

ABSTRACT

In an era characterised by intensifying competition and ever-changing market dynamics, the quality of customer service is one of the key factors that differentiate between the success and failure of a company. Economic and population growth in Central Java, especially in Semarang City, has a positive impact on business development to the port, with more and more export and import activities carried out through this port. This has led to increasingly fierce competition in the industry, encouraging PT Pelindo Terminal Petikemas Semarang to continue to innovate and improve service quality to maintain market share. The method used to measure service quality is the SERVQUAL model.

This research uses a descriptive qualitative analysis approach by analysing the quality of customer service at PT Pelindo Terminal Petikemas Semarang. The types of data used are primary data and secondary data. Respondents used consisted of five people, namely: General and Human Resources, HSSE Management, Customer Development, Operations and Customers. This research took place for two months from July to August 2024. The data collection method of this research was carried out using in-depth interview techniques with five resource persons, direct observation, and documentation.

The results showed that the quality of customer service at PT Pelindo Terminal Petikemas TPK Semarang has improved significantly thanks to the implementation of comprehensive management policies and strategies. The Occupational Safety and Health (OHS) Management System, including SMK3 and ISPS Code certifications, as well as improvements in infrastructure and security systems, have positively contributed to the quality of service perceived by customers. The SERVQUAL theory, applied in this study, confirms that although the tangibility, reliability, and assurance dimensions have shown positive results, the main challenges lie in the responsiveness and empathy dimensions. Improvements in the responsiveness dimension are needed to reduce waiting time and improve service flow, while the empathy dimension needs attention to better understand and respond to customer feedback.

Keywords: Service Quality, Service Strategy, Service Performance, Customer, SERVQUAL Method.