THE EFFECT OF PROVIDER EXCELLENT ON PROVIDER CONSUMER SATISFACTION OF PT. PELABUHAN INDONESIA (PERSERO) CONTAINER TERMINAL DEPARTMENT MAKASSAR

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Abstrak

This studies goals to determine and examine how a lot affect the fine of carrier to the level of pride felt through customers who use the services of PT. Pelabuhan Indonesia IV (Persero) Branches Of Makassar box. The version used in this research are the technique of observation, interviews, questionnaires, and literature look at the use of a Linkert scale and method of determination of the pattern used turned into 93 samples. The technique of evaluation were used more than one linear regression techniques. The results showed that the fine of carrier which includes Realibility (X1), Responsiveness (X2), warranty (X3), Emphaty (X4), and Tangible (X5) collectively have a fine affect. Wherein the regression equation $Y = 2,621 + 0,105 X1 + 0,182 X2 + 0,145 X3 + 0,110 X4 + 0,373 X5$. In addition, the F test located that service fine has a large effect on customer pride with a importance level of 0.000 or 0%. but, primarily based on partial test (t), all variables have a large effect on customer pride with a large level for Realibility of 0,042 or 4.2%; warranty of 0,003 or 0,3%; Tangible of 0,000 or 0%; Emphaty 0,040 or 4.0% and Responsiveness of 0,017 or 1.7%.

A. INTRODUCTION

State-Owned organisations (SOEs) in Indonesia are very influential inside the development of the business world and society in going for walks their corporations, due to the fact most of those government-owned agencies have monopolized several commercial enterprise fields that regulate the lives and desires of many human beings. therefore, in regulating and running its commercial enterprise, SOEs are regulated and controlled with the aid of the authorities due to the fact they're closely related to the fate of the Indonesian human beings. those kingdom-Owned organizations are expected to fulfill the needs and dreams of the enterprise international in general and society in particular and need to be capable of hold a terrific photo in the eyes of the public. SOEs should be able to offer pleasure to the community as consumers and offer an awesome image in the eyes of the public by using imparting fine offerings. Seeing this example, the authorities strives for SOEs to try to improve the scenario via providing the first-class carrier

to the community. With precise provider, it's miles was hoping that the network will experience valued and not feel ignored their rights and sooner or later the network as users or clients of the offerings presented by the authorities-owned agency will sense glad. As one of the port facilities in eastern Indonesia (KTI) which oversees numerous port branches with its head workplace in Makassar, PT. Pelabuhan Indonesia IV (Persero) is a state-Owned enterprise (BUMN) engaged in port services that provide port facilities and infrastructure so that it will guide the smooth float of ships, passenger transportation, and transport of products. The main cause of PT. Pelabuhan Indonesia IV (Persero) is to put into effect and guide the policy of government packages within the area of economic system and improvement through port services, as well as to achieve earnings for the organization by using carrying out port carrier groups and different groups that support the fine of port provider services, including docks and other centers for mooring loading and unloading items, passenger transportation, loading and unloading gadget, in addition to other offerings associated with deliver guidance and ship delays. One of the services in the port sector carried out by PT. Pelabuhan Indonesia IV (Persero) is a container terminal specially prepared to serve container handling, which functions to serve container loading and unloading activities, container stacking, Receiving or Delivery (Receiving or Delivery) containers and other supporting activities. As additional information, currently most goods transported by ship are carried out using containers, both export-import container activities and for inter-island container activities. Carrier is a totally critical element that allows you to boom patron pride. essentially, this carrier role is a assisting element for the advertising sports of PT. Pelabuhan Indonesia IV (Persero) container Terminal branch. If the carrier provided meets consumer demand, then the consumer will sense happy and if the provider is below the anticipated stage, the purchaser will feel much less or dissatisfied. clients who're upset with the pleasant or service furnished, will automatically tell others as lawsuits about their dissatisfaction. consequently, the measurement of delight with the offerings provided by using PT. Pelabuhan Indonesia IV (Persero) field Terminal branch within the community should continually be finished to recognize and plan higher strategies inside the destiny and in addition enhance the first-rate of provider if you want to meet the wants and needs of clients and to reduce problems. box service sports at the Makassar container Terminal maintain to enjoy a huge increase, so that to growth capability and enhance service fine, in 2003 another addition of box loading and unloading equipment inside the form of 2 (two) devices of container Crane, 3 (three) gadgets of Transtainer and five (5) devices of Head Truck and Chassis. And in 2008 the management of PT. Pelabuhan Indonesia IV (Persero) added container loading and unloading equipment, namely 1 (one) unit of Container Crane and 2 (two) units of Transtainer. By seeing the potential for transporting goods through containers which experience a rapid increase every year, the author is inquisitive about exploring further in the sector of excellent of services provided to service users. This is done to see the extent of each service user's assessment of the quality of service at PT. Pelabuhan Indonesia IV (Persero) Container Terminal department.

Based on the background that has been stated, the author is interested in conducting research with the title: **" The Effect Of Provider Excellent On Provider Consumer Satisfaction of PT. Pelabuhan Indonesia IV (Persero) Container Terminal Department Makassar "**

B. LITERATURE REVIEW

1. Understanding Marketing

Marketing is one of the functions of the company in addition to other functions such as finance, production and personnel. To find out extra simply about the that means of advertising, the author tries to approach various advertising and marketing formulations recommend by way of marketing specialists as quoted beneath.

The definition of marketing in keeping with Kotler and Armstrong (1997: 6) is as follows: "advertising is a social and managerial technique in which people and organizations get what they need and need with the aid of creating, presenting and replacing treasured products with others."

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

Furthermore, the definition of marketing put forward by Madura (2001: 83) is: " Marketing can be extensively described because the movements of diverse corporations to plan and put into effect product layout, pricing, distribution and merchandising."

2. Service Characteristics
a. Definition of Services

Services are regularly seen as a complicated phenomenon. The phrase carrier itself has many meanings ranging from personal provider to service as a product. To this point there have been many service advertising experts who've tried to define the definition of services. The following are some of them:

Kotler (2007: 42) says that merit is: Any action or overall performance that one celebration can offer to any other, which is largely intangible and does now not result in possession of some thing. The production may additionally or won't be related to the physical product.

Consistent with Rangkuti (2004: 90): provider is the supply of a performance or invisible movement from one party to some other. In popular, services are produced and ate up concurrently, in which the interaction between provider providers and service recipients affects the results of these offerings.

From the diverse definitions above, it appears that in services there's usually an thing of interaction between clients and carrier companies, even though the events involved aren't always aware. services also are now not items, services are techniques or sports, and people sports are intangible.

So basically services are all financial sports whose outcomes are not products in bodily form or construction, that are normally consumed on the same time as the time produced and provide brought cost (such as comfort, leisure, pleasure or health) or solutions to issues faced through clients.

b. Service Characteristics

Provider products have one of a kind characteristics from items (bodily merchandise). Kotler (2007: 49) mentions these characteristics as follows:

1. Intangibility (intangible). Because of this offerings can not be seen, tasted, felt, heard, or smelled before being bought by way of consumers.
2. Inseparability. Because of this services can not be separated from their carriers, whether or not the companies are human beings or machines.
3. Variability. Because of this the quality of services depends on who provides the service in addition to the time, place, and how it is provided.
4. Perishability (not durable). This approach that services cannot be saved for sale.

3. Fine Of Service

   a. Understanding Quality

In an increasingly more aggressive worldwide aggressive state of affairs, the difficulty of product exceptional is a central problem for each organisation. The employer's ability to provide quality merchandise may be a weapon to win the opposition, because with the aid of offering satisfactory products, customer pride might be performed. consequently the company must determine the exact definition and correct expertise of the proper best.

Consistent with the yankee Society for great control (Kotler, 2007: 50): "satisfactory is the general traits and traits of a service or product in phrases of its potential to meet predetermined or latent wishes". Furthermore, in line with Duran in Lupiyoadi (2001), fine can be interpreted as charges that may be avoided (avoidable) and that cannot may be avoided (unavoidable). Those included in avoidable costs such as costs due to product failure, while those included include unavoidable costs such as the cost of quality control activities.

   b. Understanding Service Quality or Service

Provider pleasant as said by means of Parasuraman quoted via Lupiyoadi (2001) may be defined, specifically: "How a ways is the distinction between reality and customer expectations for the offerings they get hold of or gain". meanwhile, in keeping with Rangkuti (2004: 28) that: "service nice is described because the delivery of services so that it will exceed the level of customer interest". The definition emphasizes the advantages of the level of consumer interest as the center of carrier quality.

One of the carrier fine fashions this is widely used as a reference in advertising research is the ServQual (provider great) version as advanced through Parasuraman, Zeithmal, and Berry as stated by way of Lopiyoadi (2001) in their series of research on six carrier sectors, repairs, household home equipment, credit score playing cards, coverage, lengthy-distance telephone traces, retail banking, and securities brokerage. ServQual (provider first-class) is constructed at the contrast of two most important factors, namely patron belief of the carrier they actually get hold of (perceived provider) with the carrier this is actually anticipated or desired (predicted provider).

   c. Service Quality Dimension

The concept of carrier nice is an assessment aspect that reflects purchaser perceptions of five specific dimensions of provider overall performance. Parasuraman et al, 1990 (in Kotler, 2007: fifty six) concluded that there are five dimensions of ServQual (provider exceptional) used to degree service first-class, particularly:

1. Tangibels, or physical evidence, namely the capacity of a organization to show its lifestyles to external parties. the appearance and potential of the corporation's bodily facilities and infrastructure and the condition of the surrounding environment are clear proof of the offerings provided by provider vendors.

2. Reliability, or reliability, namely the company's capacity to offer services as promised appropriately and reliably.

3. Responsiveness, or responsiveness, particularly the willingness to assist and offer speedy and appropriate carrier to clients, with clean delivery of records.

4. assurance, or warranty and guarantee, particularly the expertise, courtesy, and potential of employer personnel to foster consumer believe in the employer.

5. Emphaty, which is giving honest and man or woman or private attention given to clients by looking to understand consumer desires.

According to Zeithmal and Bitner (2000), there are two things service quality determined by consumer perception, namely as follows:

1. Perception of service quality in the technical sense (technical outcome) furnished by means of the service company

2. Quality within the sense of the results of a service process (outcome process) which is manifested in the form of how the service is provided.

To provide good quality service, it's far very crucial for employees to pay interest to their customers. To attain a service quality orientation, consumers must feel like the following:

1. Every consumer is the most important person in every business.
2. Consumers do not depend on producers, but producers who depend on consumers.
3. Consumers do not interfere with the work of producers. Consumers aim to give producers jobs.
4. Consumers are human beings, have feelings and emotions.
5. The consumer is part of the producer's business, not an outsider.
6. The consumer brings the producer to the desire of the consumer, and it is the duty of the producer to serve the consumer.

4. Customer Satisfaction Concept

Consumer delight has turn out to be a central idea in enterprise and control discourse. customers are the principle recognition in discussions about pride and provider pleasant. therefore, customers play an important position in measuring satisfaction with the products and services provided via the employer.

Kotler (2007: 177) defines customer satisfaction: A person's feeling of pride or unhappiness that arises after comparing the performance (results) of the product in notion towards the predicted performance (or outcomes). If overall performance is beneath expectations, clients aren't satisfied. If the overall performance meets expectancies, the patron is glad. If performance exceeds expectancies, customers are both very glad or glad. From the definition above, it is able to be concluded that patron delight reviewed and client facet is about what clients have felt for the provider they've provided as compared to what they want.

At the same time as the definition of patron pride according to Rangkuti (2004: 56): " That what is meant by consumer pleasure is the difference between the level of significance and overall performance or perceived consequences ".

From the definition above, the author can conclude that customer satisfaction is the level of consumer feelings after comparing expectations before using the product with the

consequences after the consumer or customer uses or feels the performance or benefits of the product.

5. Measuring Customer Satisfaction

According to Tjipto and Gregorius Chandra (2005: 130) there are 4 methods to measure consumer pride, namely:

a. Court cases and Suggestions System

Customer-minded industries will provide a form for clients to file their likes and court cases. In addition, it may be a proposal and a complaint phone for customers. This flow of information gives many properly thoughts and the industry can move faster to resolve troubles.

b. Customer Satisfaction Survey

The industry cannot use complaint rate as a measure of customer satisfaction. Responsive industries measure patron delight through undertaking periodic surveys, which send out lists of questions or random calls from customers to find out how they experience approximately various industry performances. In addition, it asked the performance of rival industries.

c. Ghost Buying.

Shadow clients are telling people to pretend to be customers and report the strong points and weak points experienced when buying products from their own industry or rival industries. In addition, shadow customers report whether the salesperson handled it well or not.

d. Analyze Switching Customers

The enterprise can contact clients who no longer buy or trade suppliers to find out the reason (whether the charge is high, the service isn't good, the product is less reliable and so forth, in order that the extent of customer loss can be known).

C. RESEARCH METHODS

In the preparation of this study, the author conducted research at PT. Pelabuhan Indonesia IV (Persero) Container Terminal Department Makassar which is located at Jalan Soekarno No.1 Makassar. The reason the author chose the object is with the consideration that the author is domiciled in the same city, namely in Makassar, making it easier to obtain data and time, energy and costs can be used as efficiently as possible.

This more than one linear regression analysis is intended to decide the magnitude of the impact of customer satisfaction on PT. Pelabuhan Indonesia IV (Persero) the usage of multiple linear regression formula as quoted by Freddy Rangkuti (2001: 158):

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5$$

Where:

Y : Service User Pride with PT. Pelabuhan Indonesia IV (Persero)

X : Service High-Quality of PT. Pelabuhan Indonesia IV (Persero)

X1 : Reliability

X2 : Responsiveness

X3 : Warranty

X4 : Empathy

X5 : Tangible a, b : Regression coefficient

The F check is used to determine the effect of the independent variable together appreciably at the dependent variable. If the importance check is above 0.05, then the unbiased variable (Variable X) has no enormous impact at the dependent variable (Variable Y). even as if it's miles beneath zero.05, then the independent variable (variable X) has a large effect on the structured variable (Variable Y).

The t-check is used to determine whether every impartial variable for my part has a vast impact at the structured variable. If the check is large beneath zero.05, it may be stated to be good sized, that is, there is an influence between the impartial variable under observe and the dependent variable. Conversely, if it's far above 0.05, it can be stated to be insignificant.

D. RESEARCH RESULT

1. Overview of the Studies Unit

To facilitate this have a look at, the author disbursed questionnaires to a number of respondents, wherein inside the description of the respondents, the cause of this examine become to decide the nice of provider to carrier user pleasure at PT. Pelabuhan Indonesia IV (Persero) field Terminal department.

The respondents on this study were ninety three carrier customers. The questionnaire has been crammed out by 93 carrier users, then compiled and processed into research statistics, primarily based on the records received, it's far recognised that the wide variety of all signs is whole and in accordance with the quantity of respondents.

2. Results of Multiple Linear Regression Analysis

A couple of linear regression evaluation ambitions to examine the impact of carrier great (reliability, responsiveness, guarantee, empathy, and tangible) on client satisfaction. Then a speculation test will be achieved using a couple of regression strategies and calculated using SPSS Ver 13.0.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,621	,351		7,474	,000
	Reliability	,105	,051	,108	2,062	,042
	Responsiveness	,182	,074	,200	2,442	,017
	Assurance	,145	,047	,164	3,082	,003
	Emphaty	,110	,053	,124	2,082	,040
	Tangible	,373	,068	,430	5,458	,000

1. Dependent Variable: Customer Pride

Source: Data processed with the SPSS program

From the effects of processed regression information via a automatic application (SPSS version thirteen) it seems that among provider satisfactory and patron delight, the regression equation is obtained as follows:

$$Y = 2{,}621 + 0{,}105\ X_1 + 0{,}182\ X_2 + 0{,}145\ X_3 + 0{,}110\ X_4 + 0{,}373\ X_5$$

The results of the interpretation of the multiple linear regression equation can be described as follows:

1. α (Constant) = 2.621 is a constant value.
2. Regression coefficient Reliability = 0.105 X_1, if the value of X_1 is accelerated thorugh 1%, then the extent of patron delight (Y) will growth with the aid of 0.105.
3. Responsiveness regression coefficient = 0.182 X_2, if the value of X_2 is expanded by 1%, then the level of delight (Y) will boom via 0.182
4. Guarantee regression coefficient = 0.145 X_3, if the cost of X_3 is expanded by 1%, then the level of pleasure (Y) will increase with the aid of 0.145.
5. The regression coefficient of Empathy = 0.110 X_4, if the price of X_4 is improved with the aid of 1%, then the extent of pleasure (Y) will boom thorugh 0.110.
6. Tangible regression coefficient = 0.373 X_5, if the fee of X_5 is accelerated with the aid of 1%, then the extent of pride (Y) will boom with the aid of 0.373

Primarily based on the outcomes of the regression coefficient on all service nice variables on carrier user pleasure at PT. Pelabuhan Indonesia IV (Persero) department of the field Terminal in Makassar indicates a high-quality value. which means the better the nice of provider, the better the satisfaction of provider users at PT. Pelabuhan Indonesia IV (Persero) box terminal department in Makassar.

3. Test F (Simultaneously)

The F take a look at is used to determine the effect of the impartial variables extensively at the based variable. There are 2 approaches to find out the general effect of the independent variables on the dependent variable, namely as follows:

a) Check primarily based on the extent of importance
b) Evaluation of Fcount and Ftable, with a opportunity of 5% (0.05). If the large level < 5% (0.05) has a giant impact.

ANOVA[b]

Model	Sum of Squares	df	Mean Square	F	Sig.

1 Regression	329,608	5	65,922	265,831	,000[a]
Residual	21,575	87	,248		
Total	351,183	92			

Within the check based totally on the extent of significance received F count this is equal to 265.831 with sig = 0.000. Because the sig value = 0.000 <0.05 indicates that the quality of service together or simultaneously has a strong (significant) influence on increasing customer satisfaction.

In the comparison of Fcount and Ftable, if Fcount > Ftable is able to be said that it has an impact at the dependent variable. Underneath will be defined to get df1 and df2 as follows:

a. df 1 = overall studies variables – 1
   = 6-1 = 5
b. df 2 = general sample - general variables – 1
   = 93 – 6 – 1 = 87
   So, Ftable = 2.32

Speculation
Ho: concurrently the independent variables haven't any impact on the structured variable
H_1 : concurrently the unbiased variables affect the dependent variable.
Ho is conventional if Fcount <Ftable
H1 is accepted if Fcount > Ftable

So the consequences of the Fcount and Ftable assessments are 265.831 > 2.32, that means that H_1 is established due to the fact Fhirung is greater than Ftable, so it may be said that concurrently the unbiased variables have an influence at the established variable.

4. Test t (Partial)

The t test aims to look at the impact of every provider quality variable on service person delight, 2 methods to determine its importance, particularly as follows:

a. Primarily based on the level of importance that may be seen within SPSS version 13.0 table, the use of a significant value of α = 0.05. So it can be stated to be significant if the variable's tremendous price is <0.05.
b. Testing the comparison of tcount and ttable.

- Probability α = 0.05, because there are 2 variables specifically X and Y, then 0.05 : 2 = 0.025
- df = n - k – 1 where: n = total sample, k = total variable So, 93 – 5 - 1 = 87, then ttable = 1.988

Hypothesis
Ho: Partially the impartial variables haven't any effect on the level of pride..

Ha: Partially independent variables affect the extent of satisfaction.

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,621	,351		7,474	,000
Reliability	,105	,051	,108	2,062	,042
Responsiveness	,182	,074	,200	2,442	,017
Assurance	,145	,047	,164	3,082	,003
Emphaty	,110	,053	,124	2,082	,040
Tangible	,373	,068	,430	5,458	,000

Dependent Variable: Customer_Satisfaction
Source: Data processed by the SPSS program

This could be finished partial testing, specifically:

a. Effect of reliability on patron mastery satisfaction:

- Primarily based on the extent of importance, particularly the effect of reliability on client delight, the price of sig= 0.042 is received. Due to the fact the sig value = 0.042 <0.05 means that there is a significant influence between reliability and customer satisfaction. In other words, the reliability variable has a strong influence on customer satisfaction.
- Testing the significant effect between tcount and ttable, namely

Ho1 : Partially the variable reliability does not affect the level of satisfaction.
Ha1 : Partially the variable reliability affects the level of satisfaction

It is known that tcount obtained a value of 2.062 obtained from the SPSS results and ttable obtained a value of 1.988. It can be concluded that tcount > ttable because 2.062 > 1.988, indicating that partially the reliability variable affects the level of customer satisfaction. So partily Ha1 is well-known.

b. The effect of responsiveness on patron pride:

- Based on the extent of importance, specifically the impact of responsiveness on client pleasure, the price of sig = 0.017 is acquired. Because the sig price = 0.017 <0.05 means that there is a significant influence between responsiveness and customer satisfaction. In other words, the responsiveness variable has a strong influence on customer satisfaction.
- Testing the significant effect between tcount and ttable, namely

Ho_2 : Partially the responsiveness variable has no effect on the level of satisfaction.

Ha_2 : Partially the responsiveness variable influences the level of satisfaction.

It is known that tcount obtained a value of 2.442 obtained from the SPSS results and ttable 1.662 obtained a value of 1.662. It can be concluded that tcount > ttable because 2.988 > 1.988, indicating that partially the responsiveness variable affects the level of customer satisfaction. Then partially Ha_2 is widespread.

c. The impact of assurance variables on customer pride:

- Based totally on the level of significance, namely the effect of assurance on customer delight, a value of sig = 0.003 is obtained. Because the sig cost = 0.003 <0.05 means that there is a significant effect between assurance and customer satisfaction. In other words, the assurance variable has a strong influence on customer satisfaction.
- Testing the significant effect between tcount and ttable, namely

Ho_3 : Partially the assurance variable has no effect on the level of satisfaction.

Ha_3 : Partially the variable assurance affects the level of satisfaction.

It is known that tcount obtained a value of 3.082 from the SPSS results and ttable obtained a value of 1.988. It can be concluded that tcount > ttable because 3,082 > 1.988, indicating that partly the guarantee variable influences the extent of customer pride. Then partially Ha_3 is familiar.

d. The influence of the Empathy variable on client satisfaction:

- Primarily based on the level of significance, specificially the have an effect on of empathy on customer delight, the cost of sig = 0.040 is received. Because the sig value = 0.040 <0.05 means that there is a significant influence between empathy and customer satisfaction. In other words, the empathy variable has a strong influence on customer satisfaction.
- Testing the significant effect between tcount and ttable, namely

Ho_4 : Partially, the empathy variable has no effect on the level of satisfaction.

Ha_4 : Partially, the empathy variable influences the level of satisfaction.

It is known that tcount obtained a value of 2.082 from the SPSS results and ttable obtained a value of 1.988. It can be concluded that tcount > ttable because 2.082 > 1.988, indicating that partially the empathy variable has an effect on the level of customer satisfaction. Then partially Ha_4 is well-known.

e. The effect of actual variables on customer satisfaction:

- Primarily based on the level of significance, particularly the tangible influence on patron delight, the fee of sig = 0.000 is received. Because the sig value = 0.000 <0.05 means that there is a significant influence between tangible and customer satisfaction. In other words, tangible variables have a strong influence on customer satisfaction.
- Testing the significant effect between tcount and ttable, namely

  Ho_5 : Partially tangible variables have no effect on the level of satisfaction.

  Ha_5 : Partially tangible variables affect the level of satisfaction.

It is known that tcount obtained a value of 5.458 from the SPSS results and ttable obtained a value of 1.988. It can be concluded that tcount > ttable because 5.458 > 1.988, indicating that partly tangible variables have an effect on the level of purchaser pride. Then partially Ha_5 is common.

E. DISCUSSION

As for the conclusions from the effects of the analysis and dialogue regarding the influence of the scale of service satisfactory on purchaser delight, numerous conclusions can be drawn, namely as follows:

a. The influence of the five service dimensions (reliability, responsiveness, assurance, empathy, tangible) has a significant effect on service user satisfaction. Where the better the service provided by the company, it will directly increase the satisfaction of service users. This can be seen from the sig value <0.05.
b. In connection with the hypothesis that has been put forward that the quality of services provided by PT. Pelabuhan Indonesia IV (Persero) branch of the Container Terminal has an effect on service user satisfaction. In relation to the partial test results, the sig results for each dimension are below 0.05, meaning that there is a significant influence between the service dimension and service user satisfaction, so the hypothesis is proven.
c. In connection with the hypothesis that has been put forward that the quality of service is the most dominant at PT. Pelabuhan Indonesia IV (Persero) branch of the Container Terminal in Makassar is an assurance. In relation to the results of the partial test, assurance is in second place in terms of significance, the most influential variable is physical evidence (tangible) which gets a sig value of 0.000 lower than other service quality. However, basically these five variables have a strong influence on service user satisfaction.
d. At present in general, PT. Pelabuhan Indonesia IV (Persero) branch of the Container Terminal is quite satisfied with the services provided by employees of PT. Pelabuhan Indonesia IV (Persero) Container Terminal branch.

F. CONCLUSION

In the following, several suggestions will be put forward that can be useful for the company in providing the best service for service users and in order to achieve company goals. The suggestions are as follows:

1. The company should be able to improve service even better, this is intended to be able to support user satisfaction.
2. PT. Pelabuhan Indonesia IV (Persero) branch of the box Terminal is expected with a view to improve the first-class of services and human assets of the company in keeping with the instances by using imparting everyday character capability building schooling to personnel, so that services might be mounted more optimally for you to have an effect on corporation income.
3. Because the best port carrier provider, PT. Pelabuhan Indonesia IV (Persero) branch of the container Terminal is needed to expand port systems, centers and gadget by way of following the state-of-the-art era, on the way to emerge as a large and sturdy port enterprise.
4. Act quickly in dealing with any problems that occur within the company.

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