YAYA ABDUL MALIK. An Analysis of Ferry Passengers’ Satisfaction Regarding the Services PT ASDP Indonesia Ferry (Persero). Supervised by BUDHI HASCARYO ISKANDAR and KIRBRANDOKO.

The water transportation sector which includes ports and ships has a role in connecting one island with other islands so that the economic activities can run smoothly. Besides that, water transportation sector also has a contribution in supporting the economic growth in underdeveloped regions and being a supporting tool for the economy of developing regions. In other words, transportation has a contribution in triggering the dynamic in the development through the mobility of people, goods and services as well as supporting the national distribution pattern. PT. ASDP Indonesia Ferry (Persero) as a ferry port operator as well as ro-ro ferry ships operator owns a port area to be turned into business extentions. Business in the field of port services provision is meant to bring benefits in order to enhance the value of the company by applying the principles of limited company. There are business fields that manage their businesses in both ships and ports.

The data used in this research includes primary data and secondary data. The primary data is received from questionnaire results and interviews with respondents. Meanwhile, the secondary data is received from the company in the form of data that matches the research. The determination of respondents is done using nonprobability sampling which uses convenience sampling technique. In this research, various kinds of data analysis are done which are Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA) for the importance level according to passengers’ perception and the level of performance and Cluster Analysis is used to reduce the data in the research into clusters and Benchmarking Analysis to compare the level of performance of the company’s services with companies with better services.

In the results of the identification of the segmentation of the passengers of Merak Ferry Port, there are two segments which are the personal purposes segment and the work purposes segment. In this research, the level of satisfaction of all the passengers who undergo ferriage in Merak Ferry Port and use the ferries owned by ASDP is as much as 64.05%. A Customer Satisfaction Index value this high belongs to the satisfied category. The level of satisfaction of the passengers in the personal purposes segment whose reasons for ferriage are family matters and vacation purposes is as much as 65.19% and the level of satisfaction of the passengers in the work purposes segment whose reasons for ferriage are work purposes and business purposes is as much as 62.81%.

The perfect strategy to be applied in the business development of Merak Ferry Port and the ferries owned by ASDP in order to enhance the number of passengers who undergo ferriage is ensuring all the attributes in the main priorities are improved. Ensuring all the employees perform the standard operational procedure that has been made by the management party nicely so that the services provided to the passengers can give comfort, safety as well as enjoyment while undergoing ferriage using the ferries owned by ASDP.
Keywords: cluster analysis, consumers’ satisfaction, customer satisfaction index, index performance analysis, segmentation.