

e-ISSN: 2715-4203, p-ISSN: 2715-419X  
Received: 25 November 2022, Revised: 2 December 2022, Publish: 20 December 2022  
DOI: <https://doi.org/10.31933/dijdbm.v4i1>  
<https://creativecommons.org/licenses/by/4.0/>



## The Effect of Agency Services on Service User Satisfaction in PT. Serasi Shipping Indonesia

Agus Leonard Togatorop<sup>1\*</sup>, Markus Yando<sup>2</sup>, Irsyad Assyiroth<sup>3</sup>  
<sup>1),2),3)</sup> Sekolah Tinggi Ilmu Pelayaran Jakarta, Indonesia

\*Corresponding Author: [agusleonardt@gmail.com](mailto:agusleonardt@gmail.com)

**Abstract:** Indonesia is a country known as a maritime country, most of which is waters and consists of islands. Therefore, sea transportation is very important to connect the islands scattered throughout Indonesia. Shipping is one of the means to serve the movement of goods and services from one island to another. Based on this, facilities and infrastructure are needed that can support the smooth operation of export and import service tools. Thus, agency services are needed to be able to support these shipping activities. PT. Serasi Shipping Indonesia Jakarta is a company engaged in the agency of foreign ships and local ships.

**Keywords:** Service, Ship Agency, Service User

### INTRODUCTION

PT. Serasi Shipping Indonesia Jakarta is a company engaged in the agency of foreign ships and local ships. PT Serasi Shipping Indonesia is only an agent appointed by the owner to serve or facilitate the ship when it wants to dock at ports in Indonesia. The problems that often occur are less than optimal and there is a lot of competition between shipping companies in the clearance in and clearance out agency services at PT. Serasi Shipping Indonesia, due to the low quality of human resources, is influenced by the number of postgraduate graduates (S2) 2 people, undergraduate (S1) 15 people and Diploma 13 people who have competence in the field of clearance in and clearance out. This causes a decrease in the relationship of trust in the use of ship agency services of PT. Serasi Shipping Indonesia. If this happens continuously, it can reduce revenue for PT. Serasi Shipping Indonesia. In the agency process and ship permit process from PT. Serasi Shipping Indonesia requires employees who can communicate well and are skilled and technology, and if there is a lack of employee technology skills in the system used in the company, data input errors often occur, and the quality of communication with customers is low.

This is one of the factors that have not achieved the optimal ship permit process. and if the employee's lack of technology skills in the system used in the company, data input errors often occur, and the quality of communication with customers is low. This is one of the factors that have not achieved the optimal ship permit process. and if the employee's lack of

technology skills in the system used in the company, data input errors often occur, and the quality of communication with customers is low. This is one of the factors that have not achieved the optimal ship permit process.

## **RESEARCH METHOD**

### **Data Description**

#### **Service quality**

Kotler (2007: 286) reveals that service quality is a way of working for companies that are trying to make continuous quality improvements to the processes, products and services produced.

#### **Service**

To find out how much influence the agency clearance in and clearance out services have on the satisfaction of agency service users carried out by employees of PT. Serasi Shipping Indonesia.

### **Benefits of research**

#### **Practically**

Can provide information for every reader, as well as people who are in companies, agencies, institutions and government agencies. And it is hoped that it can be taken into consideration and decisions in improving the performance of companies, agencies, institutions, and government agencies.

#### **Theoretically**

As a contribution of thought related to services in increasing satisfaction with the use of ship agency services. According to Lupiyadi and Hamdani, (2008: 5) services are all economic activities whose results are not in the form of money

#### **agency**

According to Capt. RP Suyono (2007:223) agency is a legally binding relationship that occurs when two parties agree to make an agreement, where one party called the agent (agent) agrees to represent the other party called the owner (principle) with the condition that the owner still has the right. to supervise his agent regarding the powers entrusted to him.

### **Satisfaction**

According to Kotler and Keller (2009:138) satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product (or result) against their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance matches expectations, customers will be satisfied.

### **Service User**

The service user is the entity that owns the project and provides the work or completely provides the work to the service provider and pays the cost of the work. Service users can be individuals, government or private institutions/agencies (Erviyanto, 2002:5).

### **Research time**

The time of the research was carried out in semesters V and VI, namely at the time of writing carrying out Land Practice which is one of the requirements in fulfilling the D-IV program taken by the author starting from April 2021 to August 2021 at PT. Serasi Shipping Indonesia.

### Research Place

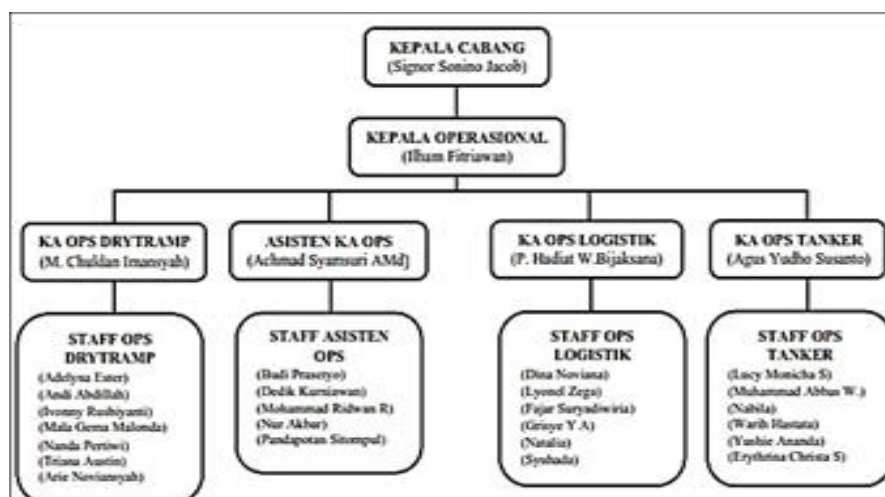
This research will be conducted at PT. Serasi Shipping Indonesia which is located at Graha Kirana Building 12th Floor Jl. Yos Sudarso No.88 Jakarta 14350 Indonesia.

### Approach Method

This study uses a quantitative approach. According to Sugiyono (2013:2) the research method is basically a scientific way to obtain data with certain goals and uses. In this research, the approach used is quantitative.

### Data collection technique

According to Sugiyono (2016: 193), the data collection technique is a step that is considered strategic in research, because it has the main goal of obtaining data. based on the above definition, the data obtained is then compiled and analyzed so that a solution can be obtained from the problem. The data collection techniques that the author uses are obtained through: Questionnaire Technique, Literature review, Documentation Study Here the author uses a study of documentation in the form of the structure / organizational chart of the company PT. Serasi Shipping Indonesia in the operational division.



Picture 1. Data collection technique

### Research subject

According to Sugiyono(2019:126) population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study is the ship owner who uses agency services at PT. Serasi Shipping Indonesia Jakarta.

Sample According to Sugiyono (2017) the sample is part of the population that is the source of data in the study, where the population is part of the number of characteristics possessed by the population. The sample used to determine the number of populations is a saturated sample because saturated sampling is that all members of the population are sampled and the data taken is the ship owner of PT. Serasi Shipping Indonesia as many as 30 people.

## FINDINGS AND DISCUSSION

### Respondent Data

#### Respondent Characteristics

This general description of respondents aims to determine the characteristics of service users of PT. Serasi Shipping Indonesia was chosen as the respondent related to the object of

research. The classification of service users is based on gender, age, and education level. From this classification, a conclusion will be obtained regarding the condition of the respondent. These classifications will be presented in the following respective tables:

**By Gender**

**Tabel 1. Respondent data by gender**

No	Gender	Total (Person)	Percent Age (%)
1	Man	19	63.30%
2	Woman	11	36.70%
<b>Amount</b>		<b>30</b>	<b>100%</b>

Based on the data above, it can be concluded that the respondents' data based on gender are 19 (63.3%) male and 11 (36.7%). Thus, it can be concluded that the majority of service users of PT. Serasi Shipping Indonesia is male.

b. By Age

**Table 2. Respondent data by Age**

No	Age	Total (Person)	Percenta Age (%)
1	< 20 Years	0	0%
2	20-30 Years	24	80%
3	31-40 Years	6	20%
4	41-50 Years	0	0%
5	> 51 Years	0	0%
<b>Amount</b>		<b>30</b>	<b>100%</b>

Based on the data above, it can be concluded that the respondent's data based on age are < 20 years (0%), 20-30 years (80%), 31-40 years (20%), 41-50 years (0%), and > 51 years. (0%). Thus, it can be concluded that the majority of service users of PT. Serasi Shipping Indonesia is 20 – 30 years old.

**Based on Last Education**

**Table 2. Respondent data based on Last Education**

No	Last Education	Total (Persero)	Percentage
1.	Senior High School	0	0%
2.	Diploma	30	43%
3.	Bachelor degree	15	50%
4.	Postgraduate (S2)	2	7%
5.	Doctorate (S3)	0	0%
<b>Amount</b>		<b>30</b>	<b>100%</b>

Based on the data above, it can be concluded that the respondent's data based on the latest education is SMA (0%), Diploma (43%), Bachelor Degree (57%), Postgraduate S2 (7%), and Doctoral Doctorate (0%). Thus, it can be concluded that the majority of service users of PT. Serasi Shipping Indonesia, which has a bachelor's degree in education.

**Descriptive Statistics Test**

**Table 2. Descriptive Statistics Test**

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Pelayanan Jasa	30	2	5	4,16	0,7518

Kepuasan Pengguna Jasa	30	2	5	4,06	0,8219
Valid N (listwise)	30				

### Agency Services

Based on table 4.4 of the Service Quality variable in this study, it is known that the minimum value is 2 and the maximum value is 5. The average value of the Agency Service variable is 4.16 with a standard deviation of 0.7518, so the company has good agency services for his company.

### Agency Service User Satisfaction

Based on table 4.4 agency service user satisfaction variable in this study, it is known that the minimum value is 2 and the maximum value is 5. The average value of the agency service relationship variable is 4.06 with a standard deviation of 0.8219, so the company has a high satisfaction of agency service users. good for the company.

### Instrument Test

**Table 3. Validity test a. X Variable Validity Test**

No. Statement	rcount	rtable 5% -30 %	SPSS Results
X1.1	0.663	0.361	x
X1.2	0.439	0.361	VALID
X1.3	0.663	0.361	VALID
X1.4	0.914	0.361	VALID
X1.5	0.778	0.361	VALID
X1.6	0.914	0.361	VALID
X1.7	0.439	0.361	VALID
X1.8	0.663	0.361	VALID

In the table above, the rtable is 0.361. And after being compared with rcount, it can be proven that all statements are valid.

**Table 4. Validity test Y Variable Validity Test**

No. Statement	rcount	rtable 5% -30	SPSS Results
Y1.1	0.911	0.361	VALID
Y1.2	0.826	0.361	VALID
Y1.3	0.465	0.361	VALID
Y1.4	0.858	0.361	VALID
Y1.5	0.911	0.361	VALID
Y1.6	0.377	0.361	VALID
Y1.7	0.377	0.361	VALID
Y1.8	0.826	0.361	VALID
Y1.9	0.465	0.361	VALID
Y1.10	0.911	0.361	VALID

In the table above, the rtable is 0.361. And after being compared with rcount, it can be proven that all statements are valid.

**Table 5. Reliability Test a. X. Variable Reliability Test**

Reliability Statistics	
Cronbach's Alpha	N of Items
0.889	10

In the table above, it can be concluded that the Cronbach's Alpha value is 0.898, which is above the reliable value of 0.6, then the questionnaire is declared reliable.

**Table 6. Y. Variable Reliability Test**

Reliability Statistics	
Cronbach's Alpha	N of Items
0.889	10

In the table above, it can be concluded that the Cronbach's Alpha value is 0.889, which is above the reliable value of 0.6, then the questionnaire is declared reliable.

**Table 7. Multiple Linear Regression**

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-1.406	3.346		-.420	.025
Pelayanan Jasa Keagenan (X)	1.010	.079	.924	12.751	.000

Dependent Variable: Kepuasan Pengguna Jasa Keagenan (Y)

Based on the results of calculations using SPSS 26 obtained a of -1.406 and b of 1.010 the form of a simple linear regression equation is as follows:

$$= -1.406 + 1.010X_1$$

Judging from the regression equation that the effect of agency services on agency service user satisfaction is opposite (negative), this can be shown in the regression coefficient or b value which shows a positive number of 1,010 which means that every increase in agency services will be followed by an increase satisfaction of agency service users is 1.010. Vice versa, if agency services experience a decrease, then the satisfaction of agency service users will tend to decrease by 1,010. And the value of the coefficient a (intercept) is -1.406 which means that if there are no agency services, it is estimated that the satisfaction of agency service users is reduced by -1.406 units.

**Coefficient of Determination Test**

The higher the coefficient of determination, the higher the ability of the independent variable in explaining the variation of changes in the dependent variable.

The formula used in the determining coefficient is:

$$Kp = r^2 \times 100\%$$

Information:

Kp = Positive coefficient

R = coef. X and Y Correlation R<sup>2</sup>

$$= (0.924)^2 \times 100\%$$

$$= 85.3\%$$

**Table 8. Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.924a	.853	.848	3.206

The results of linear correlation analysis in this study obtained an R number of 0.924 so it can be concluded that there is a strong relationship between agency services and agency service user satisfaction. This is evidenced by the value of R (0.924) ranging from 0 to 1, a value closer to 1 means the relationship is getting stronger, if it is getting closer to 0, then the relationship is getting weaker.

The results of the analysis of the coefficient of determination obtained the number R Square (R<sup>2</sup>) of 0.853 or (85.3%). This shows that the percentage contribution of the influence of the independent variable (agency services) to the dependent variable (agency service user satisfaction) is 85.3%, while the remaining 14.7% is influenced or explained by other variables not included in this study.

**Hypothesis testing 1 T Uji test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.406	3.346		-0.420	0,47083333
Pelayanan Jasa Keagenan	1.010	0.079	0,924	12.751	0.000

Based on the table above, it can be seen that the agency service variable is 12,751 which is greater than t table 2,048, in addition to the significance value is 0.000 smaller than the 0.05 significance level, then H<sub>0</sub> is rejected and H<sub>1</sub> is accepted, which means that the variation of the independent variable can explain the dependent variable and there is an influence between the two variables. So it can be concluded that agency services (X<sub>1</sub>) have a significant influence on Agency Service User Satisfaction (Y) at PT. Serasi Shipping Indonesia.

**CONCLUSION**

Services Clearance In and Clearance Out Agency has a positive and significant effect on the satisfaction of ship agency service users, where the t count for X is 12,751 greater than t table 2,048 with a significance of 0.000 which is smaller than the significance level of 0.05. So that H<sub>1</sub> which states that the Clearance In and Clearance Out Agency Services have a positive and significant influence on the Satisfaction of Ship Agency Service Users is accepted. The coefficient of determination (R<sup>2</sup>) is 0.853 or (85.3%) and is declared strong. This shows that the percentage contribution of the influence of the independent variable (agency clearance in and clearance out services) to the dependent variable (agency service user satisfaction) is 85.3%, while the remaining is 14,

**REFERENCES**

Kotler, Philip and Keller, 2007, Marketing Management, Volume I, Twelfth Edition, PT. Index, Jakarta.  
 Lupiyoadi, & Hamdani. (2008). Service Marketing Management. Edition 2. Salemba Four.  
 Capt. RP Suyono, M.Mar, 2007, Shipping Import Export Intermodal Transportation by Sea Edition IV, Jakarta.  
 Kotler, Keller. (2009). Marketing Management. Erlangga Publisher. Jakarta

- Ervianto, WI 2002. Construction Project Management. Publisher: Andi, Yogyakarta
- Rochmanhadi. 1992. Heavy Equipment and Their Use. Indonesian Graphic World.
- Sugiyono, 2013, Quantitative, Qualitative and R&D Research Methodology. (Bandung: ALFABETA)
- Sugiyono. (2016). Quantitative, Qualitative and R&D Research Methods. Bandung: PT Alfabet.
- Sugiyono. (2018). Combined Research Methods (Mixed Methods). Bandung: CV Alfabeta.
- Sugiyono. (2017). Research Methods Quantitative, Qualitative, R & D. Bandung: CV Alfabeta.