

# EFFECT OF THE QUALITY OF SERVICES TO CUSTOMER SATISFACTION IN. PORT OF INDONESIA IV (Persero) BRANCH MAKASSAR.

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# EFFECT OF THE QUALITY OF SERVICES TO CUSTOMER SATISFACTION IN. PORT OF INDONESIA IV (Persero) BRANCH MAKASSAR.

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## ABSTRACT

The purpose of this study was to determine and analyze the influence of service quality dimensions of services includes Tangible (real form), Reliability (reliability), responsiveness (responsiveness, assurance (assurance) and Empathy (Attention) towards customer satisfaction at PT. Pelabuhan Indonesia IV (Persero) Branch Makassar. To determine which variables are the most dominant influence on customer satisfaction at PT. Pelabuhan Indonesia IV (Persero) Branch Makassar.

This research was conducted by collecting data from respondents. Data taken from the sample is representative of the entire population. Then the samples taken from the population should be rigorously representative (representing). The population in this study were all customers of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch 162 shipping services consisting of each 1 representatives of shipping services. While samples taken as many as 62 respondents by formula solvin. Alat data analysis used Multiple Linear Regression.

Research results show that the dimension of service quality are tangibles, reliability, responsiveness, assurance, empathy and positive effect on customer satisfaction PT. Pelabuhan Indonesia IV (Persero) Branch Makassar. Dimensions of service quality (tangibles, reliability, responsiveness, assurance, and empathy) simultaneously significant effect on customer satisfaction. Partially tangibles, reliability, responsiveness and assurance partially significant effect on customer satisfaction and empathy variables only partially no significant effect on satisfaction PT. Pelabuhan Indonesia IV (Persero) Branch Makassar.

**Keywords: Service Quality, Customer Satisfaction**

## 1. INTRODUCTION

Currently there are 2060 ports in Indonesia, consisting of special and general ports. Public ports themselves can be divided into operated ports and ports that are not cultivated. Based on information from the Director General of Sea Transportation (2000) the number of ports being operated in Indonesia is 111 ports under the management of PT. Pelabuhan Indonesia I to IV (Persero). For these ports, management must be based on corporate economic principles and with high professionalism. Apart from functioning as a public utility or carrying out a mission in the

public interest, the government also assigns public ports to obtain adequate profit, in order to maintain the continuity of the implementation of port services in Indonesia.

As one of the port centers in Eastern Indonesia (KTI) which oversees several port branches with its head office located in Makassar, PT. Pelabuhan Indonesia IV (Persero) is a State-Owned Enterprise (BUMN) engaged in the field of port services that provides port facilities and infrastructure in order to support the smooth flow of ships, passenger transportation, and delivery of goods.

The main objective of PT. Pelabuhan Indonesia IV (Persero) is to implement and support government policies in the field of economy and development through its services, as well as to gain profits for the company by organizing a port service business and other businesses that support the quality of port services, for example docks and other facilities for mooring for loading and unloading of goods, passenger transportation, loading and unloading equipment, as well as other services related to ship pilotage and ship delay.

Port services include ship services (Mooring, Mooring, Pandu, Delay and Water) and goods services (dock service and stacking services). Port services have their respective roles and are related to each other in order to support the smooth activities of ships in their activities of distributing goods. PT. Pelabuhan Indonesia (Persero) as a port service provider is demanded by consumers to be able to provide effective and efficient services, so that goods distribution activities are not hampered which has an impact on high port costs and causes an increase in the price of the goods themselves.

One of the services in the port sector carried out by PT. Pelabuhan Indonesia IV (Persero) is a scouting service. Guide services are pilotage services carried out by Pandu in assisting the Captain so that the ship's maneuvers can be carried out safely, orderly and smoothly. Pilot officers are nautical sailors who have met the requirements set by the government to carry out scouting duties. In supporting scouting activities, scout officers are also equipped with Guiding Auxiliary Facilities and Guiding Infrastructure. Guidance Auxiliary Facilities are tools that are directly used to assist scouts in carrying out scouting tasks, for example Handy Talkies and Guide Boats. Guidance infrastructure is a tool that is directly used to assist scouts in carrying out scouting tasks, such as uniforms and life vests (Decree of the Minister of Transportation Number: KM 24 of 2002).

Pilot officers hold the key to ship service at the port, because scout officers carry responsibility for the maneuverability and safety of ships in the port environment. Whether or not a ship can dock depends heavily on the skills of the pilot officers in carrying out their duties which are supported by pilotage facilities and infrastructure.

Service is a very important element in efforts to increase customer satisfaction. Basically, this service position is a supporting factor for PT. Pelabuhan Indonesia IV (Persero) Makassar Branch. If the service provided meets customer demand, the customer will be satisfied and if the service is below the expected level, the customer will feel less or dissatisfied. Customers who are dissatisfied with the quality or service provided, will naturally tell other people as complaints about their dissatisfaction. Therefore the measurement of satisfaction with the services provided by PT. Pelabuhan Indonesia IV (Persero) Makassar Branch for customers must always be carried out to find out and plan a better strategy in the future and further improve the quality of its services so that it can fulfill the wants and needs of customers and to minimize problems.

According to Zeithaml (Tjiptono, 2000:146) the dimensions of service quality consist of: (1) Tangible (real form) such as the number of pilots, (2) Reliability (reliability) such as scouts' expertise, (3) Responsiveness (responsiveness) such as speed of service, (4) Assurance (guarantee) such as pilot safety, and (5) Empathy (Attention) such as understanding of scout personnel. Meanwhile, customer satisfaction is an after-purchase evaluation in which the chosen alternative at least gives the same results or exceeds expectations, while dissatisfaction arises when the results obtained do not meet expectations. According to Kotler (cited in Tjiptono, 2004:147) customer satisfaction is the level of one's feelings after comparing the performance (results) that he feels compared to his expectations.

In connection with the dimensions of service quality above, according to our observations there are several scouting services that have not been maximized. The first is the number of scouting personnel, piloting facilities and infrastructure which are not representative and often become an inhibiting factor in scouting services. The existing conditions of 28 scouting personnel and supporting facilities and infrastructure for scouting activities, which in fact are

currently still far from ideal conditions. This of course has more or less an effect on the performance of scouts, who in scouting activities depend on the facilities and infrastructure available, so that if the performance of scouts is not optimal, it will certainly affect customer satisfaction.

## 2.LITERATURE REVIEW

Marketing is one of the functions of the company in addition to other functions such as finance, production and personnel. To find out more clearly about the meaning of marketing, the authors try to approach various marketing formulations put forward by marketing experts as quoted below.

Understanding marketing according to Philip Kotler (2001: 8), Marketing is a social and managerial process by which individuals and groups get what they need and want by creating, offering, and exchanging products of value with other parties.

Mariotti (2003: 8), gives the understanding that what is meant by marketing is: "The practice of understanding consumer needs and wants, finding or creating products and services that can meet consumer needs and desires and communicating them internally to companies which then have to create and deliver products. and services and externally communicating it back to consumers who are the target of the product or service so that they like the product or service and then buy it.

Furthermore, the definition of marketing put forward by Madura (2001:83), namely: "Marketing can be broadly defined as the actions of various companies to plan and carry out product design, pricing, distribution and promotion."

From the definition above, it can be explained that the meaning of marketing is much broader than the meaning of selling. Marketing includes the company's efforts that begin with identifying consumer needs that need to be satisfied, determining the product to be produced, determining the appropriate product price, determining ways of promotion and distribution or sale of the product.

According to (Tjiptono, 2005: 3), In general, every company adheres to one of the marketing concepts or philosophies, namely the philosophy or assumptions that the company believes are the basis of each of its activities in satisfying customer needs and wants.

Services are often viewed as a complex phenomenon. The word service itself has many meanings, from personal service to service as a product. So far, many service marketing experts have tried to define the meaning of services. Following are some of them:

Kotler (2007: 42) says that services are: Any action or performance that can be offered by one party to another, which is basically intangible and does not result in the ownership of anything. Its production may or may not be related to the physical product.

According to Rangkuti (2004: 90): Services are the giving of a performance or invisible action from one party to another. In general, services are produced and consumed simultaneously, where the interaction between service providers and service recipients affects the results of these services.

Services marketing is a social process in which individuals and groups obtain what they need and want by exchanging valuable services with other parties, which are basically intangible and do not result in the ownership of anything (Lupiyoadi, 2001: 58).

Marketing for goods products is different from marketing for service products (Lupiyoadi, 2001:58). This is related to the differences in the characteristics of services and goods. Product marketing includes the 4Ps, namely: product, price, promotion and place. As for services, the four elements are added by three more, namely: people, process, and customer service. These three things are related to the nature of services where production/operations to consumption form a series that cannot be separated in directly involving consumers and service providers.

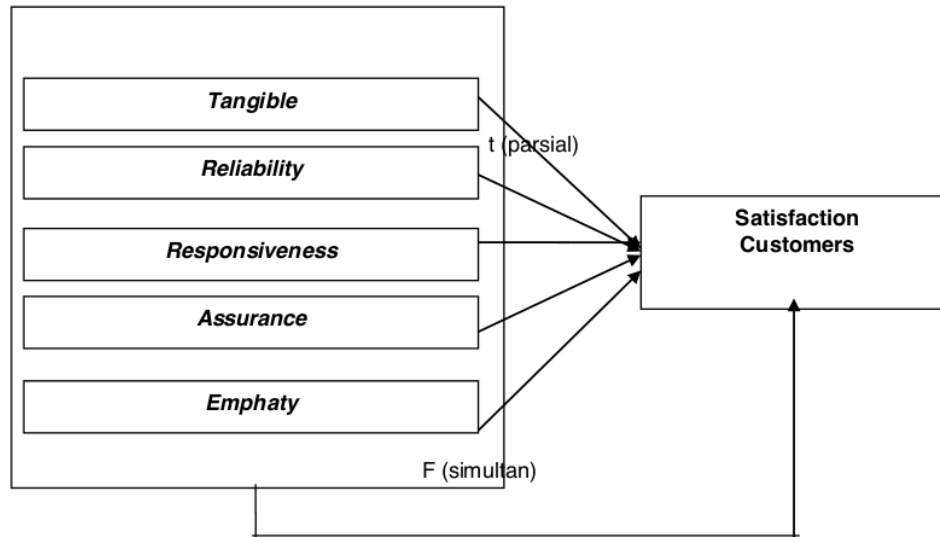
Meanwhile, according to Wyckof (in Nasution, 2004: 47) defining service quality is "The level of excellence expected and control over the level of excellence to fulfill customer desires".

In line with the statement of Lewis and Booms, in Tjiptono, (2005: 121) confirms that satisfaction with services is related to suitability or non-compliance with expectations. Lewis and Booms base their research on the dissonance paradigm, which implies that satisfaction is related to size and is directly oriented to the experience of nonconformity, where dissonance relates to a person's first experience in using a product or service.

### 3. ANALYSIS

#### 3.1. Conceptual Framework

Figure 3.1  
Conceptual Framework



#### 3.2 Hypothesis

formulated in this study are:

1. Allegedly the dimensions of service quality which include Tangible (real form), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee) and Empathy (Attention) have a positive and significant effect on customer satisfaction at PT. Pelabuhan Indonesia IV (Persero) Makassar Branch <sup>12</sup>
2. It is suspected that assurance is the dominant variable influencing customer satisfaction at PT. Pelabuhan Indonesia IV (Persero) Makassar Branch?

#### 3.3. Population and Sample

##### 2 Population

Population is not only people but also objects and other natural objects. The population is also not just the amount that exists in the object being studied, but includes all the characteristics or traits possessed by the subject or object and the sample is part of the population. The population according to Sugiono (2006:73) is "The generalization area which consists of objects or subjects that have certain qualities and characteristics set by

10 researchers to be studied and then drawn conclusions".

This research was conducted by collecting data from the respondents. The data taken is from a sample that represents the entire population. Then the sample taken from the population must be truly representative (representative). The population in this study are all customers of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch as many as 162 shipping services consisting of 1 shipping service representative each.

##### 2. Samples

The sample according to Sugiono (2006:73) is "Part of the number and characteristics possessed by the population". The number of samples in the study was determined based

on the Slovin formula quoted by Umar (2005: 108) as follows:

$n$  = Number of Samples

$N$  = Number of All Population Members

$e$  = Error Tolerance (with a confidence level (trust) of 90% and a significance level of 0.10)

$n =$

= 61.83 rounded up to 62 respondents

As for the determination of sampling using the accidental sampling model, which is determined by chance at the time of research.

#### 3.4. Data analysis method

The method of data analysis used in this research is multiple linear regression analysis.

### 4. RESULTS

#### Validity test

The validity test was carried out to find out whether the measuring instruments that had been prepared were really capable of measuring what should be measured. Validity test is used to test how carefully a measuring instrument performs its size function. The validity test is used by researchers to measure the data that has been obtained after the research which is valid data with the measuring instrument used, namely a questionnaire. The validity test is carried out by customers of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch by giving questionnaires to 62 respondents.

To test the validity of each item, item analysis was used, namely correlating the score of each item with the total score which is the sum of each item's score (corrected item total correlation) which was completed using the SPSS 17.0 program. Validity test is done by comparing  $r_{count}$  with  $r_{table}$  through the stages of analysis.

Validity testing was carried out using the SPSS 17.0 for windows program, with the following criteria:

a) If  $r_{count} > r_{table}$  then the question is valid

b) If  $r_{count} < r_{table}$  then the question is not valid

#### 4.1 Tangible Instrument Validity Test (X1)

The results of testing the validity of tangible variable instruments can be seen in Table 3 below:

Table 3. Tangible Variable Instrument Validity

No	Question	$r_{hitung}$		$r_{tabel}$	Decision
1	The number of scouting personnel/officers is sufficient	0,653	>	0,250	Valid
2	Guidance aids are adequate	0,570	>	0,250	Valid
3	Guide equipment is sufficient	0,664	>	0,250	Valid
4	The number of scouting personnel/officers is sufficient	0,617	>	0,250	Valid
5	Guidance aids are adequate	0,521	>	0,250	Valid

Source: Data processed in 2014

Based on Table 3 above, it is found that the results of testing the tangible variable instrument have a Correlated Item-Total Correlation value ( $r_{count}$ ) >  $r_{table}$  value (0.250) and the value is positive. So the question items on each tangible variable are declared valid and can be used in research.

## .2. Test Reliabilitas

collection tool basically shows the level of accuracy, accuracy, stability or consistency of the tool in revealing certain symptoms from a group of individuals, even though it is carried out at different times. The reliability test was carried out on valid questions. The formula used to test reliability in research is Cronbach' Alpha, the solution which is done by comparing Ralph and Rtable.

A construct variable is said to be reliable if it gives a Cronbach Alpha value > 0.60 and generally reliability in the range of 0.00 to 0.20 is not good, > 0.20 to 0.40 is rather good, > 0.40 0.60 to 0.60 is quite good, > 0.60 to 0.80 is good, and in the range > 0.80 to 1.00 is considered quite good. (Santoso, 2001: 227).

The results of the reliability analysis using the alpha technique for all variable instruments obtained a Cronbach's Alpha value of more than 0.60, so it was concluded that the items of all research variable instruments were reliable and very suitable for use in this study

## C. DESCRIPTION OF RESEARCH VARIABLES

Descriptive statistical analysis is intended to find out the general description of the data, how to present the data, and how to summarize the data, the calculation results are in accordance with the research objectives to find out the general description of the variables. Descriptive analysis in this study was used to obtain an overview of the dependent variable on customer satisfaction and the independent variables consisting of tangible, reliability, responsiveness, assurance and empathy.

### 1. Description of Tangible Variables

Tangible (real form), measured based on the customer's assessment of service facilities in the form of the number of officers, facilities and infrastructure. Referring to the above, the indicators for Tangible are: 1) Adequate number of scouting officers, 2) Adequate guiding aids, 3) Adequate guiding equipment, 4) Adequate guiding equipment, and 5) Scouting building which is convenient.

Tangible (real form) PT. Pelabuhan Indonesia IV (Persero) Makassar Branch is considered important by many customers. Several factors led to the need for a tangible form of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch for customers, is the existence of a good physical form that will support the quality of port services which is the initial assessment of the form of company professionalism in serving customers.

The results of the answers to the tangible variable questionnaire (physical evidence) obtained from 62 respondents in Table 10, namely: Very good with a total score (21-25) of 7 respondents or 11.29%; Good with a total score (17 - 20.99) of 35 respondents or 56.45%; Less Good with a total score (13 - 16.99) of 20 respondents or 32.26%; Not Good with a total score (9 - 12.99) of 0 respondents or 0.00%; and Very Not Good with a total score (5.00 – 8.99) of 0 respondents or 0.00%.

Tangible received the highest rating from customers of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch as respondents with a good category of 56.45% and 32.26% Not Good, so it must be maintained and improved.

To improve services in terms of Tangible (real form) then PT. Pelabuhan Indonesia IV (Persero) Makassar Branch must increase the number of pilot officers who are adequate. A sufficient number of pilot officers will be able to quickly guide many ships that are likely to arrive almost simultaneously, thereby minimizing waiting time for ships. Guidance aids in the form of scouting equipment must be considered. The availability of scouting equipment greatly supports scouting activities and equipment that is absolutely essential in scouting activities, namely the radio as a liaison between the ship and the radio operator.

### 1. Description of the Reliability Variable

Reliability, measured based on the customer's assessment of the officer's ability to provide services according to promises. Referring to the above, the indicators for Reliability are: 1) The presence of scouts is required at any time when service activities are carried out, 2) Accuracy of scouts in serving customers, 3) Scouts are responsible for their duties, 4) Scouts Pandu is able to carry out services accurately and reliably, and 5) Conformity between the price to be paid and the applicable rate.

The results of the answers to the variable reliability questionnaire were obtained from 62 respondents in Table 11, namely: Very Reliable with a total score (21 – 25) of 13 respondents or 20.97%; Reliable with a total score (17 – 20.99) of 38 respondents or 61.29%; Less Reliable with a total score (13 – 16.99) of 11 respondents or 17.74%; Unreliable with a total score (9 – 12.99) of 0 respondents or 0% and Very Unreliable with a total score of (5.00 – 8.99) of 0 respondents or 0%.

Reliability gets the highest rating from customers of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch as a respondent with the Reliable category of 61.29%, so it must be maintained and improved.

## 2. Description of Responsiveness Variable

Responsiveness (responsiveness), measured based on the customer's assessment of the attitude of officers related to fast responsiveness, good communication in providing information and understanding the conditions and desires of customers. Referring to the above, the indicator for Responsiveness (Responsiveness) is : 1) Scouts provide fast service, 2) Scouts have good teamwork in providing services, 3) Scouts are responsive to customer questions, 4) Scouts are responsive to customer complaints, and 5) Scouts can respond to special needs customer.

The results of the answers to the responsiveness variable questionnaire obtained from 60 respondents in Table 12, namely: Very responsive with a total score of (21-25) as many as 12 respondents or 19.35%; Respond with a total score (17 – 20.99) of 33 respondents or 53.23%; Unresponsive with a total score (13 – 16.99) of 17 respondents or 27.42%; Unresponsive with a total score (9 - 12.99) of 0 respondents or 0%; and Very Unresponsive with a total score (5.00 – 8.99) of 0 respondents or 0%.

Responsiveness (responsiveness) gets the highest rating from customers of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch as a respondent with a response category of 53.23%, so it must be maintained and improved. Customers provide a good assessment of the responsiveness of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch. This is indicated by there is a fast attitude of employees in serving every customer, solving every problem is done quickly and precisely and can respond to special needs of customers.

## 1. Description of Assurance Variables

Assurance, measured based on the customer's assessment of employee performance in the aspects of safety, security and warranty. Referring to the above, the indicators for Assurance (Guarantee) are: 1) Scout officers have expertise in work, 2) Scout officers pay attention to safety aspects at work, 3) Scout officers provide a sense of security to customers, and 4) Scout officers provide warranty in every scouting activity.

The results of the answers to the assurance variable questionnaire were obtained from 62 respondents in Table 13, namely: Very good with a total score of (16.9 – 20) for 5 respondents or 8.06%; Good with a total score (13.7 - 16.8) of 42 respondents or 67.74%; Less Good with a total score (10.5 – 13.6) of 15 respondents or 24.19%; Not Good with a total score (7.3 – 10.5) of 0 respondents or 0%; and Very Not Good with a total score (4.00 – 7.2) of 0 respondents or 0%.



Assurance (guarantee) received the highest rating from customers of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch as a respondent with a Good category of 67.74%, so it must be maintained and improved. This is supported by the ability of employees of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch in providing a sense of security and reliability. The customer, represented by the respondents' answers, stated the importance of service guarantees in being able to provide trust and confidence to customers in the absence of a customer service process.

## 2. Description of Assurance Variables

Empathy (Attention), is measured based on the customer's assessment of the willingness and ability of officers to give more personal attention to customers, so they can feel what the customer feels and thinks. Referring to the above, the indicators for Empathy (Attention) are: 1) Scout officers are attentive in providing services, 2) Scout officers are fair in serving all customers, 3) Scout officers have good appearance in providing services.

The results of the answers to the empathy variable questionnaire were obtained from 62 respondents in Table 14, namely: Very Concerned with a total score (12.7 – 15) of 8 respondents or 12.90%; Attention with a total score (10.3 - 12.6) of 37 respondents or 59.68%; Lack of attention with a total score (7.9 – 10.2) of 17 respondents or 27.42%; No concern with a total score (5.5 - 7.8) of 0 respondents or 0%; and Very Inattentive with a total score (3.00 – 5.4) of 0 respondents or 0%.

Empathy (Attention) gets the highest rating from customers of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch as a respondent with the Attention category of 59.68%, so it must be maintained and improved.

## 3. Description of Customer Satisfaction Variables

Customer Satisfaction, measured based on customer ratings as respondents to the facilities provided, the responsiveness of scout officers, speed of service, ability of officers to serve and solve problems. Referring to the above, the indicators for customer satisfaction are: 1) Customers are satisfied with the various facilities provided by PT. Pelabuhan Indonesia IV (Persero) Makassar Branch, 2) Customers are satisfied with the responsiveness of scout officers at PT. Pelabuhan Indonesia IV (Persero) Branch Makassar, 3) Customers are satisfied with the speed of service provided by PT. Pelabuhan Indonesia IV (Persero) Makassar Branch, 4) Customers feel confident that employees of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch can serve consumers fairly, and 5) Customers feel sure that employees of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch are able to overcome the problems they face

The results of the answers to the customer satisfaction variable questionnaire were obtained from 60 respondents in Table 15, namely: Very Satisfied with a total score (21-25) of 7 respondents or 11.29%; Satisfied with a total score (17 – 20.99) of 45 respondents or 75.28%; Dissatisfied with a total score (13 – 16.99) of 10 respondents or 16.13%; Dissatisfied with a total score (9 - 12.99) of 0 respondents or 0%; and Very Dissatisfied with a total score (5.00 – 8.99) of 0 respondents or 0%.

Customer Satisfaction gets the highest rating from customers of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch as a respondent with a Satisfied category of 72.58%, so it must be maintained and improved. This is supported by the few complaints from customers and the good conditions of the facilities so that it will improve the pilot's performance in serving customers and is supported by the speed and ability of the pilot officers to properly guide the ship so that it will minimize pilot waiting time and also improve

#### D. THE INFLUENCE OF THE QUALITY OF SERVICE GUIDELINES ON CUSTOMER SATISFACTION

##### 1. Analysis of the results of the Multiple Linear Regression Equation

Multiple linear regression analysis was carried out using the enter method, because with the enter method all variables will be included in the analysis to determine whether the independent variable has a positive and significant effect on the dependent variable. Variables Entered/Removed show the results of descriptive statistical analysis as follows:

a. The variables included in the equation are the independent variables, namely the dimensions of service quality, namely: Tangible, Reliability, Responsiveness, Assurance and Empathy.

b. There are no independent variables removed (removed).

c. The method used to enter data is the enter method

Regression coefficient results can be obtained from the results of the regression equation for this study are as follows:

$$Y = 2.680 + 0.179X_1 + 0.199X_2 + 0.193X_3 + 0.224X_4 + 0.164X_5$$

From these equations can be described as follows:

a. Constant (a) = 2.680, which means that the value is constant, without any tangible, reliability, responsiveness (responsiveness, assurance and empathy or assumed to be equal to zero so that a customer satisfaction value of (Y) = 2.680.

b. The coefficient X1 (b1) = 0.179, indicating that the tangible variable (X1) has a positive effect on customer satisfaction (Y). In other words, if the tangible variable is increased by one unit, customer satisfaction will increase by 0.179. The direction of the regression coefficient is positive indicating that the tangible variable is in the same direction as customer satisfaction if the tangible variable is increased it will have a positive impact on increasing customer satisfaction.

c. The coefficient X2 (b2) = 0.199, indicating that the variable reliability (X2) has a positive effect on customer satisfaction (Y). In other words, if the reliability variable is increased by one unit, customer satisfaction will increase by 0.199. The direction of the regression coefficient is positive indicating that the reliability variable is in the same direction as customer satisfaction if the reliability variable is increased it will have a positive impact on increasing customer satisfaction.

d. The coefficient X3 (b3) = 0.193, indicating that the responsiveness variable (X3) has a positive effect on customer satisfaction (Y). In other words, if the responsiveness variable is increased by one unit, customer satisfaction will increase by 0.193. The direction of the regression coefficient is positive indicating that the responsiveness variable is in the same direction as customer satisfaction if the responsiveness variable is increased it will have a positive impact on increasing customer satisfaction.

e. The coefficient X4 (b4) = 0.224, indicating that the assurance variable (X4) has a positive effect on customer satisfaction (Y). In other words, if the assurance variable is increased by one unit, customer satisfaction will increase by 0.224. The direction of the regression coefficient is positive indicating that the assurance

variable is in the same direction as customer satisfaction if the assurance variable is increased it will have a positive impact on increasing customer satisfaction.

- f. The coefficient X5 ( $b_5$ ) = 0.164, indicating that the variable empathy (attention) (X4) has a positive effect on customer satisfaction (Y). In other words, if the empathy variable is increased by one unit, customer satisfaction will increase by 0.164. The direction of the regression coefficient is positive indicating that the empathy variable is in the same direction as customer satisfaction if the empathy variable is increased it will have a positive impact on increasing customer satisfaction.

### 5. Analisis Koefisien Determinasi ( $R^2$ )

Analysis of the coefficient of determination ( $R^2$ ) or R - Square is used to see how much the independent variable is able to explain the dependent variable. In other words, the determinant coefficient is used to measure the independent variables, namely tangible, reliability, responsiveness, assurance, and empathy explaining the customer satisfaction variable at PT. Pelabuhan Indonesia IV (Persero) Makassar Branch.

The R value describes the type of relationship between variables, the greater the R value, the closer the relationship. The R value of 0.944 means the relationship between tangible, reliability, responsiveness, assurance and empathy for customer satisfaction is 84.4%, meaning that there is a very strong relationship. According to Sugiono (2008) the correlation coefficient studied is in the coefficient interval of 0.80 – 1.00, the relationship level is very strong.

It is known that the coefficient of determination ( $R^2$ ) is 0.891 indicating that tangible, reliability, responsiveness (responsiveness, assurance and empathy) as independent variables are able to explain customer satisfaction at PT. Pelabuhan Indonesia IV (Persero) Makassar Branch as the dependent variable of 89.1% while the remaining 10.9% is explained by other factors not included in the research model.

### 3. Hypothesis Testing

Hypothesis testing is carried out simultaneously (simultaneously) and partially. The effect of the independent variable on the dependent variable was tested with a 95% confidence level or  $\alpha=5\%$ . Testing was carried out using SPSS 17 data processing software.

#### 3.1. Simultaneous Test (Test F)

The F test is carried out to test whether the variables tangible, reliability, responsiveness, assurance and empathy simultaneously have a significant influence on customer satisfaction at PT. Pelabuhan Indonesia IV (Persero) Branch Makassar.

Hypothesis testing is done by comparing the Fcount value with the Ftable value with the decision criteria being if  $F_{count} < F_{table}$   $H_0$  is accepted or  $H_1$  is rejected, and if  $F_{count} > F_{table}$   $H_0$  is rejected or  $H_1$  is accepted.

The hypothesis model used is as follows:

1.  $H_0 : b_1 = b_2 = b_3 = b_4 = b_5 = 0$ , meaning that tangible, reliability, responsiveness, assurance and empathy together or simultaneously have no significant effect on customer satisfaction.

2.  $H_0 : b_1 \neq b_2 \neq b_3 \neq b_4 \neq b_5 \neq 0$ , meaning that tangible, reliability, responsiveness, assurance and empathy together or simultaneously have a significant effect on customer satisfaction.

Table 2 Simultaneous Test (F test)

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	188.829	5	37.766	91.721	.000 <sup>a</sup>
	Residual	23.058	56	.412		
	Total	211.887	61			

a. Predictors: (Constant), Emphaty (X5), Reliability (X2), Assurance (X4), Tangible (X1), Responsiveness (X3)

b. Dependent Variable: Customer Satisfaction (Y)

Source: Data processed in 2014

Based on the Simultaneous Test (F Test) it can be seen that the  $F_{count} = 91.721$  and  $F_{table} = 2.38$ , in this case if  $F_{count} > F_{table}$  and the significant value is 0.000 less than the  $\alpha = 0.05$  so the decision taken is  $H_0$  is rejected and  $H_1$  accepted. This means that tangible, reliability, responsiveness, assurance and empathy simultaneously or simultaneously have a significant effect on PT. Pelabuhan Indonesia IV (Persero) Makassar Branch.

### 3.2. Partial Test (t test)

The t-test was carried out to partially test whether the variables tangible, reliability, responsiveness, assurance and empathy partially or each of them have a significant effect on customer satisfaction at PT. Pelabuhan Indonesia IV (Persero) Makassar Branch. The  $t_{table}$  value in this study was 1.671 (by looking at the  $t_{table}$  at a significance level of 0.05). Hypothesis testing is done by comparing the  $t_{count}$  value with the  $t_{table}$  value with the decision criteria being if  $-t_{table} \leq t_{count} \leq t_{table}$   $H_1$  is accepted, and if  $-t_{table} > t_{count} > t_{table}$   $H_0$  is rejected.

The hypothesis model used is:

1.  $H_0 : b_i = 0$ , tangible, reliability, responsiveness, assurance and empathy partially have no significant effect on customer satisfaction.
2.  $H_1: b_i \neq 0$ , tangible, reliability, responsiveness, assurance and empathy partially have a significant effect on customer satisfaction.

Based on the calculation of the Partial Test (t test) in table 17, the following results are obtained:

1. The  $t_{count}$  value for tangible variables is 2.741 greater than the  $t_{table}$  1.671 and a significant value of 0.008 ( $0.008 < 0.05$ ). Thus, because the probability is less than 0.05,  $H_0$  is rejected. This means that the tangible variable partially has a significant effect on customer satisfaction.
2. The  $t_{count}$  value for the reliability variable is 3.650 greater than the  $t_{table}$  1.671 and a significant value of 0.001 ( $0.001 < 0.05$ ). Thus because probability smaller than 0.05 then  $H_0$  is rejected. This means that the reliability variable partially has a significant effect on customer satisfaction.
12. The  $t_{count}$  value for the responsiveness variable is 2.503 greater than the  $t_{table}$  1.671 and a significant value of 0.015 ( $0.015 < 0.05$ ). Thus, because the probability is less than 0.05,  $H_0$  is rejected. This means that the responsiveness variable partially has a significant effect on customer satisfaction.
13. The  $t_{count}$  for the assurance variable is 2.193, which is greater than the  $t_{table}$  of 1.671 and a significant value of 0.032 ( $0.032 < 0.05$ ). Thus, because the probability is less than 0.05,  $H_0$  is rejected. This means that the assurance variable partially has a significant effect on customer satisfaction.
14. The  $t_{count}$  for the empathy variable is 1.545 which is smaller than the  $t_{table}$  1.671 and has a significant value of 0.128 ( $0.128 > 0.05$ ). Thus because the probability is greater than 0.05 then  $H_0$  is accepted. This means that the empathy variable partially has no significant effect on customer satisfaction.

Based on the results of the print out coefficients in table 17, the standardized coefficient reliability value is 0.266, which is the independent variable with the highest standardized coefficient value. It can be concluded that the reliability variable has a more dominant influence on customer satisfaction at PT. Pelabuhan Indonesia IV (Persero) Makassar Branch.

## 5. Implications

The discussion in this study is to discuss the influence of the dimensions of service quality, namely: Tangible (real form), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee) and Empathy (Attention) on Customer Satisfaction PT. Pelabuhan Indonesia IV (Persero) Makassar Branch.

To measure the level of customer satisfaction, there is no book standard that can be used as a guideline, besides that because satisfaction is also relative, expectations and interpretations of customers are also different. But empirically customer satisfaction can be understood by companies by examining the 5 (five) dimensions of service quality, namely: Tangible, Reliability, Responsiveness, Assurance and Empathy. Indonesia IV (Persero) Makassar Branch is able to describe these five dimensions in a service mechanism, so customer satisfaction is more easily realized or in other words customer expectations to feel satisfied with the services of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch will be closer to reality. is said to be of quality if the customer is satisfied, both at the time of service contact in certain situations and at the time of post-purchase.

Service users of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch is said to be satisfied if there is a match between consumer expectations after evaluating a product and the service it receives. Dissatisfaction will arise if the expectations and desires of consumers do not match the qualifications of the service they receive

From the results of research at PT. Pelabuhan Indonesia IV (Persero) Makassar Branch regarding tangibles in relation to customer satisfaction as described above shows that those who have the highest rating are in the good category at 56.45% and 32.26% Not Good, so they must be maintained and improved. To improve services in terms of Tangible (real form) then PT. Pelabuhan Indonesia IV (Persero) Makassar Branch must increase the number of pilot officers who are adequate. Sufficient number of guide officers will be able to quickly guide many ships that are likely to arrive almost simultaneously, thereby minimizing waiting time for ships. Guidance aids in the form of scouting equipment must be considered. The availability of scouting equipment greatly supports scouting activities and equipment that is absolutely essential in scouting activities, namely the radio as a liaison between the ship and the radio operator. from the t-count test the tangibles variable has a positive and significant effect on customer satisfaction. These results indicate that there is a tendency for a positive relationship, which means that this also shows that tangibles are in the same direction as satisfaction, if the tangibles are better, they will have a positive impact on increasing satisfaction.

From the results of research at PT. Pelabuhan Indonesia IV (Persero) Makassar Branch regarding reliability in relation to customer satisfaction as described above shows that which has the highest rating in the reliable category of 61.29%, this is indicated by the attitude of employees who are fast in serving each customer, completing each problem is done quickly and precisely and can

respond to the special needs of customers, from the t-count test the reliability variable has a positive and significant effect on customer satisfaction. These results indicate that there is a tendency for a positive relationship, which means that this also indicates that reliability is in the same direction as satisfaction, if reliability is higher, it will have a positive impact on increasing satisfaction.

From the results of research at PT. Pelabuhan Indonesia IV (Persero) Makassar Branch regarding responsiveness in relation to customer satisfaction as described above shows that which has the highest rating in the responsive category of 53.23%, from the t-count test the reliability variable has a positive but significant effect on customer satisfaction. These results indicate that there is a tendency for a positive relationship, which means that this also shows that responsiveness is in the same direction as satisfaction, if responsiveness is higher, it will have a positive impact on increasing satisfaction.

From the results of research at PT. Pelabuhan Indonesia IV (Persero) Makassar Branch regarding assurance in relation to customer satisfaction as described above shows that it has the highest rating in the good category of 67.74%. It must be maintained and improved. Customers provide a good assessment of the responsiveness of PT. Pelabuhan Indonesia IV (Persero) Makassar Branch. This is indicated by the attitude of employees who are fast in serving each customer, solving each problem quickly and precisely and being able to respond to special needs of customers and from the t-test the assurance variable has a positive and significant effect on customer satisfaction. These results indicate that there is a tendency for a positive relationship, meaning that this also shows that assurance is in the same direction as satisfaction, if assurance is better it will have a positive impact on increasing satisfaction.

From the results of research at PT. Pelabuhan Indonesia IV (Persero) Makassar Branch regarding empathy in relation to customer satisfaction, as described above, it can be seen that those who have the highest rating in the attention category of 59.68 from the t-test of the variable empathy have a positive effect but not significantly on customer satisfaction. These results indicate that there is a tendency for a positive relationship, meaning that this also shows that empathy is in the same direction as satisfaction, when empathy is higher it will have a positive impact on increasing satisfaction. Partially empathy has no significant effect because customers perceive this variable as not so important compared to other variables.

The results of this study are in accordance with the theory put forward by Parasuraman in Irawan (2008), which states that the dimensions of service quality related to people, relatively more important, are the dimensions of reliability. The order of dimensions based on the level of importance for customers is the dimensions of responsiveness, empathy, tangibles, assurance and reliability.

According to Lovelock and Wright in Puti (2007), reliability is the suitability of the services provided from what is needed from time to time. If all the services provided cannot satisfy the customer, this will end in a low level of customer satisfaction. Tjiptono (2002), defines reliability as "includes two main things,

namely work consistency (performance) and ability to be trusted (dependability). In short, the definition of reliability in Tjiptono is "the ability to provide promised services immediately, accurately, and satisfactorily".

## 6. Conclusion

Based on the results of the discussion regarding excellent service to service user satisfaction of PT Pelabuhan Indonesia IV (Persero) Makassar Branch, several conclusions can be presented from the results of the analysis, namely as follows:

1. The dimensions of service quality, namely: tangibles, reliability, responsiveness, assurance, and empathy have a positive effect on PT. Pelabuhan Indonesia IV (Persero) Makassar Branch.
2. The dimensions of service quality (tangibles, reliability, responsiveness, assurance, and empathy) simultaneously have a significant effect on customer satisfaction. Partially tangibles, reliability, responsiveness and assurance partially have a significant effect on customer satisfaction and only the empathy variable partially does not have a significant effect on PT. Pelabuhan Indonesia IV (Persero) Makassar Branch.

## 7. Recommendations

Suggestions that the author can put forward in connection with the results of the research and discussion carried out are:

1. In responding to complaints from service users, there are four important aspects that must be considered by the company, namely:
  - a. Empathy for angry customers.
  - b. Speed in handling complaints.
  - c. Fairness or fairness in solving problems or complaints.
  - d. Convenience for consumers to contact the company.
2. The company's performance improvement strategy can be carried out in various ways, including the following:
  - a. Monitor and measure customer satisfaction on an ongoing basis.
  - b. Providing education and training regarding communication, salesmanship, and public relations to management and employees.

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