Analysis of Service User Perceptions of Services at the Kuala Tungkal Ferry Port

Siti Nurlaili Triwahyuni¹, Oktrianti Diani ², Rizky Amelia³

Abstract

The Kuala Tungkal Ferry Port is located in Tungkal I Village, Tungkal Ilir District, Tanjung Jabung Barat Regency, Jambi Province. Kuala Tungkal Ferry Port is a ferry port organized by the Department of Transportation of West Tanjung Jabung Regency. The Kuala Tungkal Ferry Port serves two routes, namely the pioneering Kuala Tungkal - Dabo Singkep route and the Kuala Tungkal - Telaga Punggur commercial route. Based on the results of the survey in the field, it was found that several services for service users had not been carried out properly, such as the unavailability of evacuation route instructions, evacuation gathering points and emergency telephone numbers, unavailability of port plans/layouts, inappropriate breastfeeding mother room facilities and passenger lane facilities. (gangway) pedestrians and vehicles that have not been separated.

This study uses the Customer Satisfaction Index method to determine the level of overall service use satisfaction by looking at the level of importance of service facility instruments, Gap Performance - Importance to determine the gap between service user expectations and perceived service quality and Importance Performance Analysis Quadrant Mapping for to find out the attributes that are the main priorities for improving service quality.

Based on the results of the analysis of the Customer Satisfaction Index, the satisfaction index of service users is 69.74% and is included in the satisfied category. Based on the results of the Gap Performance-Importance analysis, the highest gap value is (-1.32) on the attribute of a telephone number sticker for complaints of security disturbances so that passengers can submit complaints about security at the port. Based on the results of the Importance Performance Analysis Quadrant Mapping analysis, there are 7 attributes that are in quadrant I as the main priority for improvement so that the level of satisfaction of service users can increase.

Keywords: Perception, Performance, Service User Service, Customer Satisfaction Index, Importance Performance Analysis

1 Lecturer of Politeknik Transportasi Sungai, Danau & Penyeberangan Palembang, E-Mail: elly.thecullens@gmail.com
2 Lecturer of Politeknik Transportasi Sungai, Danau & Penyeberangan Palembang, E-Mail: oktrianti_diani@dephub.go.id
3 Alumni of Inland Water And Ferries Transport Polytechnic of Palembang E-Mail: rizkyamalia020700@gmail.com
1. Introduction

Kuala Tungkal Ferry Port is a port located in Tungkal Ilir District, West Tanjung Jabung Regency, Jambi Province. The Kuala Tungkal Ferry Port Operator Unit is operated by the Transportation Service of Tanjung Jabung Barat Regency through the Regional Technical Implementation Unit (UPTD) of the Kuala Tungkal Ferry Port which serves 2 (two) routes, namely the pioneering route for the Kuala Tungkal – Dabo Singkep route which is operated by PT. ASDP Indonesia Ferry (Persero) Batam Branch with KMP. Happy (560 GT) and the cruise time is 9 hours. As for the commercial route, the Kuala Tungkal – Telaga Punggur route, which is operated by PT. Nusantara Bridge Batam Branch with KMP. Satria Pratama (1026 GT) and the cruise travel time is 14 hours. The ship used at the Kuala Tungkal Ferry Port is a Ro-Ro type ferry that carries passengers, vehicles and goods.

Service standard is a benchmark used as a guideline for service delivery and a reference for assessing service quality as an obligation of the port operator to service users in the context of quality, fast, easy, affordable and measurable services. The government has set a minimum service standard for ferry transportation through PM No. 39 of 2015 concerning Service Standards for Crossing Passengers. The organizers of the Kuala Tungkal Ferry Port must make PM No. 39 of 2015 concerning the Standards for Passenger Transportation Services as a reference in providing services.

Service improvement is a very important factor, if the service is not supported by the right service, it will result in dissatisfaction. Through good service quality, there will be an increase in service users followed by an increase in profits. Improving the quality of service is needed so that service user satisfaction is met, in measuring service user perceptions of service quality. The creation of service user satisfaction can provide benefits, namely the creation of a good relationship between the company and service users and service users can make the transportation a top priority at the Kuala Tungkal Ferry Port. It is necessary to have an appropriate measurement instrument in measuring the perception of service users on the quality of service at the Kuala Tungkal Ferry Port.

Based on the initial observations that have been made, it was found that several services for users of ferry transportation services have not been carried out properly in accordance with PM Number 39 of 2015 concerning Standards for Crossing Passenger Services. This is due to several types of services that have not been implemented optimally. As at the Kuala Tungkal Ferry Port, namely, the unavailability of evacuation route instructions, evacuation gathering points and emergency telephone numbers, unavailability of port plans/layouts, inappropriate breastfeeding mother room facilities and facilities for pedestrian and vehicle lanes (gangways) that have not been separated. The purpose of this study is to determine the characteristics of service users, the quality of services provided by the manager to service users and service attributes that need to be improved in accordance with the expectations of service users at the Kuala Tungkal Ferry Port.

2. Research Methods

1. Data collection

The methods used in this research are:

a. Primary data

Primary data is data obtained directly from the source or based on direct observations in the field. The method used by the author in collecting primary data are:

1) Observation
Observation is a way of collecting data by making direct observations carefully and in accordance with the current situation. The author uses this method by observing and taking documentation directly about the conditions at the Kuala Tungkal Ferry Port in its current condition.

2) Questionnaire/Questionnaire

Questionnaire/Questionnaire is a research instrument consisting of a series of questions aimed at collecting information from respondents. The data obtained are data on service users' perceptions of services using the Customer Satisfaction Index (CSI), data on gap analysis between expectations and the reality of service users on service quality using Gap Performance - Importance and quadrant mapping analysis data to determine the attributes that are the main priority for improvement. service quality at the Kuala Tungkal Ferry Port using Importance Performance Analysis (IPA).

3) Survey

Surveys are conducted by surveyors to observe and perform calculations regarding the rise and fall of passengers and vehicles within a certain period of time by using tools (such as counters, etc.) or with the help of a straight line. The data obtained are in the form of quantitative data and are generally very accurate and can be accounted for if done properly.

b. Secondary Data

This secondary data is obtained from various agencies related to the object of research which is then processed and recapitulated so that it becomes one standard data. The methods used to collect secondary data are:

1) Literature Method (Library)

The method comes from literature or books in the library of the Palembang River Lake and Crossing Transportation Polytechnic and other books related to this research.

2) Institutional Method

This method relates to the data collected from various agencies involved in this research.

2. Data analysis

a. Research Instruments

The instrument in this study is a closed questionnaire or questionnaire given to respondents to provide answers or responses by placing a check list (v) on the questionnaire sheet that has been provided. The attributes in the questionnaire are obtained from the attachment of PM Number 39 of 2015 concerning Service Standards for Crossing Passengers which are grouped into 5 dimensions, namely Tangibles, Reliability, Responsiveness, Assurance and Empathy. The answer choices for the interest variable are Very Unimportant (STP), Not Important (TP), Important (P) and Very Important (SP) while the answer choices for the performance variable are Very Not Good (STB), Not Good (TB), Good (B) and Very Good (SB). This study uses a Likert scale with an assessment score of 1 to 4.

b. Analysis of Validity and Reliability Test

Testing of research instruments needs to be carried out with the aim of knowing the level of validity and reliability of the instruments used in the study. The instrument trial
in the study was conducted 2 times, the first to 30 respondents and the second to 60 respondents. To perform the calculation of the validity test and reliability test in this study the authors use the SPSS version 25 application.

1) Validity Test

Validity test is used to measure the level of validity or validity of an instrument. The results of the analysis can be seen that if the results of the coefficient of validity/r count are positive and meet the minimum requirements equal to or > from 0.2542, the instrument is said to be valid and can be used for measurement in research data collection.

2) Reliability Test

The instrument is said to be reliable if the instrument is able to reveal reliable data and in accordance with the actual reality. The general agreement is that the reliability is considered quite satisfactory if 0.700.

c. Analysis of the Number of Research Samples

The sample used is based on passenger productivity data for 15 days at the Kuala Tungkal Ferry Port. Determination of the number of research samples using the Slovin formula. The Slovin formula is a formula for calculating the minimum number of samples if the behavior of a population is not known with certainty.

d. Customer Statistics Index (CSI)

The Customer Satisfaction Index (CSI) is used to determine the level of satisfaction in using the service as a whole by looking at the level of importance of the service facility instruments at the Kuala Tungkal Ferry Port.

\[
\text{Mean Satisfaction Score formula :} \\
\text{MSS} = \frac{\sum_{i=1}^{n} X_i}{n} \quad (1)
\]

\[
\text{Mean Importance Scor formula :} \\
\text{MIS} = \frac{\sum_{i=1}^{n} Y_i}{n} \quad (2)
\]

\[
\text{Weight Factors formula :} \\
WF = \frac{MIS_i}{\sum_{i=1}^{n} MIS_i} \times 100\% \quad (3)
\]

\[
\text{Weight Score formula :} \\
WSI = WF_i \times MSS_i \quad (4)
\]

\[
\text{Customer Satisfaction Index formula :} \\
CSI = \frac{\sum_{k=1}^{n} WSI}{HS (4)X} \times 100\% \quad (5)
\]
e. Importance Performance Analysis (IPA)

Importance Performance Analysis (IPA) is a method that maps the perception of service users on the level of importance (importance) and level of performance (performance) of the service aspect to identify services that need to be improved.

1) Gap Performance Analysis – Importance

The gap analysis is the gap between the expectations of service users on the quality of service that service users should receive from the port manager and the perceived quality of service.

\[ Q = P(\text{Perceived Service}) - E(\text{Expected Service}) \]  \hspace{1cm} (6)

Description:

\( Q \) : Service Quality
\( P \) : \text{Perceived Service} (Perception)
\( E \) : \text{Expected Service} (Expectation)

2) Importance Performance Analysis Quadrant Mapping Analysis

The Importance Performance Analysis Quadrant Mapping Analysis is a calculation of the level of importance and the level of performance which is then described in a Cartesian diagram.

The formula for the average score of the level of performance and importance:

\[ \bar{X} = \frac{\sum X_i}{n} \] \hspace{1cm} (7)

\[ \bar{Y} = \frac{\sum Y_i}{n} \] \hspace{1cm} (8)

Description:

\( \bar{X} \) : Average score of performance level
\( \bar{Y} \) : Average score of importance
\( n \) : Number of Respondents X, Y

3. Results And Discussion

Research Result Data Analysis

This study discusses the quality of services provided by the Kuala Tungkal Ferry Port grouped based on the rules in the Minister of Transportation Regulation No. 39 of 2015
concerning Standards for Ferry Transport Passenger Services which are divided into five dimensions of service quality, namely Tangibles, Reliability, Responsiveness, Assurance, Empathy.

1. Characteristics of Respondents

Analysis of respondent data is a way to find out the characteristics of service users at the Kuala Tungkal Ferry Port regarding the identity of the respondents obtained from the initial part of the questionnaire, namely:

a. Respondent's Gender
b. Respondent's Education Level
c. Respondent Age Range
d. Respondent's Type of Work
e. Respondent's Travel Intensity

2. Customer Statistics Index

The Customer Satisfaction Index (CSI) is used to determine the level of satisfaction in using the service as a whole by looking at the level of importance of the service facility instruments at the Kuala Tungkal Ferry Port.

<table>
<thead>
<tr>
<th>No Attribute (X,Y)</th>
<th>Average Importance Score (MIS)</th>
<th>Level Satisfaction Average/ Mean Satisfaction Score (MSS)</th>
<th>Weight Factor (WF) %</th>
<th>Weight Score (WS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3.63</td>
<td>2.65</td>
<td>3.80</td>
<td>10.08</td>
</tr>
<tr>
<td>2</td>
<td>3.64</td>
<td>3.09</td>
<td>3.81</td>
<td>11.79</td>
</tr>
<tr>
<td>3</td>
<td>3.55</td>
<td>2.35</td>
<td>3.72</td>
<td>8.74</td>
</tr>
<tr>
<td>4</td>
<td>3.44</td>
<td>2.26</td>
<td>3.61</td>
<td>8.15</td>
</tr>
<tr>
<td>5</td>
<td>3.51</td>
<td>2.35</td>
<td>3.66</td>
<td>8.64</td>
</tr>
<tr>
<td>6</td>
<td>3.57</td>
<td>2.62</td>
<td>3.74</td>
<td>9.80</td>
</tr>
<tr>
<td>7</td>
<td>3.35</td>
<td>2.72</td>
<td>3.51</td>
<td>9.55</td>
</tr>
<tr>
<td>8</td>
<td>3.72</td>
<td>2.90</td>
<td>3.90</td>
<td>11.31</td>
</tr>
<tr>
<td>9</td>
<td>3.41</td>
<td>3.00</td>
<td>3.57</td>
<td>10.72</td>
</tr>
<tr>
<td>10</td>
<td>3.60</td>
<td>2.36</td>
<td>3.77</td>
<td>8.90</td>
</tr>
<tr>
<td>11</td>
<td>3.50</td>
<td>2.56</td>
<td>3.67</td>
<td>9.02</td>
</tr>
<tr>
<td>12</td>
<td>3.64</td>
<td>2.82</td>
<td>3.81</td>
<td>10.76</td>
</tr>
<tr>
<td>13</td>
<td>3.50</td>
<td>2.38</td>
<td>3.67</td>
<td>8.73</td>
</tr>
<tr>
<td>14</td>
<td>3.48</td>
<td>2.70</td>
<td>3.65</td>
<td>9.85</td>
</tr>
<tr>
<td>15</td>
<td>3.60</td>
<td>3.04</td>
<td>3.77</td>
<td>11.47</td>
</tr>
<tr>
<td>16</td>
<td>3.54</td>
<td>2.72</td>
<td>3.71</td>
<td>10.09</td>
</tr>
<tr>
<td>17</td>
<td>3.55</td>
<td>2.40</td>
<td>3.72</td>
<td>8.93</td>
</tr>
</tbody>
</table>
Customer Satisfaction Index (CSI) for services at the Kuala Tungkal Ferry Port:

\[ CSI = \frac{\sum X_i}{4 \times 100\%} = 69.74\% \]

The level of satisfaction of service users on the performance of service quality at the Kuala Tungkal Ferry Port is 69.74%. The criteria for customer satisfaction are in the satisfied category.

3. Importance Performance Analysis
   a. Gap Performance Analysis – Importance

   Gap Performance – Importance is the gap between the expectations of service users on the quality of services that service users should receive from the port manager and the perceived service quality. This gap analysis was carried out using the help of microsoft excel which was carried out on the Kuala Tungkal Ferry Port service based on the dimensions contained in the Minimum Service Standards contained in PM Number 39 of 2015 concerning Service Standards for Crossing Passenger Transport.

<table>
<thead>
<tr>
<th>No</th>
<th>Information</th>
<th>Dimension</th>
<th>Xi</th>
<th>Yi</th>
<th>gap</th>
<th>Dimension</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Safety facilities such as fire extinguishers, evacuation route instructions, evacuation gathering points and emergency telephone numbers are adequate and functioning properly</td>
<td>Tangibles</td>
<td>265</td>
<td>363</td>
<td>-0.98</td>
<td>-0.92</td>
</tr>
<tr>
<td>2</td>
<td>Health facilities with medical personnel equipped with first aid kits, wheelchairs,</td>
<td></td>
<td>309</td>
<td>364</td>
<td>-0.55</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>Information</td>
<td>Dimension</td>
<td>Xi</td>
<td>Yi</td>
<td>gap</td>
<td>Dimension</td>
</tr>
<tr>
<td>----</td>
<td>-----------------------------------------------------------------------------</td>
<td>-----------</td>
<td>-----</td>
<td>-----</td>
<td>------</td>
<td>-----------</td>
</tr>
<tr>
<td>3</td>
<td>Directions in the form of signs are easy to read and find</td>
<td></td>
<td>235</td>
<td>355</td>
<td>-1.20</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Lighting lights that illuminate every corner of the port such as in the area of the gangway, weighbridge and ready-to-load parking</td>
<td></td>
<td>226</td>
<td>344</td>
<td>-1.18</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Separate lanes for 2 wheelers, 4 wheelers and trucks/buses in and out</td>
<td></td>
<td>235</td>
<td>351</td>
<td>-1.16</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>The waiting room is clean and odorless, equipped with air conditioning that works well</td>
<td></td>
<td>262</td>
<td>357</td>
<td>-0.95</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>WC/Bathroom in a clean and odorless condition</td>
<td></td>
<td>272</td>
<td>335</td>
<td>-0.63</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>The prayer room and its equipment are clean, odorless, and comfortable</td>
<td></td>
<td>290</td>
<td>372</td>
<td>-0.82</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>The canteen is clean and odorless</td>
<td></td>
<td>300</td>
<td>341</td>
<td>-0.41</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Lights that illuminate every corner of the waiting room and in the toilet</td>
<td></td>
<td>236</td>
<td>360</td>
<td>-1.24</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Trails p emisah (g angway ) for passenger departure and arrival adequate</td>
<td></td>
<td>246</td>
<td>350</td>
<td>-1.04</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>The dock where the boat docks is well maintained and accompanied by good lighting</td>
<td></td>
<td>282</td>
<td>364</td>
<td>-0.82</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Board i nformation regarding tariffs and departures / arrivals are easily found</td>
<td></td>
<td>238</td>
<td>350</td>
<td>-1.12</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Easy-to-find information boards for advanced transportation and port plans/ layouts</td>
<td></td>
<td>270</td>
<td>348</td>
<td>-0.78</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Travel interruption information via well-functioning and easy-to-find</td>
<td></td>
<td>304</td>
<td>360</td>
<td>-0.56</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>Information</td>
<td>Dimension</td>
<td>Xi</td>
<td>Yi</td>
<td>gap</td>
<td>Dimension</td>
</tr>
<tr>
<td>----</td>
<td>------------------------------------------------------------------------------</td>
<td>------------</td>
<td>----</td>
<td>----</td>
<td>------</td>
<td>-----------</td>
</tr>
<tr>
<td>16</td>
<td>Vehicle parking area with adequate area and smooth circulation for vehicles to enter and exit</td>
<td></td>
<td>272</td>
<td>354</td>
<td>-0.82</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>The existence of special facilities for disabled passengers (difable) Well-maintained</td>
<td></td>
<td>240</td>
<td>355</td>
<td>-1.15</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Adequate and well-maintained space for breastfeeding mothers</td>
<td></td>
<td>237</td>
<td>355</td>
<td>-1.18</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Availability of counters according to needs</td>
<td>Reliability</td>
<td>255</td>
<td>347</td>
<td>-0.92</td>
<td>-0.54</td>
</tr>
<tr>
<td>20</td>
<td>The process of boarding the ship is fast</td>
<td></td>
<td>338</td>
<td>354</td>
<td>-0.16</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Security/order officers who are responsive and alert in helping passengers who are experiencing difficulties</td>
<td></td>
<td>313</td>
<td>350</td>
<td>-0.37</td>
<td>-0.24</td>
</tr>
<tr>
<td>22</td>
<td>Officers at the counter who are swift and fast in serving ticket purchases</td>
<td>Responsiveness</td>
<td>340</td>
<td>351</td>
<td>-0.11</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>The existence of security facilities such as CCTV to make passengers feel safe</td>
<td></td>
<td>311</td>
<td>353</td>
<td>-0.42</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>There is a sticker on the telephone number for complaints of security disturbances so that passengers can submit complaints about security at the port</td>
<td>Assurance</td>
<td>217</td>
<td>349</td>
<td>-1.32</td>
<td>-0.58</td>
</tr>
<tr>
<td>25</td>
<td>Friendly and prompt port officers in providing services with easy-to-find uniforms</td>
<td></td>
<td>351</td>
<td>352</td>
<td>-0.01</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Luggage service officer/porter who is ready to serve passenger goods transportation</td>
<td>Empathy</td>
<td>336</td>
<td>367</td>
<td>-0.31</td>
<td>-0.25</td>
</tr>
<tr>
<td>27</td>
<td>Ground officers who are alert in assisting passengers getting on/off the ship</td>
<td></td>
<td>322</td>
<td>341</td>
<td>-0.19</td>
<td></td>
</tr>
</tbody>
</table>
b. Importance Performance Analysis Quadrant Mapping Analysis

The Importance Performance Analysis Quadrant mapping was conducted to determine the attributes that were the main priority in improving the quality of service at the Kuala Tungkal Ferry Port. A Cartesian diagram is an image that will map what attributes are included in quadrants I, II, III and IV.

**Diagram Kartesius**

<table>
<thead>
<tr>
<th>Quadrant I</th>
<th>Quadrant II</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Main priority)</td>
<td>(Maintain Achievement)</td>
</tr>
<tr>
<td>Attribute Number :</td>
<td>Attribute Number :</td>
</tr>
<tr>
<td>1, 3, 6, 10, 16, 17, 18</td>
<td>2, 8, 12, 15, 20, 23, 26</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quadrant III</th>
<th>Quadrant IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Low Priority)</td>
<td>(Excessive)</td>
</tr>
<tr>
<td>Attribute Number :</td>
<td>Attribute Number :</td>
</tr>
<tr>
<td>4, 5, 7, 11, 13, 14, 24</td>
<td>9, 21, 22, 23, 25, 27</td>
</tr>
</tbody>
</table>

Source: SPSS version 25, 2021

Attribute Service Improvement Based on Gap Performance-Importance berdasarkan analysis results Gap Performance-Importance per service dimension Harbor Crossing.
Kuala Tungkal to five dimensions shows that the highest service gap value contained in the attribute:

a. A groove separator (gangway) for passenger departure and arrival adequate (-1.04)
b. Information boards regarding fares and departure/arrival schedules that are easy to find (-1.12)
c. There are special facilities disabled passengers / difable well-groomed (-1.15)
d. Separate lanes for 2 wheelers, 4 wheelers and trucks/buses in and out (-1.16)
e. Lighting lights that illuminate every corner of the port such as in the gangway area and ready-to-load parking lot (-1.18)
f. Adequate and well-maintained space for breastfeeding mothers (-1.18)
g. Directions in the form of signs are easy to read and find (-1,20)
h. There is a sticker on the telephone number for complaints of security disturbances so that passengers can submit complaints about security at the port (-1.32)

The existing condition of these attributes is not in accordance with PM No. 39 of 2015 concerning Standards for Crossing Passenger Services at the Kuala Tungkal Ferry Port, therefore the port manager should provide and improve these service attributes.

4. Conclusion

After conducting research and looking at the data from the survey results and from the results of the analysis carried out by the researchers, then from the existing problems it can be concluded as follows:

1. Service User Characteristics

Based on the analysis of the characteristics of service users at the Kuala Tungkal Ferry Port, it is known that sex is dominated by men by 62%, the last education level is high school by 46%, age range 41-55 years by 33%, the type of work is private employees by 30% and for travel experience 1-3 times by 84%.

2. Service quality

The results of the analysis of service quality at the Kuala Tungkal Ferry Port using the Customer Satisfaction Index (CSI) method showed that the percentage of service users' ratings of service was 69.74% and included in the satisfied category.

3. Importance Performance Analysis

Based on the results of the Gap Performance-Importance analysis and Mapping of Service Quadrants at the Kuala Tungkal Ferry Port, it shows that the highest service gap value is (-1.32) on the attribute that there is a sticker on the telephone number for complaints of security disturbances so that passengers can submit complaints about security at the port and for quadrant mapping there are 7 attributes that are in quadrant I as the main priority for improvement. Attributes that are in quadrant I include safety facilities such as fire extinguishers, evacuation route instructions, evacuation gathering points and emergency telephone numbers that are adequate and functioning properly, directions in the form of signs that are easy to read and find, the waiting room is in good condition, clean and odorless with equipped with air conditioning that works well, lights that illuminate to every corner of the waiting room and the wc, parking lot with an area of adequate and circulation smoothly for vehicles to enter and exit, their special facilities for passengers defect (difable) are well-maintained, space for nursing mothers is adequate and well-maintained.
5. References

4) 2006. SK.2681/AP.005/DRJD. Ferry Port Operation.
18) https://scholar.google.co.id/scholar?hl=id&as_sdt=0%2C5&q=uji+validitas+dan+reliabilitas+instrumen+research+quantitatif&btnG