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Tourist Satisfaction Level with Services at Sanur

Alma Nurjannah ^a, Made Sukana ^b

^aFaculty of Tourism, Udayana University, Bali
^bFaculty of Tourism, Udayana University, Bali

A B S T R A C T

Port services are an important aspect of the transportation and logistics industry. The focus of this concept is to evaluate the quality and effectiveness of services provided to tourists at the harbor. Service quality is crucial in various sectors, including tourism, hospitality, transportation, and others. A port is a place consisting of land and/or water with certain boundaries as a location for government and business activities. Generally, a port functions as a link, interface, and gateway for transportation, such as maritime and land transportation.

This research is located at Sanur Harbor. Sanur Harbor is a seaport located at Jl. Matahari Terbit, Sanur Kaja, South Denpasar, Denpasar City, Bali. Sanur Harbor is situated right next to Sanur Beach (Matahari Terbit). The scope of the research in terms of the problem is the level of tourist satisfaction with the services, in order to determine the satisfaction level of visitors at Sanur Harbor. The type of data used in this research is descriptive quantitative. The data collection method used is a questionnaire. Data collection techniques in this research include interviews, documentation, observation, and questionnaires. The informant selection technique uses purposive sampling. Data analysis is done using a Likert scale.

The results of the research show that all services are good, but the traffic congestion that occurs at Sanur Harbor and its surrounding areas frustrates tourists. Additionally, tourists have to walk to the check-in area, and they agree because it is true that tourists are supposed to walk to the check-in area. The management and government should collaborate to solve the issues and ensure that tourists can visit with joy.

Keywords: *Motivation, Level of Tourist Satisfaction, Service, Harbor Sanur*

1. Introduction

Tourism is always associated with people's travel activities to gain new, enjoyable, and memorable experiences. Tourism is considered a strategic asset for promoting development in areas with potential tourist attractions, bringing significant benefits and influences in economic, social, and cultural aspects. One of the world-famous tourism destinations is the island of Bali.

Bali is an island located in the territory of the Republic of Indonesia and is renowned worldwide. The island holds natural beauty and unique cultural characteristics that still endure to this day. The friendliness of the local inhabitants is also a hallmark of Bali. Additionally, Bali has several ports, one of which is Sanur Port.

Ports play a crucial role in serving activities in archipelagic countries. The availability of services at ports for port users is a matter that governments should focus on, striving to meet the performance level of port services directly satisfying port users. Like in Sanur Port, Sanur Port is a port in Bali, Indonesia, located in the village of Sanur, Denpasar city. This port is situated southwest of Bali.

Sanur Port is one of the main gateways to popular tourist destinations in Bali, such as Nusa Penida, Nusa Lembongan, Nusa Ceningan, and Serangan Island. Sanur Port is also equipped with parking facilities, restaurants, lounges, and toilets. However, every day hundreds of local and international tourists use this port as a transit point to reach their destinations. Therefore, this research is important to assess the extent of tourist satisfaction with the services and facilities available at Sanur Port. This can help evaluate the quality of services at the port and improve the quality of tourists' experiences while vacationing in Bali. Evaluating tourist satisfaction levels with services at Sanur Port can also provide useful information for authorities to improve or enhance the facilities and services available at the port.

2. Methodology

The data analysis technique used in this research is quantitative descriptive data analysis. To analyze tourists' responses to the quality of service at Sanur Port, attitude categories will be created using the Likert Scale measurement method.

According to Sugiyono (2011:107), the Likert Scale is used to measure the attitudes, opinions, perceptions of individuals or groups about social phenomena. The Likert Scale is used in questionnaire filling. The data collected through the questionnaire are then processed into quantitative form by assigning scores to answers to questions that have been answered by respondents. These scores are based on the number of responses, namely Very Satisfied (5), Satisfied (4), Neutral (3), Dissatisfied (2), Very Dissatisfied (1).

Based on the responses from tourists, calculations will be made through the level of conformity, which is the comparison of performance scores with importance scores. If the conformity level of the respondents is 100%, then it can be stated that the tourists are satisfied. If it is above 100%, it can be stated that the tourists are very satisfied with the service provided or the service quality is very good. If it is below 100%, it can be said that the tourists are not satisfied, meaning that the service quality provided is not good or very poor.

Based on the research results using the Likert scale, with a total of 37 respondents who filled out the questionnaire.

3. Results

Overview

A port is a place consisting of land and/or water with specific boundaries as a venue for government and business activities. Generally, a port functions as a link, interface, and gateway for transportation, such as maritime and land transportation. A public port is a port managed by port authorities or the government, and its services are intended for the general public. A specialized port is a type of port built for specific purposes and managed by local governments.

Ports have several functions, such as:

1. Gateway: serving as entry and exit points for goods and people from one area to another.

2. Terminal: serving as a place for loading and unloading goods from ships to land or vice versa.

3. Distribution Center: serving as a center for distributing goods from one place to another.

4. Financial Center: serving as a financial center that regulates financial transactions that occur in the port.

5. Information Center: serving as an information center providing information about ships, goods, and departure schedules.

Ports in Indonesia are managed by PT Pelabuhan Indonesia III (Persero) and have a long history. Pelabuhan Indonesia III (Persero) was established based on Government Regulation No.16 of 1983 concerning State-Owned Enterprises. One of the ports in Indonesia is Sanur Port.

Sanur Port is a sea port located on Jl. Matahari Terbit, Sanur Kaja, South Denpasar, Denpasar City, Bali. Sanur Port is located right next to Sanur Beach (Matahari Terbit). Sanur Port is designed with Balinese cultural elements such as the Bercadik Boat pattern and Gajah Mina. This port is an important transportation hub connecting the Bali Golden Triangle area, which includes Sanur, Kuta, and Nusa Dua. It is also a popular destination for tourists who want to explore Bali's marine and beach life.

The construction of Sanur Port began in 2020 by the Ministry of Transportation to improve its facilities and services. The construction of Sanur Port is fully funded by the central government, with a budget of Rp 376 billion. Sanur Port is expected to become an iconic landmark in Bali due to its unique design and cultural elements. The development of Sanur Port is expected to boost Bali's economy and tourism industry.

Tourists' Satisfaction Level with Services at Sanur Port

Based on the research results obtained through comprehensive questionnaire distribution, the level of tourist satisfaction with the services at Sanur Port can be determined. The following are the questionnaire results based on tourist characteristics:

Male tourists constitute 62.2%, while female tourists constitute 37.8%. Therefore, it can be concluded that the number of male tourists is higher than the number of female tourists.

In terms of age range, tourists visiting Sanur Port are distributed as follows: 18-25 years old: 73%, 26-35 years old: 21.6%, 36-45 years old: 21.6%, and above 45 years old: 2.7%. Thus, it can be inferred that the majority of tourists visiting Sanur Port are aged 18-25 years old.

The origin of tourists is as follows: Denpasar: 18.9%, Surabaya: 10.8%, Bali: 8.1%, Medan: 5.4%, Banyuwangi: 5.4%, etc. From these results, it can be concluded that the majority of tourists come from Denpasar.

Regarding the educational background of tourists, 64.9% have completed high school, 27% have completed D4/S1 (Bachelor's degree), and 8.1% have completed D3 (Associate degree). Thus, it can be concluded that the majority of tourists visiting Sanur Port have completed high school.

In terms of occupation, tourists are primarily students (56.8%), followed by private employees (27%), housewives (2.7%), civil servants (2.7%), landowners (2.7%), tour guides (2.7%), state-owned enterprise employees (2.7%), and football players (2.7%). Therefore, it can be concluded that the majority of tourists visiting Sanur Port are students.

In terms of income, 27% of tourists earn more than Rp 3,500,000 per month, while 24.3% earn less than Rp 500,000, 21.6% earn between Rp 500,000 and Rp 1,500,000, 13.5% earn between Rp 1,500,000 and Rp 2,500,000, and 13.5% earn between Rp 2,500,000 and Rp 3,500,000. Thus, it can be concluded that tourists visiting Sanur Port mostly come from the middle to upper income brackets, earning more than Rp 3,500,000 per month.

Regarding the frequency of visiting Sanur Port, 58.8% of tourists are first-time visitors, while 43.2% are repeat visitors. Therefore, it can be concluded that many tourists are visiting Sanur Port for the first time

Regarding ticket purchase, 67.6% of tourists buy tickets from operators or at the port, 18.9% buy them from travel agents, 8.1% buy them from marketplaces, and 2.7% buy them from supplier sponsors. Thus, it can be concluded that the majority of tourists buy tickets from operators or at the port.

In terms of travel companions, 62.2% of tourists travel with friends, 18.9% with family, 13.5% alone, and 5.4% with partners. Therefore, it can be concluded that the majority of tourists travel with friends.

Based on the questionnaire results regarding tourists' satisfaction levels with the services, the following are the findings:

51.4% of respondents are satisfied, 27% are neutral, and 21.6% are very satisfied. The calculated index is 84.8%, indicating a very satisfied level (5).40.5% of respondents are satisfied, 32.4% are neutral, 18.9% are very satisfied, 5.4% are very dissatisfied, and 2.7% are dissatisfied. The calculated index is 72.9%, indicating a satisfied level (4).

45.9% of respondents are satisfied, 35.1% are neutral, 13.5% are very satisfied, and 5.4% are dissatisfied. The calculated index is 73.5%, indicating a satisfied level (4).

45.9% of respondents are satisfied, 35.1% are neutral, 13.5% are very satisfied, and 5.4% are dissatisfied. The calculated index is 75.2%, indicating a satisfied level (4).

43.2% of respondents are satisfied, 37.8% are neutral, 16.2% are very satisfied, and 2.7% are dissatisfied. The calculated index is 74.5%, indicating a satisfied level (4).

43.2% of respondents are satisfied, 35.1% are neutral, 18.9% are very satisfied, and 2.7% are very dissatisfied. The calculated index is 75.1%, indicating a satisfied level (4).

40.5% of respondents are satisfied, 37.8% are neutral, and 21.6% are very satisfied. The calculated index is 76.7%, indicating a satisfied level (4).

51.4% of respondents are satisfied, 29.7% are neutral, 16.2% are very satisfied, and 2.7% are dissatisfied. The calculated index is 76.2%, indicating a satisfied level (4).

43.2% of respondents are satisfied, 35.1% are neutral, 13.5% are very satisfied, and 8.1% are dissatisfied. The calculated index is 72.4%, indicating a satisfied level (4).

51.4% of respondents are satisfied, 24.3% are neutral, 18.9% are very satisfied, and 5.4% are dissatisfied. The calculated index is 76.7%, indicating a satisfied level (4).

51.4% of respondents are satisfied, 27% are neutral, 13.5% are very satisfied, and 8.1% are dissatisfied. The calculated index is 74%, indicating a satisfied level (4).

54.1% of respondents are satisfied, 27% are neutral, 16.2% are very satisfied, and 2.7% are dissatisfied. The calculated index is 76.7%, indicating a satisfied level (4).

29.7% of respondents are neutral, 32.4% are likely to recommend, 27% are somewhat likely to recommend, and 10.8% are less likely to recommend. The calculated index is 76.2%, indicating a likelihood to recommend (4).

83.8% of respondents choose Yes, and 16.2% choose No. It can be concluded that the respondents who visited Sanur Port experienced congestion.

56.8% of respondents choose Yes, and 43.2% choose No. It can be concluded that more than 50% of respondents who visited Sanur Port arrived on time.

54.1% of respondents use motorcycles, 37.8% use cars, 5.4% use online motorcycle taxis, and 2.7% use buses. It can be concluded that more than 50% of respondents use motorcycles when visiting Sanur Port.

37.8% of respondents know about Sanur Port through recommendations from friends/family, 35.1% know through social media, 18.9% know through the internet (Google, etc.), 2.7% know through the workplace, 2.7% know because they knew, and 2.7% know because they saw it was crowded. It can be concluded that respondents who visit Sanur Port learn about it from friends/family and social media.

91.9% of respondents choose Yes, and 8.1% choose No. It can be concluded that almost all respondents who visited Sanur Port walked to the check-in area.

Based on the research conducted through interviews with 111 respondents at Sanur Port, it is found that the majority of tourists visiting are female, although the difference with the number of male tourists is very slight. Many of the tourists visiting Sanur Port work as private employees, with an age range of 18-30 years, often visiting with friends but also with family. Tourists visiting Sanur Port are generally satisfied with the services provided. However, there are some aspects that need to be improved and enhanced by the management of Sanur Port, such as parking space.

Many tourists complain about the narrow parking space, leading them to rush from the main road to the check-in area to avoid being late for boarding. The insufficient or narrow parking space also affects tourists who are aware of the issue; they choose to park at Sanur Beach and walk from there to Sanur Port. Many tourists also prefer using their private motorcycles or online motorcycle taxis for convenience. Besides the parking space issue, tourists also complain about the lack of waiting areas with seating facilities, forcing them to stand while waiting for their turn to board. Additionally, tourists mention the existence of alternative shortcuts besides the main road, but these routes are also inadequate and poorly maintained.

4. Conclusion

Based on the data analysis conducted by the researcher in this study, there are several important aspects related to the characteristics and motivations of Based on the research findings, the following conclusions can be drawn:

1. Tourist Characteristics: The demographic factors of tourists visiting Sanur Port are predominantly male, aged 18-25 years, from Denpasar, with a high school education, students, and earning more than Rp 3,500,000 per month.

2. Satisfaction Level: Based on various indicators such as the cleanliness and tidiness of the port area, availability of information provided by staff, helpfulness of staff, efficiency of check-in and check-out processes, quality of facilities, security and safety at the port, service quality, availability of departure and arrival schedule information, speed of service, ease of finding information, satisfaction with the quality of food and beverages, friendliness of staff, satisfaction with information provided, and satisfaction with value for money, tourists are generally satisfied with the services at Sanur Port. However, they strongly agree with the congestion at the port and agree with the necessity of walking to the check-in area.

Based on the above conclusions, the following recommendations are addressed to the management of Sanur Port or the government:

1. Improve service quality, tidiness, facilities, and cleanliness.

2. Maintain quality and continue innovating.

3. Add waiting areas and seating in the waiting lounge to accommodate all tourists.

4. Expand parking space to reduce congestion.

5. Collaborate with the Kesiman village to implement an entrance system through Padang Galak and an exit system through Matahari Terbit Beach to alleviate congestion.

6. Establish shuttle bus services to and from the port terminal with spacious areas to avoid congestion.

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