various aspects through bureaucratic reform. Increased transparency, uniformity, and efficiency are necessary given the current global strategic environment, so it is necessary to build a Port Service System to improve Ship and Port services electronically and standardized through Indonesian Portnet or Inaportnet as stated in the Regulation of the Minister of Transportation of the Republic of Indonesia Number PM 8 of 2022 concerning Ship Service Procedures through Inaportnet.

One of the technical implementation units within the Ministry of Transportation that are under the auspices and directly responsible to the Directorate General of Sea Transportation is the Probolinggo City and Port Authority Class IV Office (KSOP Class IV Probolinggo). The responsibility of KSOP is to carry

out law enforcement and supervision in the area of shipping safety and security, as well as regulation, control, and supervision of port operations at commercially managed ports and coordination of government activities at the Port. It is hoped that the duties and responsibilities carried out by KSOP Class IV Probolinggo can meet the needs and desires of the community, especially service users such as shipping companies and stevedoring companies. KSOP Class IV Probolinggo must be able to provide satisfaction to the community and provide quality services. With quality service carried out optimally, it is hoped that the community as service users will feel satisfied. Some factors that can support service and have an impact on customer satisfaction are facilities, bureaucracy, and competence.

Facilities are additional facilities, including all types of goods and equipment, equipment, and services, whose main function is to complete the work and is the main attribute that must be done (Sianipar & Herman, 2020). The Inaportnet application is one form of the facility provided by KSOP Class IV Probolinggo for service users who can integrate services nationally, which previously were only local or individual. Associated with ship arrival and departure services as well as loading and unloading operations is the

internet/Web Service-based system known as Inaportnet (Maryana *et al.*, 2019) This system is designed to allow service customers, including shipping and stevedoring firms, to request services (clearing in/out) without physically visiting government offices. Following the Ministry of Transportation's resolve to eliminate illegitimate levies in the transportation sector, this is done to reduce service customers' face-to-face interactions with authorized government employees. Available facilities are known to affect customer satisfaction, this is following what is stated in research (Somar *et al.*, 2021) which states that facilities affect customer satisfaction. Similar (Fuadi, 2021; Kana, 2017; Sandrio *et al.*, 2020; Wibisono & Achsa, 2021; Wahyuningastuti, 2021) which shows that facilities have a significant impact on consumer satisfaction or service users. Furthermore, the clarity of the relationship between facilities and service user satisfaction at KSOP Class IV Probolinggo testing is required so that:

H1: Facility's effect on service user satisfaction.

In addition to talking about facilities, based on the observations of researchers, other factors can affect service user satisfaction, namely the bureaucratic competence of employees. In public service activities, human resource factors have a very important role as service delivery officers. To realize and ensure community satisfaction with the services provided, it is necessary to support human resources who have quality or quality abilities that can be seen from the competencies possessed by each employee (Elizah & Wahyono, 2019) Based on research findings (Alya & Latunreng, 2021; Anggaraeni, 2021; Hadiwijaya & Sumarga, 2019) stated that there is a significant influence between competence and customer satisfaction. Similarly, (Altonie *et al.*, 2022) employee competence has a significant effect on service user satisfaction. Based on the findings of the study, it is necessary to study the competence of employees on service user satisfaction at KSOP Class IV Probolinggo.

Clarity between competence and satisfaction of service users in KSOP Class IV Probolinggo testing is required in order that:

H2: Competency effect on service user satisfaction.

The Big Indonesian Dictionary (KBBI) explains that bureaucracy is a term used to describe a government administration that is administered by personnel that follows a set hierarchy and position levels. (Pratama *et al.*, 2022) Bureaucracy is related to the delivery of public services that contribute to realizing public welfare. Research related to bureaucracy is important to be carried out to measure the quality of services provided and whether they have met the needs and desires of the community. So that public satisfaction can be created as consumers of public service users. The relationship between bureaucracy and community satisfaction is stated in (Saputra, 2020) it is stated that bureaucracy affects community satisfaction. Bureaucracy deals with the organization of society that is ideally conceived. Bureaucracy is achieved through the formality of rules, structures, and processes within the organization. The selection of bureaucratic systems can affect customer satisfaction (Parli *et al.*, 2020) For this reason, clarity between bureaucracy and service user satisfaction in KSOP Class IV Probolinggo testing is required so that:

H3: Bureaucracy effect on service user satisfaction.

The Probolinggo City Office and Class IV Port Authority strive to build an Integrity Zone (ZI) towards a Free from Corruption Area (WBK) and a Clean and Serving Bureaucratic Area (WBBM) to achieve bureaucratic reform, so research and testing are needed to determine factors for the creation of service user satisfaction.

Based on the explanation of the three research hypotheses and results of previous research, Figure 1 shows how the study's conceptual framework was developed:

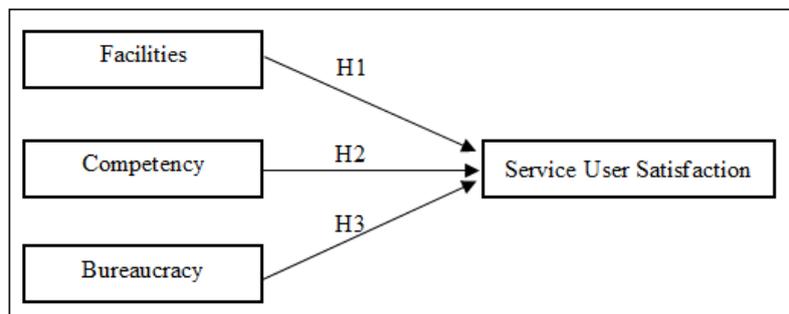


Figure 1: Conceptual Framework for Research

II. LITERATURE REVIEW

This study examines the effect of facility, bureaucracy, and competency variables on service user satisfaction. Overall, consumer satisfaction is an attitude or emotional reaction toward the service

provider between what is expected and what the customer has received (Oktaviani *et al.*, 2019) In (Adiwinayoga *et al.*, 2021), a person's sense of happiness or dissatisfaction as a result of comparing the product's performance to their expectations is known as

satisfaction. A person does not feel satisfied if he has a perception that his expectations have not been met and feels satisfaction if his perception matches or is higher than his expectations. Customer satisfaction can be measured through several indicators, namely the suitability of expectations, interest in visiting again, and willingness to recommend (Tjiptono, 2015)

Everything that service providers consciously provide for consumers to use and enjoy to maximize pleasure is referred to as a facility. Facilities according to (Fuadi, 2021) are concluded as something very important to support a company in fulfilling the wishes of service users. According to (Sulistiyono, 2011) there are several supporting factors in a facility are the condition of the facility, completeness of facilities, interior design, cleanliness, and security.

The ability of staff to offer services to the community is one of the aspects that supports public services. Therefore, steps are needed to develop and improve employee competence. Competence is a characteristic of a person that is permanent to affect one's performance. affect a person's performance (Son *et al.*, 2020) With this competence, it can expand and improve the ability to perform in providing services so that it can meet expectations and realize service user satisfaction. According to (Palan, 2013) several indicators can be used to measure competence, namely Motives, Traits, *Self-concept*, Knowledge, and Skills.

It has been stated (Pasolong, 2017) that bureaucracy has three meanings, namely (1) Bureaucracy as a certain type of organization, (2). Bureaucracy as a system (3). Bureaucracy is the soul of work. In (Pratama *et al.*, 2022) it is mentioned that bureaucracy is a control structure in an organization created based on logical and systematic norms, and it seeks to organize and guide individual labor activities to fulfill large-scale administrative duties. A bureaucracy oriented to public services is one manifestation of the function of every company in serving every customer. To lead to the realization of a bureaucracy that is insightful or oriented to public services related according to several characteristics, including equality, conditional participation, conditional rights, transparency, and the balance of duties and rights (Sinambela, 2014).

III. RESEARCH METHODS

Facilities, competency, and bureaucracy are examined in this study as independent factors and the dependent variables are service user satisfaction. The population in this study is service users at the Probolinggo City and Port Authority Class IV Office, consisting of 78 (Seventy-Eight) companies with legal entities with the status of Communion of Komanditer (CV) and Limited Liability Companies (PT) that are still active until October 2022. The figure is based on the number of study samples, hence the census method of data gathering was utilized. Likert scale surveys with choices were used to gather data. Strongly disagree 1, disagree 2, and choose 3 is neutral, 4 is in agreement, and 5 is firmly in agreement. In this work, difficulties are solved by using multiple linear regression approaches as research analysis tools.

IV. RESEARCH RESULTS

1. Demographics of Respondents

78 participants in the research who were service users at the Probolinggo City Office and Port Authority Class IV were given the questionnaire. Participants were divided into groups based on gender and company position. The gathered data has been tabulated. The profile of respondents showed that 89.7% of the male gender and 10.3% were female. While the classification according to position the majority occupy operational positions as much as 70.51%, as many as 14.10% are directors, branch heads as much as 7.69%, marketing/administration as much as 3.85%, and engineering as much as 3.85%.

2. Results and statistical analysis

The reliability and validity of research tools/instruments have been evaluated by researchers. The number of questionnaire items for the dependent variable of service user satisfaction is 9 pieces. 9 facility independent variables. Independent variables of competence have as many as 9 pieces and variable independent bureaucracy as many as 9 pieces. According to the findings of 36 questionnaire questions' validity testing, a moment product correlation number more than 0.7 was produced with a probability level lower than 0.05. This is following the claim (Ghozali, 2017) that a questionnaire item is considered genuine if the correlation value is more than 0.7.

Table 1: Results of tests for questionnaire reliability

Variables	Cronbach's α	Cut - off
SUS - Service User Satisfaction	0,933	0,700
F - Facility	0,957	0,700
C - Competence	0,962	0,700
B - Bureaucracy	0,878	0,700

The dependability level is higher than the suggested value of 0.7, as shown in Table 2. According to the claim (Ghozali, 2017) that Cronbach's alpha

value surpasses the value of 7, the evaluated instrument is considered reliable. This demonstrates that the respondent comprehends the questionnaire that is

completed, both in the sense that the respondent's replies may be measured by having a level of consistency and steadiness even when done repeatedly on the subject and under the same circumstances, and if questioned again. The analysis's findings were compiled

together with statistical average descriptions of respondents' responses. Researchers used a 5-point Likert scale to gauge the respondents' impressions. Table 2 below shows the findings of the average statistical analysis:

Table 2: Statistical description analysis results

Variables	Indicators	Mean	Item Questionnaire	Mean
F - Facility	F1 Facility Condition	4,55	F11 Availability of public facilities	4,60
			F12 Availability of representative meeting room facilities	4,65
			F13 There are parks and green open spaces	4,41
	F2 Completeness of Facilities	4,33	F21 Adequate internet network available	4,12
			F22 Complete service facilities available	4,42
			F23 Service applications can be accessed easily	4,46
	F3 Cleanliness and Comfort of Facilities	4,51	F31 Clean and comfortable public facilities	4,51
			F32 Environmental cleanliness is maintained	4,50
			F33 Meeting room facilities are clean and comfortable	4,53
C - Competence	C1 Self-concept	4,57	C11 Officers have high self-confidence	4,60
			C12 Officers have good task-completion skills	4,55
			C13 Officers have a good image	4,56
	C2 Knowledge	4,50	C21 Officers understand the wishes of service users	4,49
			C22 Officers understand well the rules that are applied	4,54
			C23 Officers have extensive knowledge	4,47
	C3 Skill	4,51	C31 Officers have the skills to operate the application	4,49
			C32 Officers are skilled in physical and document inspection	4,49
			C33 Officers are skilled in service delivery	4,54
B - Bureaucracy	B1 Transparency	4,63	B11 Officers provide correct, clear, straightforward and straightforward information	4,65
			B12 Service flow can be monitored by service users through the application	4,65
			B13 Regulations are easy for service users to understand	4,60
	B2 Accountability	4,62	B21 Officers are committed to service	4,63
			B22 Officers have a quick and responsive response	4,60
			B23 Service products produced can be accounted for	4,62
	B3 Balance of Rights and Obligations	4,61	B31 Service users are served regardless of social status	4,62
			B32 Service users can utilize public facilities	4,63
			B33 Officers provide equal treatment to all service users	4,59
SUS - (Service User Satisfaction)	SUS1 Expectation Conformity	4,57	SUS11 Officers can provide good and friendly service	4,56
			SUS12 Service users are satisfied to be well served	4,65
			SUS13 Service products and costs incurred can be accounted for	4,51
	SUS2 Willingness to return to utilize the service	4,53	SUS21 Service users are satisfied with the services received	4,60
			SUS22 Service users always utilize services at KSOP Probolinggo for the future	4,50
			SUS23 The quality of service output is very satisfying	4,49
	SUS3 Willingness to recommend to others	4,61	SUS31 Service users benefit from the services that receive	4,64
			SUS32 Service users will recommend to others services at KSOP Probolinggo	4,56
			SUS33 Service users will invite others to participate in using the service	4,62

3. Regression analysis results

With the aid of SPSS (Statistical Package for Social Science) version 26, regression analysis of the acquired data was completed. According to the study of

classical assumptions, the data normality test findings are normally distributed and devoid of heteroscedasticity issues. Table 3 below displays the findings of the multicollinearity analysis:

Table 3: Results of classical assumption analysis

Variables	VIF - Variance Inflammatory Factors	Cut-off	Durbin Watson
F - Facility	3,394	10	1,906
C - Competence	5,353	10	
B - Bureaucracy	3,228	10	

VIF values for the variables facility (3,394), competence (5,353), and bureaucracy (3,228), based on these results none exceeded 10 (<10). So through this comparison, it is possible to conclude that the variables under study do not have a multicollinearity issue and that the regression equation model's independent variables do not have a strong correlation to one another. Durbin Watson's value (1.906) proved to be between -2 and 2, from these results it can be explained

that the data collected did not have a strong correlation with observational data. The regression equation's estimator parameters have precision in estimation and are unbiased and consistent, according to the findings of the classical assumption test. Table 4 below displays the results of multiple linear regression for four variables, including three independent variables and one dependent variable:

Table 4: Multiple linear regression analysis results

Variables	Koef. standardized	t Statistik	p-value	Interpretation
F - Facility	0.140	2,772	0,007	H1 is accepted
C - Competence	0.288	4,297	0,000	H2 is accepted
B - Bureaucracy	0.409	8,111	0,000	H3 is accepted
SUS - (Service User Satisfaction) *) shows a level of $p \leq 0.05$				

The models for standardized multiple linear regression equations:

$$SUS = 0.140F + 0.288C + 0.409B + e$$

With a p-value of $0.007 < 0.05$, the facility generates a standardized coefficient of 0.140. The suggested H1 can be adopted since this comparison demonstrates that facilities have a considerable impact on service user satisfaction. With a p-value of $0.000 < 0.05$, the competence had a standardized regression coefficient of 0.288. This comparison demonstrates that competency significantly affects service user satisfaction, supporting the recommended H2. With a p-value of $0.000 < 0.05$, the bureaucracy got a standardized regression coefficient of 0.409. The suggested H3 can be adopted since this comparison demonstrates that bureaucracy has a major impact on service user satisfaction. This investigation of multiple linear regressions revealed, among other significant findings, that bureaucracy has a greater impact on service user satisfaction than facilities and competencies.

V. DISCUSSION AND IMPLICATIONS OF RESEARCH

Service User Satisfaction is measured using 3 (three) indicators, namely: Conformity of expectations, Willingness to return to use services, and Willingness to recommend to others. Based on the results of the study, the respondents (service users) appreciated the services provided by KSOP Class IV Probolinggo. Respondents were very satisfied with the service received so there

was a willingness to recommend to others regarding the service received.

Facilities are measured using 3 (three) indicators, namely: Facility condition, Completeness of facilities, and Cleanliness and comfort of facilities. The condition of the facility received the highest appreciation from service users/respondents, the condition of the facility includes comfortable public facilities (waiting rooms, living rooms, prayer rooms, and toilets), representative meeting rooms and parks, and beautiful green open spaces. Facilities are facilities and infrastructure provided so that they can be used, used, and enjoyed by customers/service users so that customers will feel appreciated and cared for customers will provide positive feedback (Parli *et al.*, 2020) Positive feedback is a form of satisfaction with the facilities provided. The results of this study that facilities have a significant effect on service user satisfaction. These findings further strengthen the research conducted by Kana, (2017); Lantang *et al.*, (2021); Nurcahyo *et al.*, (2017); Sandrine *et al.*, (2020); Fitrah, et al (2022) who in their research discovered that facilities significantly impact consumer satisfaction.

Competency is measured using 3 (three) indicators, namely: Self-concept, Knowledge, and Skills. Competence at the Probolinggo Class IV KSOP Office shows that self-concept gets the highest appreciation from service users/respondents, this shows that Probolinggo Class IV KSOP Office officers have a good self-concept, starting from having high confidence in carrying out tasks to get a good image from service

users and ultimately having confidence in being able to complete tasks/jobs well. Competent employees are employees who have the ability and reliability in providing good service to customers. Good service is certainly the provision of services that meet customer expectations to create customer satisfaction. The findings in this study support the research (Altonie *et al.*, 2022; Alya & Latunreng, 2021; Kadir, 2021) this affirms that competency has a significant impact on customer satisfaction.

Bureaucracy is measured using 3 (three) indicators, namely: Transparency, Accountability, and Balance of rights and obligations. Transparency gets the highest appreciation from service users/respondents, this shows that service users feel transparent/open service services, this condition is the result of the efforts of officers who can provide true, clear, straightforward, and straightforward information based on the regulations and SOPs of the Service applied. This study found that bureaucracy has a significant effect on service user satisfaction. Bureaucracy refers to a professional government service and administration system manifested in providing services to the community to feel satisfied (Parli *et al.*, 2020) Service orientation to service user satisfaction is not only important to know the performance of bureaucratic services, but also to determine future government service development strategies. The results of this study are relatively the same as the results of the study (Saputra, 2020). (Saputra, 2020) examines the relationship between bureaucracy and community satisfaction with the community as research respondents. The results of research (Saputra, 2020) have proven that bureaucracy affects community satisfaction.

The practical implications of this research include the findings of the study showing that the improvement of facilities, competencies, and bureaucracy can help improve the quality of Probolinggo Class IV KSOP public services by the wishes and expectations of the community to create community satisfaction as users of Probolinggo Class IV KSOP services.

VI. CONCLUSION

This study's conclusions include some of the following the condition of the facility received the highest appreciation from service users/respondents, Probolinggo Class IV KSOP officers have excellent competence by having the ability and reliability in providing services to the community, especially service users in Probolinggo Class IV KSOP. The assessment of bureaucracy in KSOP Class IV Probolinggo shows that service users feel transparent/open service services.

The results showed that facilities, competence, and bureaucracy affect service user satisfaction at KSOP Class IV Probolinggo. The availability of

adequate facilities, the competence of professional officers in providing public services, and a transparent/open bureaucracy have a positive impact on service user satisfaction in obtaining appropriate services. Bureaucracy predominantly affects service user satisfaction. Thus, the increase in service user satisfaction at KSOP Class IV Probolinggo is strongly influenced by facilities, competence, and bureaucracy.

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Cite This Article: Prabowo Hendro Kisworo, Harianto Respati, Mokhammad Natsir (2023). Antecedent of Service User Satisfaction at the Harbormaster's Office and Port Authority in Indonesia. *East African Scholars J Econ Bus Manag, 6*(6), 155-161.