

ABSTRAK

Pelabuhan sebagai simpul utama transportasi laut memiliki peranan strategis dalam mendukung mobilitas penumpang serta pertumbuhan ekonomi, khususnya di negara kepulauan seperti Indonesia. Salah satu faktor penting yang memengaruhi kualitas pelayanan pelabuhan adalah ketersediaan dan kondisi fasilitas ruang tunggu penumpang. Penelitian ini bertujuan untuk menganalisis tingkat kepuasan penumpang kapal laut terhadap fasilitas ruang tunggu di Pelabuhan Tanjung Perak Kota Surabaya serta mengidentifikasi prioritas peningkatan pelayanan yang perlu dilakukan oleh pengelola pelabuhan. Metode penelitian yang digunakan adalah penelitian deskriptif kuantitatif dengan pengumpulan data primer melalui penyebaran kuesioner kepada penumpang kapal laut sebagai responden. Data yang diperoleh dianalisis menggunakan metode Importance Performance Analysis (IPA) untuk membandingkan tingkat kepentingan dan kinerja masing-masing atribut fasilitas ruang tunggu.

Hasil penelitian menunjukkan bahwa terdapat beberapa atribut fasilitas yang masuk dalam Kuadran I (prioritas utama), seperti ketersediaan dan kenyamanan tempat duduk, kebersihan toilet, sirkulasi udara, serta kenyamanan ruang tunggu. Atribut-atribut tersebut dinilai sangat penting oleh penumpang, namun kinerjanya masih belum memenuhi harapan. Sementara itu, beberapa fasilitas lainnya berada pada Kuadran II, yang menunjukkan bahwa kinerja pelayanan sudah baik dan perlu dipertahankan. Penelitian ini diharapkan dapat memberikan kontribusi praktis berupa rekomendasi perbaikan fasilitas dan peningkatan kualitas pelayanan, serta menjadi bahan evaluasi bagi pengelola Pelabuhan Tanjung Perak dalam upaya meningkatkan kepuasan dan kenyamanan penumpang kapal laut.

Kata kunci: kepuasan penumpang, fasilitas ruang tunggu, pelabuhan, Importance Performance Analysis (IPA)

ABSTRACT

Ports play a strategic role as key nodes of maritime transportation in supporting passenger mobility and economic development, particularly in an archipelagic country like Indonesia. One of the most influential factors affecting port service quality is the adequacy and condition of passenger waiting room facilities. This study aims to analyze the level of passenger satisfaction with waiting room facilities at Tanjung Perak Port, Surabaya, and to identify priority areas for service improvement. The research employed a quantitative descriptive approach, with primary data collected through questionnaire surveys distributed to sea transport passengers as respondents. The collected data were analyzed using the Importance Performance Analysis (IPA) method to evaluate the relationship between the perceived importance and performance of each waiting room facility attribute.

The results indicate that several facility attributes fall into Quadrant I (top priority), including the availability and comfort of seating, cleanliness of restrooms, air circulation, and overall waiting room comfort. These attributes are considered highly important by passengers, yet their current performance does not meet expectations. Meanwhile, several other attributes are positioned in Quadrant II, indicating satisfactory performance that should be maintained. The findings highlight specific areas requiring immediate attention from port management to enhance service quality. This study is expected to provide practical recommendations for improving port facilities and services, as well as serve as an evaluation reference for port authorities in formulating strategies to increase passenger satisfaction and comfort at Tanjung Perak Port.

Keywords: passenger satisfaction, waiting room facilities, port, Importance Performance Analysis (IPA)