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THE EFFECT OF SERVICE QUALITY IN ONLINE DELIVERY ORDER (DO) COMPLETION ON CUSTOMER SATISFACTION AT PT. CONTAINER MARITIME ACTIVITIES

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Abstract: Indonesia as a maritime country where sea transportation plays an important role and strategic position in mobilizing the movement of goods and services, where international trade activities in this case exports and imports use sea transportation. PT. Container Maritime Activities (CMA) Indonesia, based in Jakarta, is an agency shipping company engaged in container shipping, in other words, having its own containers. In economic activity, it cannot be separated from the import process, because imports are a reflection of a country's economic sovereignty, whether goods and services made in the country are still the masters in their own country. A country imports because it experiences a deficiency (lack/failure) in carrying out the production of goods and services for the consumption needs of its population. In this case the Delivery Order (DO) document is required by the importer to remove the goods from the container terminal terminal

Keywords: Service Quality, Customer Satisfaction

INTRODUCTION

Service quality is a unique phenomenon, because its dimensions and indications can differ among the people seen in the service. According to Azwar, to overcome the above differences, what should be used as a guide is the basic essence of service delivery, namely meeting the needs and demands of service users (Azwar, 1996). employees. Customer satisfaction is considered as a person's feeling of pleasure or disappointment that is experienced after comparing the perception of the performance or results of a product with his expectations. Good service quality is very important and very influential, without the right service the product will be less attractive to consumers. PT. Container Maritime Activities (CMA) Indonesia, based in Jakarta, is an agency shipping company engaged in container shipping, in other words, having its own containers.

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   The importer complained about the length of time it took to complete the Delivery Order (DO) document issued by the shipping company PT Container Maritime Activities (CMA). This has an impact on the process of releasing goods from the container terminal, and has an impact on the free time owned by the importer.

    PT. Container Maritime Activities (CMA) encountered many problems, especially in the import department. The import department generally provides document settlement services related to import activities, such as Delivery Order (DO) documents. The import department can provide excellent service to customers so that they are satisfied with the services provided as they expect.

METHOD
Data Description
  a. Service quality
     Wyock (in lovelock, 1998) quoted by Fandy Tjiptono (2014:268)
     Service quality is the expected level of excellence and control over these advantages to meet consumer needs.
     According to Fandy Tjiptono (2014:268)
     Service Quality focuses on efforts to fulfill consumer needs and desires and the accuracy of delivery to balance consumer expectations.
     Service is said to be of high quality or satisfactory if the service can meet the expectations of the community. If the community is not satisfied with the services provided, then the service is not of high quality or inefficient. Therefore the quality of service is very important and always focus on customer satisfaction.
  b. Customer satisfaction (Y)
     The word "satisfaction" or satisfication comes from the Latin "latis" (meaning good enough, adequate) and "facio" (doing or making), so it can simply be interpreted as an effort to fulfill something.
     The definition of customer satisfaction according to Kotler (2014: 150) is: feelings of pleasure or disappointment that arise after comparing the performance (results) of the product thought to the expected performance (or results). If performance is below expectations, the customer is dissatisfied, if performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied and happy.
     customer satisfaction is a fulfillment of expectations. Customers can be said to be satisfied with the products and services that the company provides has met and even exceeded their expectations.
     Satisfaction will encourage consumers to buy or consume the product.

Research time

This research was conducted at the time the author did the Land Practice at PT. Container Maritime Activities since 05 August 2018 – 06 August (2019)

Research Place

This research was conducted by the author at PT. Container Maritime gem brass building 21-22 floors.

Approach Method

This research uses quantitative data approach method. In this study the data obtained and analyzed in the form of researching on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis and definitions of understanding from reference books in libraries, etc. with the aim of testing predetermined hypotheses. .

Data collection technique

To obtain data in compiling this thesis, the author uses data collection techniques using two methods of data collection, including:
    a. Library research
    b. Field Research
 1) Observation
    Make direct observations and learn things related to research directly at PT. Container Maritime Activities
 2) Questionnaire
    Questionnaire is a data collection technique that is done by giving a set of written statements to respondents to answer. The questionnaire used by the researcher as a research instrument, the method used is a closed questionnaire. The questionnaire instrument must be measured for the validity and reliability of the data so that the research produces valid and reliable data.
    Respondents' answers are in the form of choices from five alternatives, namely:
    1. SS   : Strongly agree
    2. S   : Agree
    3. C   : Enough
    4. TS   : Disagree
    5. STS   : Strongly Disagree
    Each answer has a value as follows:
    1. SS   : 5
    2. S   : 4
    3. C   : 3
    4. TS   : 2
    5. STS   : 1
    Validity means the validity of the measuring instrument with what is to be measured, meaning that the measuring instrument used in the measurement can be used to measure what is being measured. So validity is how far the tool can measure the thing or object you

want to measure. Reliability means having a reliable nature and how far the consistency of the measuring instrument is to be able to give the same results in measuring the same thing and object.

3) Documentation

Documentation comes from the origin of the word document, which means written goods. In carrying out the documentation method, researchers investigate written objects such as books, documents, regulations and so on. This technique is used by the author to support the data and information that the author presents in order to complete the writing of the thesis, namely byhow to view documents, and everything related to the problem that will be investigated by the author In this study, there are two kinds of relationship between two or more variables, namely the form of the relationship and the closeness of the relationship. To determine the form of the relationship used for regression analysis. "Regression analysis is used to examine the relationship between two or more variables, especially to explore the pattern of relationships whose models are not yet fully known". The usefulness of regression analysis is "to predict the value of the dependent variable (Y) if the independent variable (X) is two or more".

4) Literature review

Literature study is collecting data by reading, viewing, researching, quoting from books or references presented, input or consideration and comparisons about what can be seen from existing theories. This literature study aims to obtain the basics of theory with the problems to be discussed.

Research subject

a. Population

The population consists of a collection of objects that are the center of attention, from which the information you want to know contains. The population taken by the author in the preparation of this thesis are customers who carry out the process of document completion (DO) at PT. Container Maritime Activities.

b. Sample

According to Sugiyono (2005), the sample is part of the population that is the source in the study, which is part of the population that is the source of data in the study, which is part of the number of characteristics possessed by the population.

$$\frac{N}{N(e)^2 + 1}$$

Information:

n = Number of samples sought

N = Total population (service users)

E = Total precision 10% (0,1)

Data analysis technique

a. Reliability Test

in this study to find the reliability of the instrument using the alpha formula, because the instrument in this study is in the form of a questionnaire or list of questions whose scores

are in the range between 1-5 and the validity test uses total items, where to find the reliability of the instrument whose score is not 1 and 0, for example Questionnaires or questions in the form of descriptions use the alpha formula.

b. Validity test

The method used in testing the level of validity is with internal variables, which is to test whether there is a match between the parts instrument as a whole. To measure it using item analysis. Measurement in item analysis is by means of existing scores and then correlated using the product moment correlation formula proposed by Pearson in Arikunto, (2002: 146) as follows:

c. Correlation Test

Correlation coefficient analysis is used to find a mutual relationship or close relationship between the independent variable (independent variable) which is expressed in (X) and the dependent variable which is expressed in (Y),

d. Simple Regression

To determine the form of the relationship used for regression analysis. "Regression analysis is used to examine the relationship between two or more variables, especially to explore the pattern of relationships whose models are not yet fully known"

e. Coefficient of Determination

Determinant coefficient analysis is to find out how much the contribution of the independent variable (X) to the dependent variable (Y) is used the coefficient of determination formula as follows:

f. Hypothesis testing

Hypothesis test analysis aims to determine how far the research hypothesis that has been prepared can be accepted based on the data that has been collected. Hypothesis testing analysis does not test the truth of the hypothesis, but tests whether the hypothesis can be accepted or rejected (Gulo, 2002:153)

RESULTS AND DISCUSSION

Reliability Test

Table 1
X . variable reliability test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,920	,920	**28**

On the reliability statistic, Cronbach's Alpha is 0.920 or 92%, so it can be said that Variable X is Reliable or Reliable.

Table 2
Y . variable reliability test

Cronbach's Alpha	Cronbach's Alpha Based	N of Items

	on Standardized Items	
,855	,857	**18**

Cronbach's is greater than 60%, then the questionnaire variable is considered reliable in the reliability statistic.

Cronbach's is greater than 60% then the questionnaire variable is considered reliable.

Tabel 3.Validity test

No	Variable	Number of items	Valid items	Note:
1	Service quality	28	28	**valid**
2	Customer satisfaction	18	18	**valid**

From the two validity results, it can be said that the results both show valid results, so it can be said that there is a relationship or influence between the X variable and Y variable.

Correlation coefficient analysis

N   = 50
XY = 480,986
X   = 6.172
X2   = 768,774
Y   = 3,871
Y2   = 302.235
 r = 0,75

From the calculation results above, it can be seen that the value of R = 0.75 means that the quality of service has a strong influence on customer satisfaction in completing the online Delivery Order (DO) document and is positive, meaning that if the quality of service is improved, satisfaction will increase.

Simple Linear Regression

$$Y = a + bX$$
$$Y = 21.09 + 0{,}456\,X$$

This equation means that if the selection of the right marketing strategy is increased by one unit, then customer satisfaction will increase 0.45 times at a constant 21.09. This means that the coefficients of Y and X are proportional to the direction, that is, if the online Delivery Order (DO) document completion service can be done well and increases, customer satisfaction will also increase.

Determinant Coefficient Analysis

$$KP = r^2 x\ 100\ \%$$

KP = 0,75²x 100 %
KP = 0,5625 x 100 %
KP =56.25%

DFrom the calculation results above, the coefficient of determination (R2) is 0.5625 which implies that the influence of the independent variable (DO document service) on the dependent variable (customer satisfaction) is 56.25%, while the remaining 43.75% is influenced by the variable other. The correlation between DO document service and customer satisfaction is significant.

Hypothesis test

$t_{hitung} = 7{,}902$

From the results of this analysis can tcountis 7.902

While the results from the table:

$t_{tabel} = 1{,}677$

Because the value of tcount > ttable (7.902 > 1.677) then Ho is rejected and Ha is accepted. This means that there is a strong relationship between D/O document services (variable X) and customer satisfaction (variable Y).

Because value tcount > ttable (7.902 > 1.677) then Ho is rejected and Ha is accepted. This means that there is a strong relationship between service quality in the completion of online Delivery Order (DO) documents (variable X) to customer satisfaction at PT. Container Maritime Activities (variable Y).

CONCLUSION
a. The results of the analysis of the dimension of the variable that has the highest average score for the service quality variable is the dimension of assurance (assurance) with an indicator of the Import officer of PT. Container Maritime Activities can maintain the confidentiality of service users with a score of 4.7 this indicator must be maintained
b. The results of the analysis of the dimension of the variable that has the highest average score for the customer satisfaction variable is the dimension of service quality
service on the indicator I am satisfied with the performance of reliable employees (professional at work) with an average score of 4.2 and the dimensions of the fulfillment of service comfort on the indicator I am satisfied with the physical condition (service and waiting room conditions) with an average value score 4.2

Suggestion.
a. Increasing the lowest score indicator on the service quality variable, namely customer image at PT Container Maritime Activities
1) Make employees as brand ambassadors to build company image.
2) Build a company image with events, especially in the maritime industry for container transportation related to the import of goods.
3) Don't hesitate to receive feedback from customers.

4) Build a good company culture.
5) Build a company image in cyberspace to be closer to customers.

b. Increasing the lowest indicator on the customer satisfaction variable, which is fast in responding to customer complaints.
1) Add Cs Import officers, in order to simplify and speed up existing work.
2) Pay attention to employee welfare.
3) The division of tasks and responsibilities in a balanced way.
4) Adding facilities and infrastructure, to support the activities of Cs Import officers.

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