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THE INFLUENCE OF WORK COMPETENCE AND INFRASTRUCTURE ON CUSTOMER SATISFACTION THROUGH SERVICE QUALITY AT THE SRI BINTAN PURA TANJUNGPINANG PORT PASSENGER TERMINAL

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ABSTRACT
This research aims to analyze the influence of variables, namely work competency, facilities and infrastructure on customer satisfaction through service quality at Sri Bintan Pura Tanjungpinang Port. The sample in this research was 500 passengers at the Sri Bintan Pura Port passanger Terminal Tanjungpinang. The data analysis method used in this research is Structural Equal Model Partial least Square. These technique will be used in data analysisand become an integral part of the overall data analysis in this research. Data analysis was carried out in three stages, namely the description stage, the analysis requirements testing stage, and the hypothesis testing stage. It can be concluded that Work Competence and Infrastructure have a positive and significant influence on Customer Satisfaction at Sri Bintan Pura Tanjungpinang Port, both directly and through the mediation of Service Quality. Work Competencies have a greater influence than Infrastructure on Customer Satisfaction. Service Quality plays an important role as a mediator, strengthening the influence of Work Competency and Infrastructure on Customer Satisfaction

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1. INTRODUCTION

In the era of globalization, transportation has a crucial role for all segments of society, including upper and lower middle economic groups. The types of transportation available include land, sea and air. As an archipelagic country, Indonesia places maritime transportation as an important component. Apart from functioning as a link between regions, sea transportation also plays a vital role in trade, both at the national and international levels. In this context, ports are a crucial element in maritime transportation infrastructure (Salim, 2006).

One of the roles of ports in the context of their use is as a place for departure and arrival of passengers, in accordance with Law no. 17 of 2008 concerning shipping. In this role, the port is responsible for facilitating all types of activities and needs related to people's travel using sea transportation services.

Therefore, optimal and quality service must be provided to passengers. Two important aspects that port managers must pay attention to as a public service are the facilities provided and the implementation of these facilities, which must comply with service provider performance standards and consider the satisfaction of service users or port passengers (Mulyono, 2017).

According to Hariyadi (2007), service providers must understand the things that are considered important by passengers or service users, and strive to achieve optimal performance in order to meet customer satisfaction. However, in the author's experience when carrying out work practices at Sri Bintan Pura Tanjungpinang Port, port operators as a public service are still not optimal in providing services to passengers. As a result, passengers feel

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dissatisfied with the service they receive.

Sri Bintan Pura Harbor is one of the ports in the Tanjungpinang Sea which provides services for all activities related to people's travel needs using sea transportation. This port is included in the class II port category based on Minister of Transportation Regulation No. 36 of 2012 concerning the Organization and Work Procedures of Harbormaster and Port Authority Offices. The management is carried out commercially by PT Pelindo I (Persero) Tanjungpinang Branch (Siswoyo, 2011). Saputra (2023) in his research stated that the quality of port terminal services has a positive and significant effect on achieving ship passenger satisfaction.

Sri Bintan Pura Harbor is an important point in Tanjungpinang City which functions as the main gate for the arrival of tourists from within and outside the country to the city. This makes it potential as one of the main contributors to Tanjungpinang regional income. This port connects Tanjungpinang with various surrounding ports such as Lobam and Bulang Linggi ports in the north, Tanjung Balai port on Karimun Island in the west, as well as Telaga Punggur port in Batam and islands in the south such as Lingga, Singkep, Natuna, and other ports in the Riau Islands. in general. Sri Bintan Pura Harbor also has international shipping routes to Singapore (Harbour Front and Tanah Merah) and Malaysia (Stulang Laut).

The passenger terminal at Sri Bintan Pura Harbor consists of two parts, namely the domestic passenger terminal and the international passenger terminal. The domestic passenger terminal is tasked with serving the arrival and departure of inter-island passengers in Indonesia, while the international passenger terminal handles the arrival and departure of passengers to neighboring countries such as Singapore and Malaysia which are close to Tanjungpinang. The domestic passenger terminal at Sri Bintan Pura Harbor plays an important role in the lives of the people of Tanjungpinang by providing services for passengers

travel between the nearest islands from the city. Most of them travel for tourism, business, trade, and to fulfill needs such as education and work. Research conducted by Setiawan (2020) stated that domestic passengers at the Sri Bintan Pura port were quite satisfied but not optimal with the services provided by the Sri Bintan Pura Tanjungpinang port organizer.

As time goes by and the increasing public need for effective and efficient sea transportation to transport goods and passengers between locations, demands on port operators to provide quality services are also increasing. It is important for them to understand the things that service users consider important in order to fulfill service user satisfaction optimally.

Based on observations made while the researchers were in the field, there were still deficiencies in service to domestic passengers at Sri Bintan Pura Tanjungpinang Port. For example, parking lots that are not well arranged, long queues when entering and leaving the port, passenger terminal waiting rooms that are in the process of being repaired, and a lack of adequate facilities for people with disabilities. Several facilities at Sri Bintan Pura Harbor are also incomplete and their use is not optimal, resulting in a lack of passenger satisfaction with the services provided by the Sri Bintan Pura Tanjungpinang Harbor management. Therefore, strategies or innovations are needed to improve service quality and customer satisfaction. Sulistiawan (2016) in his research proves that in improving the quality of its services by implementing various strategies, namely improving existing facilities and infrastructure, improving the quality of cleanliness of its ships, and increasing the sense of security and comfort for its customers, getting a positive response from its customers that they lack satisfied with the services provided.

By considering this information and paying attention to the importance of these aspects, researchers are interested in investigating the quality of services provided at Sri Bintan Pura Harbor. This aims to understand passengers' hopes and desires, with the aim that the services provided can meet their satisfaction

2. RESEARCH METHODS

The researcher took the research location at the Tanjungpinang Class II Harbormaster and Port Authority Office. In this study, researchers will explain the influence of work competency and infrastructure on customer satisfaction through service quality at the Pelabuha Sri Bintan Pura Tanjungpinang passenger terminal. So in this research the author used a quantitative descriptive approach. In studying and researching a problem, data is needed that is relevant to the problem. The data is then compiled and analyzed to get a clearer picture, making it easier for the writer to solve the problem. In this research, the author used two types of data collection, namely primary data and secondary data such as field observations, questionnaires, and literature studies. The population of this study is 500 ship passengers at Sri Bintan Pura Tanjungpinang Harbor from January 30 to January 31 2024. The data analysis that will be carried out in this research is SEM PLS.

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3. RESULTS AND DISCUSSION

1. General description of Sri Bintan Pura Tanjungpinang Harbor

Tanjungpinang Harbor is located at coordinates 0° 55' 55" North Latitude and 104° 26' 50" East Longitude, which is located in Tanjungpinang City, Riau Islands Province. Tanjungpinang Port is divided into two sub-ports, namely Sri Bintan Pura Port which serves the flow of passengers, both domestic and international, and Sri Batu Anam Port which serves the flow of loading and unloading goods

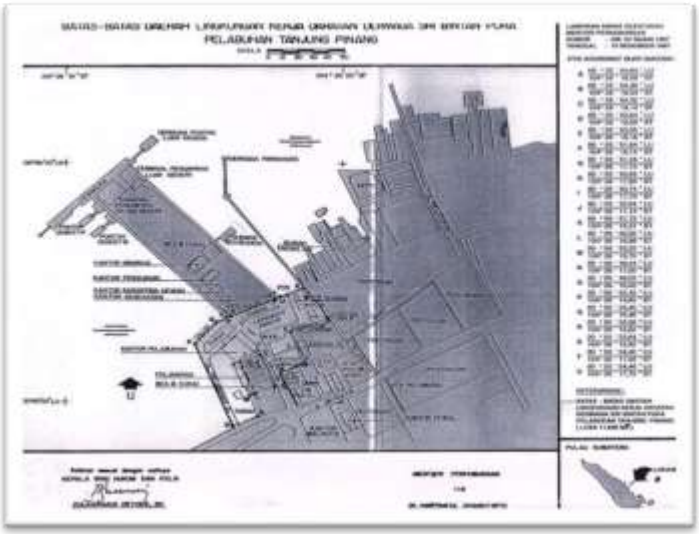

Figure 1 Layout of Sri Bintan Pura Harbor (*KSOP Class II, Tanjungpinang*)

2. Sri Bintan Pura Tanjungpinang Port Passenger Services

It is known that there are 3 pioneer ships and 53 fast boats/ferries operating at Sri Bintan Pura Harbor. All of these ships provide ferry services, both for goods and passengers, with schedules and destinations that have been determined respectively. Ship service facilities at Sri Bintan Pura port

3. Questionnaire assessment

The research entitled "The Influence of work competency and infrastructure on Customer Satisfaction through Service Quality at the Sri Bintan Pura Tanjungpinang Port Passenger Terminal" uses data based on service quality dimensions which refer to sea transport passenger service standards according to Minister of Transportation Regulation No. 119 of 2015 The Ministerial Regulation regulates safety services, security and order services, reliability or regularity services, comfort services, convenience services, and equality services.

The data was obtained using a questionnaire technique (*Quesioner).* The questionnaire technique was used to determine the level of satisfaction of service users by looking at the performance level (X) of the Sri Bintan Pura port and the level of interest (Y) of domestic passengers at the Sri Bintan Pura port with statements for each variable totaling 41 statements using a sample of 500 respondentsa (passengers). domestic).

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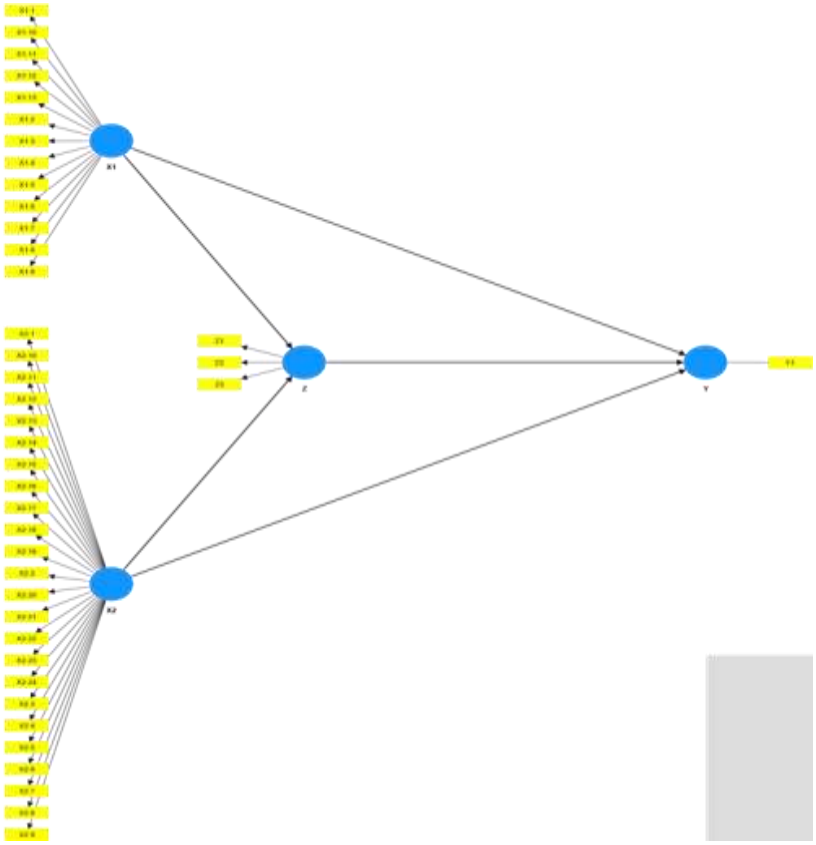

Figure 2 Outer Model Test Results

4. Hypothesis testing results

Table 1. Results of data processing using SEM PLS.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1 -> Y	0.320	0.321	0.042	7.557	0.000
X1 -> Z	0.592	0.592	0.037	16.210	0.000
X2 -> Y	0.088	0.088	0.027	3.281	0.001
X2 -> Z	0.213	0.214	0.036	5.952	0.000
Z -> Y	0.456	0.455	0.052	8.703	0.000

a. Work competency has a positive influence on Customer Satisfaction of 0.320 (positive), which shows that the direction of the relationship between Work Competency and Customer Satisfaction is positive with a t statistic of 7.557 (above 1.96) and a p value of 0.000 (below 0.05). This shows that work competency has a big influence on customer satisfaction because competent workers will increase customer satisfaction.

b. Work competency has a positive influence on service quality of 0.592 (positive), which shows the direction of the relationship between work competency and service quality is positive with a t statistic of 16.210 (above 1.96) and a p value of 0.000 (below 0.05). This shows that work competency influences the quality of service, with competent workers, the quality of service at the port will increase.

c. Facilities and Infrastructure have a positive influence on Customer Satisfaction of 0.088 (positive), which shows that the direction of the relationship between Facilities and Infrastructure and Customer Satisfaction is positive with a t statistic of 3.281 (above 1.96) and a p value of 0.001 (below 0.05). This shows that facilities and infrastructure have a big influence on customer satisfaction because the facilities and infrastructure are felt directly by users of the Sri Bintan Pura Tanjungpinang Port Services.

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d. Infrastructure Facilities have a positive influence on Service Quality of 0.213 (positive) which shows that the direction of the relationship between Infrastructure and Service Quality is positive with a t statistic of 5.952 (above 1.96) and a p value of 0.000 (below 0.05). The positive relationship between infrastructure and service quality shows that improvements in infrastructure will lead to an increase in service quality. This means that Infrastructure is a factor that contributes positively to service quality. In a practical context, efforts to improve

e. Infrastructure can be an effective strategy for improving service quality and. Service Quality has a positive influence on Customer Satisfaction of 0.456 (positive), which shows that the direction of the relationship between Service Quality and Customer Satisfaction is positive with a t statistic of 8.703 (above 1.96) and a p value of 0.000 (below 0.05). The positive relationship between service quality and customer satisfaction shows that increasing service quality will lead to increased customer satisfaction. This emphasizes the important role of Service Quality in the model, because service quality is not only influenced by facilities and infrastructure, but also has a direct impact on customer satisfaction.

Table 2. Results of data processing using SEM PLS.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1 -> Z -> Y	0.270	0.270	0.035	7.624	0.000
X2 -> Z -> Y	0.097	0.097	0.019	5.159	0.000

Service Quality can mediate the influence of Work Competence on Customer Satisfaction because it has a p value of 0.000 (below 0.05) and a t statistic of 7.624 (above 1.96). This means that the influence of Job Competence on customer satisfaction is not completely direct, but is partly mediated through Service Quality. In practice, this suggests that to improve Customer Satisfaction, interventions on Job Competence may need to consider the effect on Service Quality

f. Service Quality can mediate the influence of Infrastructure on Customer Satisfaction because it has a p value of 0.000 (below 0.05) and a t statistic of 5.159 (above 1.96). This shows that the influence of infrastructure on customer satisfaction is not completely direct, but partly through service quality. This confirms. The central role of Service Quality, because Service Quality is an intermediary for the two dependent variables (work competency and infrastructure) in influencing customer satisfaction.

4. CONCLUSION

Based on the results of the analysis, it can be concluded that Work Competence and Infrastructure have a positive and significant influence on Customer Satisfaction at Sri Bintan Pura Tanjungpinang Port, both directly and through the mediation of Service Quality. Work Competencies have greater influence than Infrastructure on Customer Satisfaction. Service quality plays an important role as a mediator, strengthening the influence of Work Competencies and Infrastructure on Customer Satisfaction. These findings indicate that to increase customer satisfaction, port management needs to focus on increasing employee work competency, improving infrastructure, and improving overall service quality, taking into account the direct and indirect effects of each variable.

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