INFLUENCE OF PLANNING, IMPLEMENTATION AND SUPERVISION TO CUSTOMER SATISFACTION THROUGH QUALITY TANJUNG GELAM PORT SERVICES KARIMUN DISTRICT

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Abstract

This research was conducted by distributing 290 questionnaires. Discussion of the results of field studies to obtain data on answers to questionnaires that measure five main variables in this study, namely Planning, Implementation, Monitoring, Customer Satisfaction and Service Quality. The results of the analysis and discussion using the SEM-PLS (Structural Equition Modeling-Partial Least Square) method using the R-Square test and hypothesis testing, namely direct and indirect effects. The path coefficient calculation in this study is assisted by Smart PLS Ver 3.0. to determine the direct and indirect effect between variables. Planning (X1) has a significant positive effect on Service Quality (Z), with a t-statistics value of $2.660 > 1.96$ and a p-value of $0.008 < 0.05$, the hypothesis is accepted. Implementation (X2) has a significant positive effect on Service Quality (Z), with a t-statistics value of $2.415 > 1.96$ and a p-value of $0.016 < 0.05$, the hypothesis is accepted. Supervision (X3) has a significant positive effect on Service Quality (Z), with a t-statistics value of $2.715 > 1.96$ and a p-value of $0.000 < 0.05$, the hypothesis is accepted. Service Quality (Z) has a significant positive effect on Customer Satisfaction (Y), with a t-statistics value of $2.218 > 1.96$ and a p-value of $0.020 < 0.05$, the hypothesis is accepted. Planning (X1) has a significant positive effect on Customer Satisfaction (Y), with a t-statistics value of $2.657 > 1.96$ and a p-value of $0.012 < 0.05$, the hypothesis is accepted. Implementation (X2) has a significant positive effect on Customer Satisfaction (Y), with a t-statistics value of $2.036 > 1, 96$ and the p-value is $0.002 < 0.05$, the hypothesis is accepted. Monitoring (X3) has a significant positive effect on customer satisfaction (Y), with t-statistics $2.183 > 1.96$ and a p-value of $0.000 < 0.05$, the hypothesis is accepted.

Keywords: *Planning, Implementation, Monitoring, Service Quality, and Customer Satisfaction.*

1.INTRODUCTION

Development is an activity that is carried out simultaneously, consistently and continuously by various parties such as the government, the private sector and the community with the aim of achieving mutual prosperity both in material and spiritual aspects. Development is very closely related to policy and is used as a guideline in the implementation process. The policy contains directives and prohibitions that can guarantee the implementation of a development process that is directed and in accordance with the agreed objectives(Wirawan and Mardiyono, 2015:2). Policies related to the public are called public policies(Sirajuddin, 2014:78). Public services are related to established policies.Atik & Ratminto (2012:57)defines that public services or public services are all forms of services, both in the form of public goods and public services, which in principle become the responsibility and are carried out by central government agencies, regional governments and within the State-Owned Enterprises or Regional-Owned Enterprises. To get a good quality of public services, it must be seen from the planning, implementation and supervision in order to create service user satisfaction.

Service quality is determined based on the importance of service dimensions(Parasuraman, 2014:22). Service quality can be seen from five dimensions, namely physical evidence (tangibles), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (empathy).

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The policy implementation process is not only carried out by predetermined stakeholders. However, the implementation of public policy is also determined by the involvement of the community in the form of social, economic and political power as well as the involvement of various parties.(Agus, 2014:3). The implementation of government duties and functions is ultimately to provide services in various public sectors, so that services cannot be separated from the government with supervision.

Supervision is the process of determining what must be achieved, namely standards, what is being carried out, namely implementation, assessing implementation and if necessary improvements are made, so that implementation is according to plan, namely in accordance with standards.Terry, 2013:127). In essence, public service is used as the character of the government, whether a government is good or not is measured by the quality of service felt by the community. Then the badness of the service becomes the reason for the lack of public satisfaction with government public facilities. This cause makes the agenda for supervision to ensure that the planning of public services for the community is controlled and their comfort is guaranteed.

Management is a process of activities starting from planning, organizing, directing and supervising the efforts of organizational members and other users of organizational resources in order to achieve predetermined organizational goals.(Handayaningrat, 2011:3)seen from Planning (Planning), Organizing, Actuating, and Controlling (Controlling).

Sri Tanjung Gelam Port is one of the sea transportation gateways in Karimun Regency which serves the flow of passengers and goods originating from the surrounding islands or vice versa. Sri Tanjung Gelam Port is one of the facilities/components of sea transportation which is very significant for the development of the economy and the standard of living of the people on Karimun Besar Island and its surroundings.

2. PROBLEM FORMULATION
1. How is the influence of Planning on Service Quality?
2. How does implementation affect the quality of service?
3. What is the effect of Supervision on Service Quality?
4. How does Service Quality influence Customer Satisfaction?
5. How does Planning influence Customer Satisfaction?
6. How does Implementation affect Customer Satisfaction?
7. How does Monitoring affect Customer Satisfaction?
8. How is the influence of Planning on Customer Satisfaction through Service Quality?
9. How is the effect of Implementation on Customer Satisfaction through Service Quality?
10. What is the effect of Supervision on Customer Satisfaction through Service Quality?

3.RESEARCH METHOD
The research method uses a quantitative approach, is used to examine certain populations or samples, sampling techniques are generally carried out randomly. The population of this study is Sri Tanjung Gelam Port Customers, with a survey method by distributing questionnaires. This study uses data analysis using SmartPLS software.

4.RESULTS AND DISCUSSION
Internal consistent analysis is a form of reliability used to assess the consistency of results across items on the same test. Internal consistency testing uses a composite reliability value with the criteria of a variable being said to be reliable. So the composite reliability value≥ 0.70(Hair et. al, 2014).

Table 1
Internal Consistency Analysis

Variable	*Cronbach alpha*	*Composite Reliability*	AVE

(X1)	0.867	0.885	0.515
(X2)	0936	0.944	0.518
(X3)	0.927	0936	0.581
(Z)	0.922	0.938	0.719
(Y)	0.876	0.899	0.552

Based on the internal consistency analysis data in the table above, it can be seen that the X1 variable has a composite reliability value of 0.885 > 0.70 then the X1 variable is reliable, the X2 variable has a composite reliability value of 0.944 > 0.70 then the X2 variable is reliable, the variable X2 is reliable. X3 has a composite reliability value of 0.936 > 0.70 then the X3 variable is reliable, the Z variable has a composite reliability value of 0.938 > 0.70 then the Z variable is reliable, the Y variable has a composite reliability value of 0.899 > 0.70 then the Y variable is reliable.

Image 1
Hypothesis test
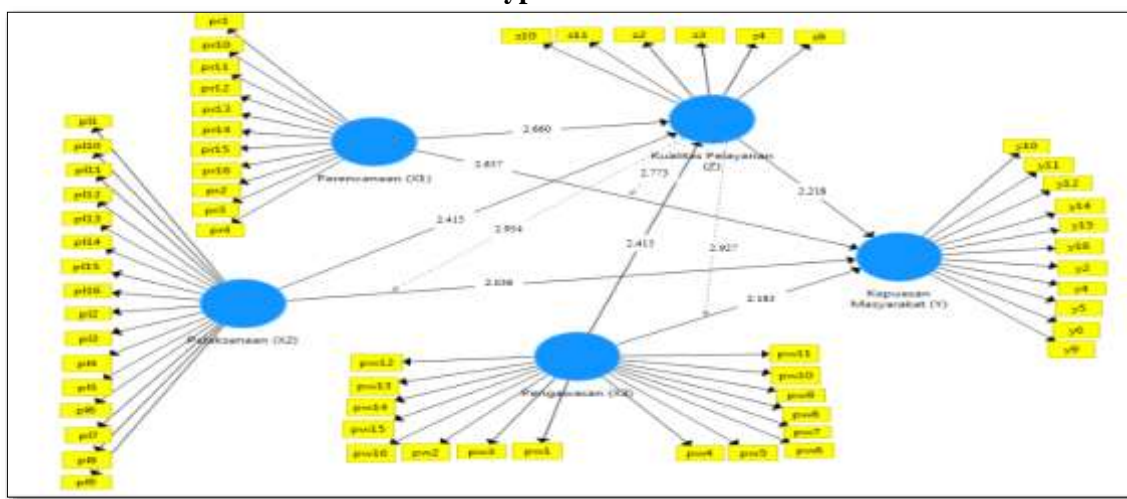
4.1. Direct Effect Hypothesis

Testing the direct influence hypothesis aims to prove the hypotheses of the influence of one variable on other variables directly (without intermediaries). In this study there are variables that are interconnected with each other with a significant value of 5% or a P value <0.05 or a T-statistic test value > 1.96(Hair et. al, 2014).The following is the result of calculating all the variables used in this study, including:

Table 2
The Direct Effect Hypothesis

Path (Direct)	t-statistics	p-values	Conclusion
X1 -> Z	2,660	0.008	Received
X2 -> Z	2.415	0.016	Received
X3 -> Z	2,715	0.000	Received
Z -> Y	2,218	0.020	Received
X1-> Y	2,657	0.012	Received
X2 -> Y	2.036	0.002	Received
X3 -> Y	2,183	0.000	Received

Source: Primary data processed (2022)

1. Planning (X1) has a significant positive effect on Service Quality (Z), planning variable (X1) has a t-statistics value of 2,660 > 1.96 with a p-value of 0.008 <0.05. so the hypothesis is accepted.

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2. *Implementation (X2) has a significant positive effect on Service Quality (Z), the implementation variable (X2) has a t-statistics value of 2.415 > 1.96 with a p-value of 0.016 < 0.05. so that the hypothesis is accepted*

3. Supervision (X3) has a significant positive effect on Service Quality (Z), Supervision variable (X3) has a t-statistics value of 2.715 > 1.96 with a p-value of 0.000 <0.05 so the hypothesis is accepted

4. Service Quality (Z) has a significant positive effect on Satisfaction (Y), Service Quality (Z) variable has a t-statistics value of 2.218 > 1.96 with a p-value of 0.020 <0.05. So, the hypothesis is accepted.

5. Planning (X1) has a significant positive effect on satisfaction (Y), planning variable (X1) has a t-statistics value of 2.657 > 1.96 with a p-value of 0.012 <0.05. So, the hypothesis is accepted.

6. Implementation (X2) has a significant positive effect on satisfaction (Y), implementation variable (X2) has a t-statistics value of 2.036 > 1.96 with a p-value of 0.002 <0.05. so, the hypothesis is accepted

7. Supervision (X3) has a significant positive effect on satisfaction (Y), the variable Supervision (X3) has a t-statistics value of 2.183 > 1.96 with a p-value of 0.000 <0.05. so, the hypothesis is accepted

4.2. Indirect Influence Hypothesis

The indirect effect hypothesis testing aims to prove the hypotheses of the influence of one variable on other variables indirectly (through intermediaries). Next, a test of the effect of nodirectly based on the hypothesis, 8, hypothesis 9, and hypothesis 10. Indirect effect based on the results of the path coefficient test.

Table 3
Indirect Effect Hypothesis

Path (Indirect)	*t-statistics*	*p-values*	Conclusion
X1 -> Z-> Y	2,773	0.044	mediate
X2 -> Z -> Y	2,954	0.003	mediate
X3 -> Z -> Y	2,927	0.007	mediate

Source: Primary data processed (2022)

1. X1 has an indirect effect on Y through Z, because both coefficients are tested to be significant.The indirect effect results show T-statistic 2.773 > 1.97 and p-value 0.044 < 0.05. The value of the indirect effect of X1 on Y is 2.773 > 2.657 (direct effect of X1 on Y) thus it can be stated that Z is able to mediate the effect of X1 on Y.

2. X2 has an indirect effect on Y through Z, because both coefficients are tested to be significant.The indirect effect results show a T-statistic of 2,654 > 1.97 and a p-value of 0.003 <0.05. The value of the indirect effect of variable X2 on Y is 2,954 > 2,036 (direct effect of X3 on Y). Thus, it can be stated that Z is able to mediate the influence of X2 on Y.

3. X3 has an indirect effect on Y through Z, because both coefficients are tested to be significant.The indirect effect results show a T-statistic of 2,927 > 1.97 and a p-value of 0.007 <0.05. The coefficient value of the indirect effect of variable X3 on Y is 2,927 > 2,188 (direct effect of X3 on Y). Thus, it can be stated that Z is able to mediate the influence of X3 on Y.

4.3. Coefficient of Determination (R Square)

Coefficient of Determination (R Square) aims to measure how much the endogenous variables are influenced by the variation of independent values in a model of other variable paths.

Table 4
Coefficient of Determination

Variable	*R Square*	adjusted *R Square*	Percent

Service Quality (Z)	0.440	0.432	44.0%
Satisfaction (Y)	0.612	0.607	61.2%

Source: Author (2021)

The table above shows that the effect of X1, X2, X3 on Z is 0.440, which means that the influence of X1, X2, X3 on Z is 93.50%. Then the effect of X1, X2, X3 on Y is 0.612, meaning that the magnitude of the influence of X1, X2, X3 on Y is 61.2%.

5. CONCLUSIONS AND SUGGESTIONS
5.1. CONCLUSION
1. Planning (X1) has a significant positive effect on Service Quality (Z), planning variable (X1) has a t-statistics value of 2,660 > 1.96 with a p-value of 0.008 <0.05. So, the hypothesis is accepted.
2. Implementation (X2) has a significant positive effect on Service Quality (Z), the implementation variable (X2) has a t-statistics value of 2.415 > 1.96 with a p-value of 0.016 < 0.05. so that the hypothesis is accepted
3. Supervision (X3) has a significant positive effect on Service Quality (Z), Supervision variable (X3) has a t-statistics value of 2.715 > 1.96 with a p-value of 0.000 <0.05 so the hypothesis is accepted
4. Service Quality (Z) has a significant positive effect on Satisfaction (Y), Service Quality (Z) variable has a t-statistics value of 2.218 > 1.96 with a p-value of 0.020 <0.05. So, the hypothesis is accepted.
5. Planning (X1) has a significant positive effect on satisfaction (Y), planning variable (X1) has a t-statistics value of 2.657 > 1.96 with a p-value of 0.012 <0.05. So, the hypothesis is accepted.
6. Implementation (X2) has a significant positive effect on satisfaction (Y), implementation variable (X2) has a t-statistics value of 2.036 > 1.96 with a p-value of 0.002 <0.05. so, the hypothesis is accepted
7. Supervision (X3) has a significant positive effect on satisfaction (Y), the variable Supervision (X3) has a t-statistics value of 2.183 > 1.96 with a p-value of 0.000 <0.05. so, the hypothesis is accepted
8. X1has an indirect effect on Y through Z, because the two coefficients are tested to be significant.The indirect effect results show T-statistic 2.773 > 1.97 and p-value 0.044 < 0.05. The value of the indirect effect of X1 on Y is 2.773 > 2.657 (direct effect of X1 on Y) thus it can be stated that Z is able to mediate the effect of X1 on Y.

5.2. SUGGESTIONS
1. It is recommended that the planning and budgeting mechanism for the construction of the Sri Tanjung Gelam Port should be carried out carefully and what is needed and desired by the community. And in its management in order to apply the planning function in a professional manner, namely by determining the stages. Researchers expect planning to have a major influence on improving service quality and customer satisfaction as port users. Efforts to do this are by implementing transparency in planning, both government and private in planning port development in the form of images that can be seen by the general public. Improve the performance of port employees in carrying out orderly supervision of the community, so that there is no accumulation of passengers.
2. The implementation of the Port of Sri Tanjung Gelam in this case must pay more attention to the policies that apply between the center and the regions. There must be a synchronization of central and regional policies and all parties must obey the rules that have been determined. And can improve the quality and innovation of public services on a regular basis according to customer needs and expectations.
3. The government is authorized in the implementation of the port in terms of increasing supervision of passenger services at the ferry port so that passenger services can run in accordance with service standards. Supervision that has a positive effect on service quality is the process of observing the implementation of all organizational activities to ensure that all

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work being carried out goes according to a predetermined plan. Supervision must be carried out regularly so that port activities run smoothly and avoid problems that can reduce community satisfaction. The need for this monitoring is carried out every month and as an evaluation.

4. It is necessary for the Port in the field of supervision to look more closely at the provisions of the service requirements stipulated in the minimum service standards in providing services in the port environment for the convenience that will be provided to service users. By improving service facilities at the Sri Tanjung Gelam ferry port in accordance with the benchmarks required in the Minister of Transportation Regulation Number. 39 of 2015 concerning Service Standards for Crossing Passenger Transport so that the services provided can be maximized and run well and always supervise the maintenance of passenger service facilities at the Sri Tanjung Gelam ferry port. The need for maintenance of port facilities so that the quality of service is maintained, by repairing damaged service facilities.

5. Customer satisfaction must be maintained, by providing good service, so that there are no delays in ship arrival and departure activities. With the satisfaction of the community, it shows the seriousness of the office holders at the port in carrying out their duties and functions properly so that this can have an impact on the number of community visits from outside visiting or entering the port and this will also have a good impact on regional treasury income, so people's satisfaction feels that they get good service needs to be improved.

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