



Analysis of Public Service Quality at the Ferry Port in the Traffic and Transportation UPT Sebatik, Nunukan Regency Transportation Office

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ARTICLE INFO

Keywords : Public Service Quality, Ferry Port, Servqual, Sebatik LLA Technical Implementation Unit

Received : 2 June

Revised : 20 July

Accepted: 20 August

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ABSTRACT

ZAINAL ABIDINSYAH. 2026. Public Service Quality at the Ferry Port at the Sebatik Traffic and Transportation Technical Implementation Unit (UPT) of the Nunukan Regency Transportation Agency. (Supervised by Mujahid and Rosnaini Daga). Public services at the ferry port play a crucial role in supporting community mobility in border areas. Although the services provided have been running well, several obstacles remain that affect service quality. This study aims to analyze the quality of public services at the Sebatik Traffic and Transportation Technical Implementation Unit (UPT) of the Nunukan Regency Transportation Agency and to analyze the obstacles that affect service quality. This study used a qualitative approach with a descriptive approach. Data were collected through observation, interviews, and documentation. The results indicate that the quality of public services at the Sebatik Traffic and Transportation Technical Implementation Unit (UPT) has generally performed well based on five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. Officers have provided services in accordance with standard operating procedures, are responsive to community needs, and are able to provide a sense of security and comfort to service users. Still encountered challenges include limited service facilities and infrastructure, inadequate parking areas, limited supporting facilities, and limited ferry departure frequency, which results in longer waiting times for service users

INTRODUCTION

Public services are the responsibility of local governments as a way to meet the basic needs of the community, in accordance with Law Number 25 of 2009 on Public Services, which emphasizes the state's obligation to fulfill every citizen's right to goods, services, and administrative services. Local governments, through their agencies, play a strategic role in ensuring that public services run effectively, fairly, and are focused on the interests of the community as service recipients.

The quality of public services is an important indicator of how well government officials are performing and how successful local government administration is. Dwiyanto (2006) of Adetiawarman, A., Samad, A., Daga, R., & Rosyadah, K. (2023) explains that service quality reflects the level of responsiveness, accountability, and professionalism of the bureaucracy. Good performance of officials is shown through services that meet the public's expectations, while subpar services can lower public trust in the government.

Transportation services are directly connected to people's safety, comfort, and mobility in daily life. Providing quality transportation services helps smooth out social and economic activities, especially in areas with high movement of people and goods. Zeithaml, Parasuraman, and Berry (1990) of Rezki, M., Daga, R., & Samad, A. (2023) emphasized that good service in strategic sectors will boost user satisfaction and support the creation of sustainable public services.

The Sebatik Traffic and Transportation UPT is a technical implementation unit under the Nunukan Regency Transportation Office that plays a direct role in providing public services in the water transport and port sector in the Sebatik area. The existence of this UPT is strategic because its work area, which includes Sebatik Induk, Sebatik Timur, Sebatik Tengah, Sebatik Utara, and Sebatik Barat districts, is a border region with a fairly high level of community mobility. The services provided by the Sebatik LLA UPT focus on port services, shipping activities, passenger services, cargo loading and unloading, and providing supporting facilities for port services. The delivery of these services aims to support smooth community mobility and the distribution of goods between regions through the ports and docks in the Sebatik LLA UPT work area.

The high level of port services activity in the Sebatik area shows that the presence of UPT LLA Sebatik plays an important role in supporting the mobility of border communities. Transportation activities through the ferry port and docks occur continuously every year, both for passenger movement and goods distribution between regions. This situation makes port services one of the public services that people really need, so the quality of the services provided needs to be given proper attention. The high level of these services also contributes to the Regional Original Revenue (PAD) in the transportation sector in Nunukan Regency through port service operations carried out by UPT LLA Sebatik.

The performance achievements and contributions to local revenue have not been fully supported by adequate resources and infrastructure at the LLA Sebatik Technical Implementation Unit (UPT). The UPT has 41 staff members with various educational backgrounds, but work facilities are still limited, particularly computers and printers, of which there are only 3 units shared by 4

working groups (Pokja). This slows down report preparation and administrative processes. The UPT office building is also severely damaged and no longer suitable for use as an office or service area, which means services are carried out in a rented building, as shown in Figure 1.1.



Figure 1. Condition of Facilities and Infrastructure of UPT. LLA Sebatik

Besides that, some public service support facilities are either unavailable or not adequate, such as waiting rooms for service users at several piers and terminals, including at Lalesalo Pier Post, which still doesn't have a waiting room facility. This situation shows that there are limitations in the infrastructure aspects of service that can potentially affect the comfort of the public as well as the quality of public services provided by UPT LLA Sebatik, as Moenir (2010) emphasized that the availability of work facilities is an important factor in supporting the effectiveness and quality of public services.

The limitations of resources and infrastructure have led to various problems in the delivery of public services at UPT LLA Sebatik. The small budget from the local government for operational activities and the maintenance of transportation facilities in Sebatik means that efforts to improve facilities and enhance services can't be carried out optimally yet.

Another problem can be seen in the limited number of civil servants who have certification for certain technical activities, which affects the effectiveness of service tasks. Limitations in budget, human resources, and service facilities impact the suboptimal port services provided to the public. Some supporting facilities at the dock are still inadequate, such as limited waiting areas for passengers and service facilities that do not fully support user comfort. In addition, limited work facilities and the number of staff also affect the effectiveness of administrative services and the speed of service to the public. These conditions have the potential to affect the quality of public services, especially in terms of comfort, service timeliness, and user satisfaction at the port.

The limitations in human resources and service facilities affect the reliability and responsiveness of services, especially in providing quick, accurate, and responsive service to port users. Additionally, service certainty and user comfort are not yet fully optimal, which could potentially lower public trust in

service providers. The assurance and empathy of staff are important factors in public service, as stated by Parasuraman, Zeithaml, and Berry in (Gustianti, 2019), that service quality is determined by the ability of service providers to meet user expectations through five main dimensions of service quality. Based on these conditions, analyzing the quality of public services at the UPT LLA Sebatik becomes important to get an objective and comprehensive picture of service conditions. The results of this study are expected to serve as a basis for improving service quality, whether in terms of facilities, human resources, or enhancing the quality and certainty of services. In addition, this study is expected to provide practical contributions for improving the delivery of public services in the transportation sector, especially in border areas like Sebatik Island, and support the realization of professional, accountable public services that focus on community satisfaction, as emphasized in Law Number 25 of 2009 on Public Services.

LITERATURE RIVIEW

The review of previous research aims to identify the similarities and differences in research focus, the approaches used, and the main findings from earlier studies, so that this research has a clear direction and novelty. Based on this, the following table presents a review of previous research results related to the quality of public services and services in the transportation sector.

1. Review of Research Results

Table 1. Review of Research Results

No	Name and year of the research	Title	Research Purpose	Research Method	Research Results
1	Antrasena, Prabawati, & Wirantari (2024)	The Quality of Motor Vehicle Testing Services Through Drive-Thru Service Innovations: A Case Study at the Motor Vehicle Testing Unit of Denpasar City Transportation Office	The purpose of this research is to explain and analyze the quality of motor vehicle testing services at the drive-thru motor vehicle testing unit in Denpasar City.	This research method is qualitative descriptive, applied at the Sukoharjo Regency Transportation Office using primary and secondary data. Data was collected through interviews, observations, and documentation. The data analysis technique used the Miles and Huberman interactive method, with triangulation techniques to test	The results of the study show that drive thru service innovations are able to improve the vehicle testing process, but in practice there are still several problems.the decrease in the number of vehicles carried out by KIR tests from 2019-2022 is attributed to various factors, including: Inadequate facilities and infrastructure, limited human resources, and

No	Name and year of the research	Title	Research Purpose	Research Method	Research Results
				the validity of the data collection.	untimely service.
2	Amalia, Razak, & Taufik (2022)	Analysis of the Quality of Motor Vehicle Testing Services at the Transportation Department of Pangkep Regency	The purpose of this study is to analyze the quality of motor vehicle testing services.	The type used in this study is Quantitative, using direct interviews with related informants, and the research type is descriptive, which is to provide a depiction based on the phenomena and realities that occur.	The results of this study show that the tangible dimension has not fully met service quality in terms of facility provision and cleanliness of the vehicle testing site. The reliability dimension of the staff in providing service is already good, following the established standards and service procedures. In terms of responsiveness, the staff are attentive to the public's needs in helping and delivering services quickly, accurately, and carefully. The assurance dimension of the services received by the public matches the cost guarantees, as regulated in Pangkep Regency Regional Regulation Number 1 of 2012, but the certainty of time for vehicle test

No	Name and year of the research	Title	Research Purpose	Research Method	Research Results
					equipment provision is not guaranteed. As for the empathy dimension, the staff have shown good service quality by providing friendly, sincere, and non-discriminatory service.
3	Malahika et al., (2025)	Optimalisasi Pelayanan Publik Bidang Transportasi di Dinas Perhubungan Kabupaten Gorontalo	Penelitian ini bertujuan untuk mengkaji dan menggambarkan sejauh mana optimalisasi pelayanan publik di bidang transportasi yang dilaksanakan oleh Dinas Perhubungan Kabupaten Gorontalo.	Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi partisipatif, dan dokumentasi. Penelitian ini bertujuan untuk memahami secara mendalam praktik kebijakan dan pelayanan transportasi di tingkat daerah.	The results of this study show that the tangible dimension has not fully met service quality in terms of facility provision and cleanliness of vehicle testing sites. The reliability dimension of employees in providing services is good, as they follow the established standards and service procedures. For the responsiveness dimension, employees are responsive to the public's needs by helping and providing services quickly, accurately, and carefully. In the assurance dimension, the services received by the

No	Name and year of the research	Title	Research Purpose	Research Method	Research Results
					community are in line with the cost guarantees already regulated in Pangkep Regency Regional Regulation Number 1 of 2012. However, the timing certainty regarding the vehicle testing services is still unclear. In terms of the empathy dimension, employees have shown good service quality by providing friendly, sincere, and non-discriminatory service.
4	Putri, Prasetiowati, & Ratnawati (2025)	Improving Public Service Quality Through the TransJatim Ajib Application at the East Java Provincial Transportation Department.	This study aims to find out and analyze the improvement of public service quality, the factors that affect service quality, and the efforts made by the East Java Provincial Transportation Office to improve service quality through the TransJatim Ajib application.	This research uses a qualitative research method. The data collection techniques used in this study are participant observation, interviews, and documentation.	The results of this study, when viewed from five dimensions, show an increase that can be seen from the public's interest in using the Trans Jatim Bus services. Especially with the TrasJatim Ajib app, it makes it easier for people to get information about the TrasJatim Ajib Bus. The study also highlights supporting

No	Name and year of the research	Title	Research Purpose	Research Method	Research Results
					factors, such as adequate equipment and staff competence in the Trans Jatim Bus service process. However, the obstacles identified in this study include system disruptions and the still low awareness of the public.
5	Zulfikar & Prayoga (2023)	Evaluation of Policies on Transportation Services in Public Passenger Transport in Cimahi City	This research aims to analyze data and information to get an overview of policy evaluation on transportation management in Cimahi City, with a case study on public passenger transport services..	The method used is a case study with a qualitative approach. The data collection techniques used are observation, interviews, and document studies. The validity of the data was checked using triangulation. Data analysis includes stages of data reduction, data presentation, and conclusions or verification.	Based on the research results, it is clearer that public passenger transport services in Cimahi City are measured by effectiveness factors based on quality, quantity, and time, efficiency of available resources, adequacy of policies in addressing problems, equity of services and policy benefits, government responsiveness to issues arising from policy implementation, and the alignment of policy targets with goal achievement has not been running optimally.

No	Name and year of the research	Title	Research Purpose	Research Method	Research Results
6	Afandi, F., Khairina, E., & Dompok, T. (2025)	Optimal Strategies of the Indonesian Government in Improving the Quality of Public Transportation Services	This study aims to identify various challenges in running public transportation in Indonesia and analyze the government's strategies in improving the quality of public transportation services so that they can increase accessibility, efficiency, and public use of public transport.	This research uses a qualitative descriptive method. Data was collected through literature review and case studies on the implementation of government strategies in the public transportation sector, such as the application of the Buy The Service (BTS) scheme, integration between transportation modes, and the use of information technology in transportation services..	Research results show that government strategies such as implementing the BTS scheme, integrating transportation modes, and using information technology can improve public transportation accessibility and efficiency while reducing congestion in urban areas. However, improving the quality of public transportation services still requires long-term planning and stronger collaboration between central and local governments to optimize available resources and meet the public's mobility needs sustainably.
7	Ayuningtias , Putri, & Sahara (2023)	The Influence of Service Quality Level by Officers in Transjakarta Public Transportation	This study aims to find out the dimensions of service quality provided by the parties and officers of Transjakarta buses and to analyze the level of user satisfaction with Transjakarta	This study uses a data collection method in the form of structured interviews with personal questionnaires. The questionnaires consist of closed and open-ended questions related to users'	The research results show that 45% of respondents gave positive feedback on the quality of service provided by Transjakarta buses and their staff. This finding

No	Name and year of the research	Title	Research Purpose	Research Method	Research Results
			public transportation services in the Jakarta area..	experiences with Transjakarta Bus services. Data collection is carried out using Google Forms, which are distributed to Transjakarta Bus users.	indicates that the service quality is already quite good, but it still needs to be improved to optimally increase public transport user satisfaction.
8	Wijayanto, Marlita, Alfaridi, Gunawan, & Abidin (2025)	Analysis of Service Quality and Service Facilities on Public Satisfaction through Public Trust in Motor Vehicle Testing at the Cilincing Management Unit	This study aims to analyze the effect of service quality and service facilities on public satisfaction, as well as to examine the role of public trust as a mediating variable in vehicle testing services at the Cilincing Management Unit.	Penelitian ini menggunakan pendekatan kuantitatif dengan The Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. This method is used to test the relationships between latent variables, namely service quality, service facilities, public trust, and public satisfaction..	The research results show that the quality of service and service facilities significantly affect public satisfaction, both directly and indirectly. In addition, public trust has been proven to act as a mediating variable that strengthens the impact of service quality and facilities on public satisfaction. These findings emphasize that improving the quality and facilities of public services should be accompanied by efforts to build public trust in order to enhance service satisfaction sustainably.
9	Luthfiyyah, Yuningsih, & Afrilia (2024)	The Quality of Public Transportation Services of the Bus Rapid Transit (BRT)	This study aims to find out and analyze the quality of Bus Rapid Transit public	This study uses a qualitative method with a service quality analysis approach based on the	Research results show that the service quality of Biskita Trans Pakuan hasn't been running

No	Name and year of the research	Title	Research Purpose	Research Method	Research Results
		through Biskita Trans Pakuan in Bogor City in 2022.	transportation services through Biskita Trans Pakuan in the city of Bogor in 2022 based on aspects of public service quality.	SERVQUAL theory proposed by Parasuraman, Zeithaml, and Berry in Hardiyansyah (2018), which includes five dimensions: tangible (physical evidence), reliability, responsiveness, assurance, and empathy.	optimally. This is because not all dimensions of service quality according to the SERVQUAL theory have been met, especially in the reliability aspect, particularly regarding the punctuality of the service. Therefore, this study recommends improving service quality so that public transportation can meet the established service standards.
10	Cafiyanti & Parwiyanto (2025)	Strategy for Improving Service Quality in the Transportation Sector of Surakarta City Transportation Department: A Case Study on the Integration of Special Fare Services for Batik Solo Trans Buses.	This research aims to find out and describe strategies for improving service quality in the integration of special fares for Batik Solo Trans buses carried out by the Transportation Division of the Surakarta City Transportation Department.	This research uses a qualitative descriptive method. Data collection techniques are carried out through interviews, observation, and document studies. The determination of informants is the Head of the Transportation Division and the staff of the Transportation Division. Surakarta City Transportation Department. The validity of the data was tested	The research results show that the Surakarta City Transportation Department has implemented various strategies to improve the quality of special fare integration services for Batik Solo Trans buses, including service evaluation, enforcement of SOPs, use of complaint units, use of information applications, and improving

No	Name and year of the research	Title	Research Purpose	Research Method	Research Results
				through source triangulation, while data analysis was done through data reduction, data presentation, and drawing conclusions.	employee competence and communication. These strategies aim to create a more professional, responsive service that focuses on user satisfaction.

Source: Researcher Data 2026

a. Definition of Public Service

Public service represents the interaction between the state and its citizens. The government is responsible for providing services that are appropriate, relevant, and in line with the needs of society (Nababan et al., 2021). Public service bridges concepts in public administration with practical implementation, including in sectors such as tourism, which require effectiveness, responsiveness, and competitiveness (Aguinis et al., 2023).

SIGMA (2023) emphasizes that public services include all forms of goods or services that are the authority and responsibility of the government. Ismoyo et al. (2024) stated that service quality can be identified through the speed of the process, accuracy of results, and ease of obtaining services.

Law Number 25 of 2009 concerning Public Services provides conceptual and normative guidelines regarding principles, rights, and obligations of service providers and recipients (Muhadi et al., 2024). Public services must be based on legal certainty, justice, participation, transparency, and non-discrimination.

b. The Goal of Public Service

The main goal of public services is to meet community needs and provide satisfaction (Suaib, 2017). High-quality services are characterized by ease of access, speed, accuracy, security, simple procedures, clear information, responsive staff, consistency, certainty of time and cost, and freedom from unofficial fees (Winarto, C., Daga, R., & Samad, A. 2024)

The effectiveness of public services is influenced by staff understanding, responsibilities, behavior, and attitudes. Therefore, service personnel have a strategic role in determining the success of public service implementation (Usulu, 2019).

c. Principles of Public Service

According to Surjadi in Tompo et al. (2021:47), public services need to be guided by the following principles:

1. Simplicity: Service procedures should be short, simple, clear, and easy to follow.
2. Clarity: Technical and administrative requirements, authorized officials, and complaint mechanisms must be clear.

3. Certainty and Timeliness: Services must be completed within the established timeframe.
4. Accuracy: Products or services must be correct, precise, valid, and comply with applicable regulations.
5. Non-Discriminatory: Services must not differentiate people based on ethnicity, race, religion, social group, gender, or economic status.
6. Responsibility: Leaders or appointed officials must be responsible for service implementation, including handling complaints.
7. Availability of Facilities and Infrastructure: Services must be supported by adequate facilities, infrastructure, and information and communication technology.
8. Ease of Access: Service locations and facilities must be easy to reach to minimize obstacles in obtaining services.

d. Principles of Public Service from the Perspective of Public Administration

Public services need to adapt to social changes and the needs and expectations of society. Ideally, services are delivered through integrated, simple, transparent, smooth, accurate, complete, proportional, and affordable procedures.

Public satisfaction can be achieved when services are carried out professionally and focus on quality. Novita Sari in Mukti (2016:499) emphasizes that public service principles are important guidelines in every service delivery process.

Article 4 of Law Number 25 of 2009 on Public Services, as cited by Rahayu in Mukti (2016:499), regulates 12 principles: public interest, legal certainty, equal rights, balance of rights and obligations, professionalism, participation, equal treatment/non-discrimination, transparency, accountability, facilities and special treatment for vulnerable groups, timeliness, and speed, convenience, and affordability.

2. Service Quality

a. Definition of Service Quality

Quality is the level of conformity with requirements or needs. According to Setiawan & Setiawan (2018), quality is a dynamic condition covering products, services, people, processes, and the environment that can meet or exceed expectations. Service quality is an effort to meet needs according to consumer desires and expectations (Yuliasari, 2017). Service quality is considered good when services meet expectations and poor when they fall short of expectations (Veronica, 2017).

b. Factors Affecting Service Quality

Moenir in Amin et al. (2018:68) stated that factors influencing public service implementation include:

1. Awareness of officials or staff involved in public services.
2. Rules as the basis for service implementation.
3. Organization as a means and system for service mechanisms.
4. Staff skills in providing services.
5. Availability of facilities and infrastructure.

These factors are interconnected and contribute to optimal service delivery. Organizational performance is also influenced by organizational values and culture, work processes and business systems, individual and team capacity, reward and recognition systems, and management processes and systems.

c. Service Quality Dimensions

Afandi (2018) stated that service quality improvement needs to consider: Service Procedures: Procedures should be clear and standardized, including complaint handling.

1. Completion Time: The service completion time must be determined from submission until completion, including complaint processing.
2. Service Fees: All service fees and their details must be clearly determined.
3. Service Products: Service results must comply with established regulations.
4. Facilities and Infrastructure: Adequate facilities and infrastructure are required to support service delivery.
5. Service Staff Competence: Staff competence includes knowledge, expertise, skills, attitudes, and behaviors required in service delivery.

d. Service Quality Measurement Indicators

Customer expectations influence service quality and satisfaction assessments (Azzahra & Ramadhan, 2021). Expectations become a benchmark for evaluating an institution (Santoso, 2007). Parasuraman, Zeithaml, and Berry in Gustianti (2019) identified five service quality dimensions:

1. Reliability: Accuracy, correctness, and conformity with operational standards.
2. Responsiveness: Ability and readiness to respond to user needs.
3. Assurance: Attitudes and behaviors that create trust and confidence.
4. Empathy: Attention, care, and understanding of user needs.
5. Tangible: Physical condition of facilities and appearance of service providers.

3. Public Services in the Land Transportation Sector

a. The Role of the Transportation Agency in Public Services

The Department of Transportation (Dishub) is responsible for managing traffic and road transportation systems. Based on Law Number 22 of 2009 concerning Traffic and Road Transportation, Dishub carries out road transportation planning, traffic engineering, public transportation licensing, and transportation safety and traffic flow supervision.

b. Functions and Duties of the Traffic and Transportation Technical Unit

The Traffic and Transportation Technical Unit functions to prepare work plans and programs, operate port services, monitor shipping activities, optimize road network use and traffic movements, monitor public and freight transportation, provide motor vehicle testing services, manage transportation facilities, implement transportation infrastructure policies, manage UPT LLA Sebatik administration, coordinate with relevant units, evaluate and report activities, and carry out other tasks assigned by the Head of Department.

The main tasks of UPT. Traffic and Transportation Sebatik are providing port services, shipping activity services, optimizing road networks and traffic

movements, monitoring transportation activities, vehicle testing services, and managing transportation infrastructure according to applicable regulations.

c. Service Standards at the Transportation Unit (SPM, SOP, and Procedures)

According to Regulation of the Minister of Transportation of the Republic of Indonesia Number PM 63 of 2019 concerning Minimum Service Standards for Transportation, Minimum Service Standards (SPM) are the minimum levels of service that must be met by service providers. SPM serves as a guideline for service delivery and assessment of service quality, emphasizing services that are high-quality, fast, easy, affordable, and measurable.

C. Framework of Thought

The conceptual framework illustrates the research thinking flow and serves as a basis for analyzing research problems. This study focuses on the quality of public services at the ferry port in UPT Traffic and Transportation Sebatik, Nunukan Regency Transportation Office.

The analysis uses the service quality theory of Parasuraman, Zeithaml, and Berry, consisting of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

The tangibles dimension assesses facilities and infrastructure at the ferry port, including waiting rooms, dock facilities, cleanliness, and supporting facilities. Reliability analyzes staff ability to provide accurate, procedural, and consistent services. Responsiveness examines staff speed and readiness in assisting ferry port users. Assurance examines staff ability to provide safety, certainty, and trust. Empathy examines staff attention, friendliness, and care toward ferry port users.

Through these five dimensions, this study provides an overview of public service quality at the ferry port in UPT LLA Sebatik and identifies obstacles affecting public services.

METHODOLOGY

This study uses a qualitative approach with descriptive research. A qualitative approach is used because this study aims to analyze and deeply understand the quality of public services at the ferry port in the UPT Traffic and Transportation Sebatik, Nunukan Regency Transportation Office. It looks at the service process, facilities and infrastructure, service officers' behavior, and community experiences as users of ferry port services.

Sugiyono (2022) explains that qualitative research is based on post-positivist philosophy and is used to study natural conditions, with the researcher as the key instrument, data collection through triangulation, inductive data analysis, and emphasis on meaning rather than generalization.

Descriptive research is used because this study aims to systematically, factually, and accurately describe the quality of public services at the ferry port in UPT LLA Sebatik without manipulating the variables being studied. Sugiyono (2022) states that descriptive research describes a research object according to its actual condition.

This research focuses on analyzing public service quality based on the dimensions of Parasuraman, Zeithaml, and Berry, namely tangibles, reliability, responsiveness, assurance, and empathy.

Place and Time of the Research

This research was conducted at the Sebatik Traffic and Transportation Crossing Port under the Nunukan Regency Transportation Office. The location was chosen because UPT LLA Sebatik is responsible for providing public services at the crossing port, which plays a strategic role in connecting people, vehicles, and goods distribution in the border areas of Nunukan Regency.

The research was conducted from June to July 2026, covering observation, interviews, documentation, data collection, analysis, and preparation of the research report.

Data Sources

The data sources consist of primary and secondary data. Sugiyono (2022) explains that primary data are obtained directly through interviews and observations, while secondary data are obtained indirectly through documents, archives, reports, and other supporting data.

Primary Data

Primary data were obtained through in-depth interviews and observation of public service activities at UPT LLA Sebatik. The data included service conditions, facilities and infrastructure, staff performance, user comfort, and obstacles in implementing ferry port services.

Informants were selected using purposive sampling based on research needs. Sugiyono (2022) states that purposive sampling is used to select informants who know, understand, and are directly involved with the object being studied. The informants consisted of service providers and the community as users of ferry port services.

Secondary Data

Secondary data were obtained through documentation studies, including the profile of UPT LLA Sebatik, ferry port service data, facilities and infrastructure data, documentation of service facilities, service activity reports, archives, annual reports, photographs, laws, and regulations related to public services and the transportation sector. Secondary data were used to complement, support, and verify primary data.

Data Collection Techniques

Data collection was conducted through observation, interviews, and documentation. Sugiyono (2022) explains that qualitative data collection is conducted in natural conditions using various techniques through triangulation to obtain valid and accountable data.

Observation

Observation was conducted through direct monitoring of public service activities at UPT LLA Sebatik. It focused on facilities and infrastructure, passenger waiting rooms, staff activities, service processes, service situations, user comfort, and interactions between staff and the community.

Interview

In-depth interviews were conducted with the Head of UPT, ferry port service officers, and community members using port services. Interviews focused on public service implementation, service quality, obstacles, and community responses. Interviews were conducted openly and flexibly to obtain detailed information from informants.

Documentation

Documentation was used to collect supporting data, including the profile of UPT LLA Sebatik, ferry port service documents, facilities and infrastructure data, photographs, service activity archives, and laws and regulations related to public services and transportation.

Research Informants

Informants were determined using purposive sampling based on the research objectives. According to Sugiyono (2023), purposive sampling is a technique for selecting data sources based on particular considerations so that informants can provide relevant and in-depth information.

The informants consisted of leaders, service staff, and ferry port service users. Leaders were selected because they have authority in service management, service staff because they are directly involved in service delivery, and users because they experience the services directly.

The informants consisted of Anton Purnomo as Head of UPT Traffic and Transportation Sebatik as the key informant; Khairul Jabbar, Rusli, Adi, and Irwansyah Samuel as service officers as the main informants; and Saipul, Taslim, Hidayat, Amiruddin, and Ardiansyah as supporting informants and ferry port service users.

Data Analysis Techniques

Data analysis was conducted qualitatively using an interactive analysis model from the beginning of data collection until the research was completed. Miles and Huberman (2014) state that qualitative data analysis is conducted interactively and continuously until the data are considered saturated.

The analysis included data reduction, data presentation, and drawing conclusions. Data reduction involved selecting, focusing, and simplifying relevant data from observations, interviews, and documentation. Data presentation was conducted through narrative descriptions, tables, or matrices. Conclusions were drawn by interpreting the data to obtain an overview of public service quality at UPT LLA Sebatik.

Validity of Findings/Conclusions

Data validity was examined to ensure that the findings and conclusions reflected factual conditions in the field. Sugiyono (2022) states that qualitative data validity can be tested through various techniques.

The validity technique used was triangulation by comparing and rechecking data from various sources, techniques, and times. Source triangulation compared information from UPT informants and service users. Technique triangulation compared interview, observation, and documentation results. Time triangulation involved collecting data at different times to assess the consistency of the information obtained.

RESULT

The Quality of Public Services at the Ferry Port in the Sebatik Traffic and Transportation Unit of the Nunukan Regency Transportation Department Bukti Physical (Tangibles), Reliability, Responsiveness, Assurance, Empathy
Constraints Affecting the Quality of Public Services

The research results show that public service quality has generally been running well based on the five SERVQUAL dimensions, while the main issues lie in infrastructure and facilities, supporting amenities, parking areas, operational needs, as well as the frequency of ferry departures.

DISCUSSION

The discussion in the original script talks about the five SERVQUAL dimensions in order. On the tangibles dimension, the service is considered pretty good because the main facilities can still support the service, but there are still limitations in the parking area, sanitation facilities, waiting room comfort, and infrastructure maintenance. In terms of reliability, the service has been going well because the staff carry out their tasks according to SOPs, understand the division of work, and provide clear information about the schedule and service procedures. In the responsiveness dimension, the staff are considered responsive to the needs and complaints of service users through clear division of tasks, a duty roster system, providing information, and assisting the community.

In the assurance dimension, the staff provide a sense of safety and certainty through security facilities, transparency of information, staff competence, and service delivery according to procedures. In the empathy dimension, officers pay attention to the community through friendly, polite, courteous attitudes, direct communication, acceptance of input, and the provision of suggestion boxes.

Important note: since you asked not to change any words, I will not paraphrase or rearrange the sentences. If what you mean is that I take the entire 'Research Results and Discussion' section from the file and turn it into one section ready to be pasted into a journal article, still 100% using the original words, I can arrange it based on Chapter IV text without adding new sentences.

CONCLUSIONS

Based on the research results, the quality of public services at the Ferry Port of UPT Traffic and Transport Sebatik has generally been running well based on the five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Service facilities support service delivery, staff perform services according to SOPs, respond quickly to public needs and complaints, provide certainty regarding schedules, fees, and security, and demonstrate friendly, polite, and respectful attitudes toward service users.

The main challenges are related to facilities, infrastructure, and operational support, including limited waiting rooms and seating, limited parking areas, delays in procuring operational needs, and limited ferry departure frequency. No significant problems were found in human resources because staff are skilled and capable of performing their duties according to applicable procedures. Therefore, future improvements should focus on developing service

facilities, strengthening operational resources, and optimizing ferry services to improve the effectiveness, efficiency, and comfort of public services.

RECOMMENDATIONS

Based on the results of the research that has been carried out, the researcher gives the following suggestions.

For the Traffic and Transportation UPT Sebatik of the Nunukan Regency Transportation Office, it is hoped that they will continue to improve the quality of public services through upgrading and adding service facilities and infrastructure, especially improving the comfort of waiting areas, adding more seats, expanding vehicle parking spaces, upgrading public facilities like toilets and prayer rooms, as well as fulfilling operational needs so that the service process can run more effectively and efficiently.

For the Nunukan Regency Department of Transportation and the Regional Government, it is hoped that they will provide support in the form of adequate budget allocation for the development of ferry port infrastructure, maintenance of service facilities, and increasing the operational frequency of ferries so that services to the community in the border areas can be more optimal.

For service staff, it is expected that they can continue to maintain a professional, responsive, friendly, and disciplined attitude in providing services to the community, as well as keep evaluating the implementation of services so that the quality of public services can continue to be improved according to the needs of service users.

For future researchers, it is hoped that they can further develop this study by looking into other aspects related to transportation services, such as public satisfaction, the effectiveness of port management, innovations in public services, or the use of information technology in port services, so that it can provide a broader perspective on improving the quality of public services.

FURTHER STUDY

This study still has its limitations, so a Public Service Quality Analysis at the Sebatik Traffic and Transportation UPT ferry port under the Nunukan Regency Transportation Department is needed to provide more insight for both the writer and the readers

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