

## **ANALYSIS OF CONSUMER SATISFACTION LEVEL OF PT. PRIMA INDONESIA LOGISTICS**

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### ABSTRACT

Based on the results of the analysis and processing of the questionnaire data it was concluded that for export activities there are two factors which according to the respondents are the top priority for improvement because they are not satisfactory, namely: The ability of Prima Indonesia Logistik employees to be responsive in dealing with complaints/problems arising from customers/service users (with a suitability level of performance and importance of 80.83%), and fast and precise container loading and unloading operator services (export service time) (with a level of suitability of performance and interests of 84.68%). The percentage of satisfaction level for export service users is 13% very satisfactory, 46% satisfactory, 40% normal, 1% unsatisfactory, and 0% unsatisfactory. As for import activities, there are three factors which according to respondents are the top priority for improvement because they are not yet satisfactory, namely: Fast, precise and friendly service and always ready to help provided by Prima Indonesia Logistics employees (with a level of conformity of performance and interests of 75%); Prima Indonesia Logistics employees to be responsive in dealing with complaints/problems arising from customers/service users (with a suitability level of performance and interests of 78.33%); and Prima Indonesia Logistics officers provide clear and easy-to-understand information about import service procedures to customers (with an 80.75% level of suitability of performance and interest). The percentage of satisfaction level for users of imported services is 4% very satisfactory, 40% satisfactory, 42% normal, 13% unsatisfactory and 1% unsatisfactory.

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### 1. INTRODUCTION

Industrial growth in North Sumatra has increased the value of exports in 2001 to US\$ 1.97 billion, consisting of oil and gas exports of US\$ 190.51 million (9.66%) and non-oil and gas exports of US\$ 1.78 billion (90.34 %). The main commodities of this province are wood furniture, textiles and finished products, plastics and finished products, electronics and so on. Such a large regional potential must be supported by adequate transportation facilities and infrastructure if it is to develop. One of the transportation facilities that has long been proven reliable and able to support regional development is the port stacking yard facility, in this case PT Prima Indonesia Logistik. One of the mainstay facilities of the Belawan Port is PT. Prima Indonesia Logistik (PIL), in its development it was designated as a separate business unit from the management of the Belawan Container Port. One of the considerations for this separation is as an anticipatory step towards the growth of container transportation in the future as well as a more professional form of service from the management of PT. Prima Indonesia Logistics.

Management must be aware of the high competition in today's globalized market, thus triggering management to anticipate in various ways in order to gain market share [1]. With the increasing market share obtained, it is possible for a company to obtain a high market so that it can continue to compete and continue its business continuity [2]. Market share usually select products and services that provide the greatest value for them [3]. So, the key to succeeding and being able to sustain this market is to better understand their needs and purchasing process, including by providing the best quality and service [4].

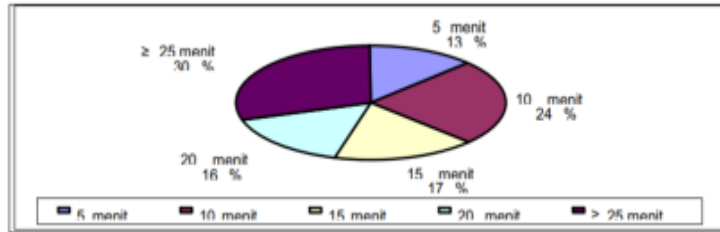
A person's feeling of pleasure or disappointment that arises after comparing the product

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performance that is thought of against the expected performance [5]. Customer satisfaction is an indicator for measuring the performance of a company's business operations, this is because customer satisfaction can be used as a force to drive future market share and profitability of a company. Satisfaction is a function of the difference between perceived performance and expectations if the performance is below expectations, the customer will not be satisfied, and if the performance is in line with expectations then the customer will be satisfied [6]. Basically the notion of customer satisfaction includes the difference between expectations and perceived performance or results. Customer satisfaction can only be achieved by providing quality service to customers [7].

Strictly speaking, service researchers consisting of A. Parasuraman, Valeria A. Zeithaml, and Leonard L. Berry and J. Joseph Cronin, Jr. and Stefan A. Taylor stated that customer satisfaction is determined by service quality and does not apply vice versa. Service quality itself is determined by 5 (five) dimensions of service quality, namely, Physical Appearance, Reliability [8]. To build a strategy, it must maintain its performance, such as minimizing promotions by building relationships with customers, reducing production capacity, promoting products online [9].

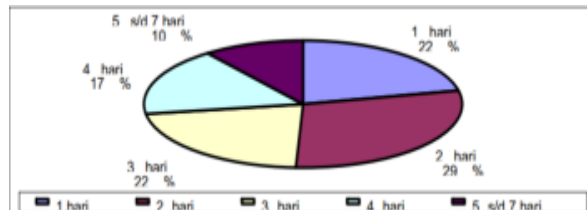
Aggressive strategy towards promotion of market selection in an aggressive and broader way utilizing information and communication technology optimally [10]. In addition to the data obtained above, from the questionnaire data was also obtained about the service time for making CEIR (Container Equipment Interchange Receipt) documents for both export and import, the time of export or import activities as a whole, and customer satisfaction with PT Prima Indonesia Logistik's services as a whole. general/outline. The following is a percentage in the form of a graph based on data obtained in the field:



Source: PT. Prima Logistik Indonesia

Figure 1. Graph of Processing Time for Making CEIR Documents for Export Activities in 2021

Based on Figure 1, it is found that the percentage of service time for the process of making CEIR documents for Export activities is as follows: 13% of customers stated the service time was 5 minutes, 24% for 10 minutes, 17% for 15 minutes, 16%, for 20 minutes, and 30% for service time greater than or equal to 25 min



Source: PT. Prima Logistik Indonesia

Figure 2. Graph of Time for Export Activities in 2021

Based on Figure 2, it is found that the percentage of time for export activities as a whole is as follows: 22% of customers state that the time for export activities is 1 day, 29% of customers for 2 days, 22% of customers for 3 days, 17% of customers for 4 days, 10% of customers for export activity time of more than or equal to 5 days.

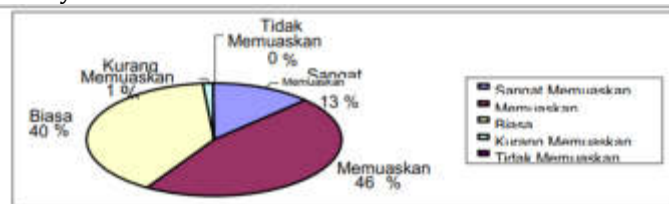
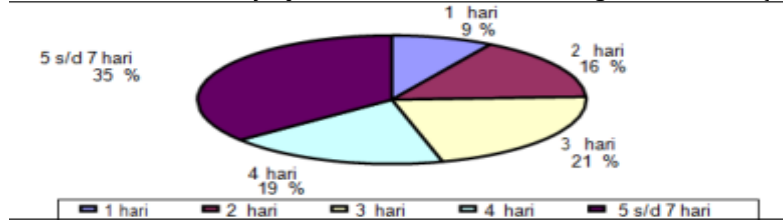


Figure 3. Graph of Percentage of Customer Satisfaction for Export Activities in 2021

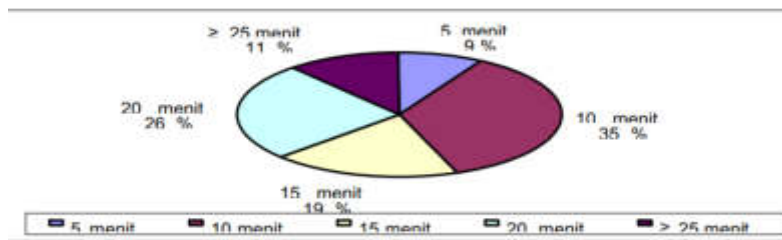
Based on Figure 3 it is found that the percentage of Customer Satisfaction Levels is as follows: 13% of customers stated that they were very satisfied with Prima Indonesia Logistik's services, 46% of customers thought that Prima Indonesia Logistik's services were satisfying, 40% of customers thought they were mediocre with the services provided on the part of Prima Indonesia Logistics, only 1% of customers had an unsatisfactory opinion with the service from Prima Indonesia Logistics and none of the customers had an unsatisfactory opinion of Prima Indonesia Logistics services (0%).



Source: PT. Prima Logistik Indonesia (2021)

Figure 4. Graph of Processing Time for Making CEIR Documents for Import Activities in 2021

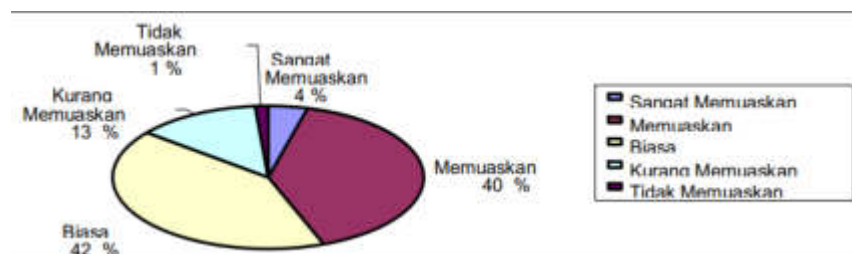
Based on Figure 1.4 it is found that the percentage of service time for the process of making CEIR documents for Import activities is as follows: 9% of customers stated service time 5 minutes, 35% for 10 minutes, 19% for 15 minutes, 26%, for 20 minutes, and 11% for service time greater than or equal to 25 minutes.



Source: PT. Prima Logistik Indonesia (2021)

Figure 5. Graph of Time for Import Activities in 2021

Based on Figure 4.15, it is found that the percentage of time for import activities as a whole is as follows: 9% of customers stated that the time for export activities was 1 day, 16% of customers for 2 days, 21% of customers for 3 days, 19% of customers for 4 days, 35% of customers for export activity time of more than or equal to 5 days.



Source: PT. Prima Logistik Indonesia (2021)

Figure 6. Graph of Percentage of Customer Satisfaction Levels for Import Activities in 2021

Based on the figure, it is found that the percentage of customer satisfaction levels is as follows: 4% of customers stated that they were very satisfied with Prima Indonesia Logistik's services, 40% of customers thought that Prima Indonesia Logistik's services were satisfying, 42% of customers thought they were mediocre with the services provided on the part of Prima Indonesia Logistics, only 13% of customers had unsatisfactory opinions with the service from Prima Indonesia Logistics and 1% of customers who were unsatisfactory with Prima Indonesia Logistics services.

## 2. LITERATURE REVIEW

### 2.1 The Concept of Customer Satisfaction

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Today attention to customer satisfaction and dissatisfaction has increased [11]. More and more people are paying attention to this. Parties that have the most direct contact with customer satisfaction/dissatisfaction are marketers, consumers, consumerists, and consumer behavior researchers [12]. Competition is getting tougher, where more and more producers are involved in fulfilling the needs and desires of consumers, causing every company to place an orientation towards customer satisfaction as the main goal [13]. This is reflected in the increasing number of companies that include their commitment to customer satisfaction in their mission statements, advertisements, and public relations releases [14]. Today it is increasingly believed that the main key to win the competition is to provide value and satisfaction to customers through the delivery of quality products and services at competitive prices [15].

## 2.2 Development of Container Transport in Indonesia

The history of the development of containers in Indonesia only started in the 1970s which was marked by the existence of the first container ships and ports in Indonesia. In Indonesia, the history of the development of new container transport began in the late sixties where one or two units of containers shipped to Indonesia using container vessels were dismantled in Singapore and continued to Jakarta or other ports of destination in Indonesia using conventional ships or semi-container ships serving Indonesia-Singapore feeder service transportation or by other ships undergoing cross trading voyages through Indonesian waters. Therefore, at that time in Indonesia there were no container dock facilities and no loading and unloading equipment for containers (gantry cranes, transtainers, and the like), the position of Indonesian shipping companies in the container transportation system was still limited as feeders. provide bait to another adjacent port which already has complete supporting facilities, namely Singapore. Direct container transportation from the port of origin to the port of destination abroad, and vice versa, is still incidental in nature, originating and aiming to and from the large ports of Tanjung Priok and Belawan.

## 2.3 Terms of Use of Containers

With the increase in the transportation of goods using containers or containers and the construction of Indonesian container terminals, the Director General of Customs and Excise with letter No. S-263/BC/1981 dated July 3, 1981 has stipulated provisions regarding the handling and settlement of containers and goods transported using containers as follows:

- a. Container or Containers  
A container is a package that is specifically designed with a certain size and can be used repeatedly, used to store and simultaneously transport the cargo in it (Suyono, 2005).
- b. Container Type
  - 1) Besides containers in the form of crates or rubber, there are also containers in the form of barges with or without self-propelled motors or towed by tugboats.
  - 2) Apart from that there are also containers equipped with refrigerated containers and some even use wheels with or without a propulsion engine.

## 24. Container Port Facilities

As mentioned earlier, the characteristics of container ports are different from conventional ports, therefore full container ships are not recommended to visit conventional ports and carry out container loading and unloading activities there, because the ship's turn round time at conventional ports will be very high, of course. to the detriment of the ship's owner. Regarding the port facilities required for a container port wharf in accordance with the characteristics of loading and unloading containers as follows:

- a. Harbor Wharf  
The container port wharf is basically no different from an ordinary port, namely a concrete wharf with railroad tracks on the edges to place gantry cranes that serve container loading and unloading activities. Slight difference with conventional ports lies in the length of the pier and the ability to support the load which must be longer and bigger, because container ships are longer and have higher weights. Likewise, the weight of the Gantry crane, plus the weight of the Container and the cargo inside, is much higher than that of conventional cranes and cargo, so it requires a wharf floor with a higher carrying capacity.
- b. Container Stacking Field

Connecting and merging with the port wharf, is the container yard, Container Yard, abbreviated as CY. This field is needed for stockpiling containers, parking trailers or container chassis and trailer or chassis pulling vehicles which are commonly called prime movers (in Tanjung Priok it is better known as Truck Head). Empty Container storage or storage, for the sake of efficient use of port land is not stored in the port but at the Empty Container Depot which is located close to the outside of the port (adjacent to the port area) so that requests for empty containers can be fulfilled by going through the shortest possible procedure.

### 3 METHODS

The research method used by the author is to take a quantitative descriptive approach by collecting, describing data related to the problem being studied and then drawing conclusions from the findings under study, namely technical analysis [16]. The size of the descriptive study is that the research method must begin with a dilemma, namely the submission of research questions whose answers must be sought using field data [17]. Problems include the variables that become the study of this analysis. Researchers can assess the status of a variable or study the relationship between variables in a descriptive analysis. The population in this study were 70 consumer companies, PT. Prima Indonesia Logistics. Determination of the number of samples taken from consumers of PT. Prima Indonesia Logistics as a customer representative to be a respondent.

Table 1. Sample and Research

NO	CUSTOMER	REGION
1	PT. AMARTA DELI STEVEDORING	BELAWAN
2	PT. ANUGRAH SINAR LOGISTIK	BELAWAN
3	PT. ARTHA SAMUDERA KONTINDO	BELAWAN
4	PT. DWIPA KHARISMA MITRA	BELAWAN
5	PT. KERATA API INDONESIA (PERSERO)	BELAWAN
6	PT. SMART	BELAWAN
7	PT. MERATUS LINE	BELAWAN
8	PT. PANCARAN JATI NUSA	BELAWAN
9	PT. SAMUDERA LAUTAN LUAS GROUP	BELAWAN
10	PT. KANZBHAR LINE INDONESIA	BELAWAN
11	PT. INFINITY LOGISTINDO INDONESIA	BELAWAN
12	PT. SARANA KONTAINER MANDIRI	BELAWAN
13	PT. SINAR JATI MITRA	BELAWAN
14	PT. SUMATERA TOBACCO TRADING COMPANY	BELAWAN
15	PTPN III	BELAWAN
16	PT. INTERCON TERMINAL INDONESIA	BELAWAN
17	PT. PERUSAHAAN PERDAGANGAN INDONESIA	BELAWAN
18	PT. PELABUHAN INDONESIA (PERSERO)	BELAWAN
19	PT. GRAHA SEGARA	BELAWAN
20	PT. LEGEND INDONESIA	BELAWAN
21	PT. INDUSTRI NABATI INDONESIA	BELAWAN
22	PT. CIPTA USAHA NAGARI	BELAWAN
23	PT. MITRA FOOD PRIME	BELAWAN
24	PT. MULT TERMINAL INDONESIA	BELAWAN
25	PT. PRIMA TERMINAL PETIKEMAS	BELAWAN
26	PT. ALL COSMOS INDONESIA	BELAWAN
27	PT. ANTARINDO WAHANA CARGO	BELAWAN
28	PT. APEC TRANS UTAMA	BELAWAN

29	PT. ARTHA SAMUDRA KONTINDO	BELAWAN
30	PT. BENUA SAMUDERA KARGO	BELAWAN
31	PT. BERLIAN TRANSTAR ABADI	BELAWAN
32	PT. BINTANG DAGANG INTERNASIONAL	BELAWAN
33	PT. BIO GANO INDONESIA	BELAWAN
34	PT. BSA LOGISTICS INDONESIA	BELAWAN
35	PT. BUMI INDOJAYA GEMILANG	BELAWAN
36	PT. CAKRAINDO MITRA INTERNASIONAL	BELAWAN
37	PT. CARAKA TIRTA PERKASA	BELAWAN
38	PT. JABA BARU LOGISTIK MEDAN	BELAWAN
39	PT. JAYA MEDIA INTERNUSA	BELAWAN
40	PT. KHARISMA SATYA JAYA	BELAWAN
41	PT. LEGEND LOGISTIK INDONESIA	BELAWAN
42	PT. MAJU TRANS ABADI	BELAWAN
43	PT. MARGA DINAMIK PERKASA	BELAWAN
44	PT. MCA LOGISTIK INDONESIA	BELAWAN
45	PT. MEDISAFE TECHNOLOGIES	BELAWAN
46	PT. MITRA BANDAR NIAGA	BELAWAN
47	PT. MITRA JAYA BAHARI	BELAWAN
48	PT. MULTI TERMINAL INDONESIA	BELAWAN
49	PT. OLEOCHEM & SOAP INDUSTRI	BELAWAN
50	PT. PACIFIC MEDAN INDUSTRI	BELAWAN
51	PT. PANCARAN JATINUSA	BELAWAN
52	PT. PELINDO MULTI TERMINAL	BELAWAN
53	PT. PERMATA HIJAU PALM OLEO	BELAWAN
54	PT. PERUSAHAAN BONGKAR MUAT TANTO SARANA DELI	BELAWAN
55	PT. PP LONDON SUMATRA INDONESIA TBK	BELAWAN
56	PT. RAIZ CONTAINER LINE	BELAWAN
57	PT. SALAM PACIFIC INDONESIA LINES	BELAWAN
58	PT. SAMUDERA LAUTAN LUAS	BELAWAN
59	PT. SARANA INDUSTAMA PERKASA	BELAWAN
60	PT. SEI MANGKEI NUSANTARA TIGA	BELAWAN
61	PT. SETIA KENCANA INDONESIA	BELAWAN
62	PT. SILKARGO INDONESIA	BELAWAN
63	PT. SIMBA LOGISTIK	BELAWAN
64	PT. SINAR JATIMITRA	BELAWAN
65	PT. SUMATERA ARABIKA GAYO	BELAWAN
66	PT. SURYA BERKAT MANDIRI	BELAWAN
67	PT. TEMAS SHIPPING	BELAWAN
68	PT. TRANSINDO BUANA SENTOSA MEDAN	BELAWAN
69	PT. TRIGITA LOGISTIC INDONESIA	BELAWAN
70	PT. UNILEVER OLEOCHEMICAL INDONESIA	BELAWAN

Source: PT. Prima Indonesia Logistics

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In this study using a sample of 70 companies. In each company there is 1 respondent who will be given a questionnaire. Overall respondents from 70 companies that amounted to 70 respondents. Data collection methods used are observation and interviews. So that the questions and responses can be more precise in the data collection process, and the data findings can be accounted for.

#### Data analysis technique

##### a. Finding the Match Level

In analyzing the research data used descriptive qualitative-quantitative method. To answer the formulation of the problem regarding to what extent is the level of customer satisfaction with the performance of PT Prima Indonesia Logistik. Services will be useful if they are based on the interests of customers and their performance for the company. This means that companies should pay attention to things that are considered important by customers. Based on the results of the assessment of the level of importance and the results of the performance/appearance assessment, a calculation will be produced regarding the level of conformity between the level of importance and the level of implementation by PT Prima Indonesia Logistik. The level of suitability is the result of a comparison of the performance/implementation score with the importance score. It is this level of conformity that will determine the order of priority for improving the factors that affect customer satisfaction. In this study there are 2 variables represented by the letters X and Y, where X is the level of company performance that will provide customer satisfaction. While Y is the level of customer interest. The formula used is:

Where: Tki = Conformity level of respondents

$$Tki = \frac{Xi}{Yi} \times 100\%$$

Xi = Company performance appraisal score

Yi = Customer interest assessment score

Furthermore, the horizontal axis (X) will be filled with the implementation level score, while the vertical axis (Y) will be filled with the importance level score. In simplifying the formula, then for each factor that affects customer satisfaction with:

$$X = \frac{\sum Xi}{n}$$

$$Y = \frac{\sum Yi}{n}$$

Where:

X = The average score of the level of implementation/satisfaction Y = The average score of the level of importance

n = Number of respondents

#### Cartesian diagram

The Cartesian diagram is a shape that is divided into four parts bounded by two lines that intersect perpendicularly at the points (X, Y), where X is the average of the average score of the level of implementation or customer satisfaction for all factors or attributes, and Y is the average of the average score of the importance of all factors that affect customer satisfaction. Altogether there are 12 factors or attributes. All in all there are K factors where K = 12.

Next formula:

Where

K = number of attributes/facts that can affect customer satisfaction (in this study K = 12).

Furthermore, the levels of these elements will be described and divided into four parts into a Cartesian diagram as shown in the figure. Apart from that, you can also do a correlation analysis of qualitative data to find out how close the relationship between one factor is to another. The following is a picture of the Cartesian diagram, where the Cartesian diagram is divided into 4 quadrants with different functions.

#### 4 RESULT AND DISCUSSION

##### Cartesian Diagram for Export Activities

Based on the data obtained from the results of a survey of 70 respondents, the average value was obtained from the assessment of the level of importance and level of performance according to customers after they received service from Prima Indonesia Logistics. The average value of each factor that affects the level of customer satisfaction can be seen in table 4.49. Furthermore, from the calculation results, the average value is plotted into a Cartesian diagram. The Cartesian diagram images of export activities can be seen in the following table:

Table 2. Calculation of the average importance level and performance level of export activities

No	Attribute	Performance Level Assessment	Importance Level Assessment	$\bar{X}$	$\bar{Y}$
1	2	3	4	5	6
1	Using staff who are experts	223	238	3.19	3.40
2	Updated operational infrastructure standards	213	241	3.04	3.44
3	Completeness, readiness and cleanliness of equipment/container handling by Prima Indonesia Logistik (Reacstaker,	218	242	3.11	3.46
4	Float Loaders, forklifts, etc.)	211	250	3.01	3.57
5	CEIR (Container Equipment Interchange Receipt)/Job Slip (Job Order) document processing speed, both delivery (export) and collection	211	243	3.01	3.47
6	(Import) Containers from Prima Indonesia Logistik	199	235	2.84	3.36
7	Fast, precise and friendly service and always ready to help provided by Prima Indonesia employees	194	240	2.77	3.43
8	Logistics	193	232	2.76	3.31
9	Fast and precise container loading and unloading operator services (export and import service time)	206	236	2.94	3.37
10	The ability of Prima Indonesia Logistik employees to be responsive in dealing with complaints/problems	196	222	2.80	3.17
11	arising from the customer / service user	213	241	3.04	3.44
12	Prima Indonesia Logistics officers provide clear and easy-to-understand information about export/import service procedures to customers/customers	194	240	2.77	3.43
13	Knowledge and skills of Tellers and customer service officers	218	242	3.11	3.46
14	(CSO) from Prima Indonesia Logistics	196	238	2.77	3.43
15	The skills and prowess of administrative officers and field officers from Prima Indonesia Logistics	195	211	2.73	3.09
16	Speed of responding to consumer complaints	189	222	2.70	3.17
17	Have a team that is always ready to handle consumers	191	216	2.73	3.09
18	24 hour office operations	185	218	2.70	3.17
19	Provide good communication to consumers	196	242	2.77	3.43
20	The company's response is very fast towards consumers	227	234	3.19	3.40
21	Prima Indonesia Logistics always gives individual attention to customers			2.91	3.35



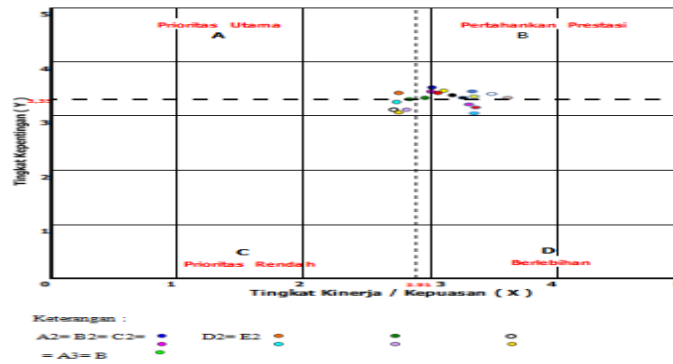


Figure 7. Cartesian Diagram for Export Activities

### Cartesian Diagram for Import Activities

Based on the data obtained from the results of a survey of 70 respondents, the average value was obtained from the assessment of the level of importance and level of performance according to customers after they received service from Prima Indonesia Logistics. The average value of each factor that affects the level of customer satisfaction can be seen in table 4.50. Furthermore, from the calculation results, the average value is plotted into a Cartesian diagram. The Cartesian diagram for import activities can be seen in Figure 3.

Table 3. Calculation of the average importance level and performance level of Import activities

No	Attribute	Performance		Importance	
		Level Assessment	Level Assessment	$\bar{X}$	$\bar{Y}$
1	2	3	4	5	6
1	Using staff who are experts	223	238	3.19	3.40
2	Updated operational infrastructure standards	213	241	3.04	3.44
3	Completeness, readiness and cleanliness of equipment/container handling by Prima Indonesia Logistik (Reacstaker, Float Loaders, forklifts, etc.)	218	242	3.11	3.46
4	CEIR (Container Equipment Interchange Receipt)/Job Slip (Job Order) document processing speed, both delivery (export) and collection (Import)	211	250	3.01	3.57
5	Containers from Prima Indonesia Logistik	211	243	3.01	3.47
6	Fast, precise and friendly service and always ready to help provided by Prima Indonesia Logistics employees	199	235	2.84	3.36
7	Fast and precise container loading and unloading operator services (export and import service time)	194	240	2.77	3.43
8	provided by Prima Indonesia Logistics employees	193	232	2.76	3.31
9	Fast and precise container loading and unloading operator services (export and import service time)	206	236	2.94	3.37
10	The ability of Prima Indonesia Logistik employees to be responsive in dealing with complaints/problems arising from customers/service users	196	222	2.80	3.17
11	Prima Indonesia Logistics officers provide clear and easy-to-understand information about export/import service procedures to customers/customers	213	241	3.04	3.44
12	Knowledge and skills of tellers and	194	240	2.77	3.43

	customer service officers (CSO) from Prima Indonesia Logistics				
13	Skills and competence of administrative officers and officers	218	242	3.11	3.46
14	field from Prima Indonesia Logistics	196	238	2.77	3.43
15	Speed of responding to consumer complaints	195	211	2.73	3.09
16	Have a team that is always ready to handle consumers	189	222	2.70	3.17
17	24 hour office operations	191	216	2.73	3.09
18	Provide good communication to consumers	185	218	2.70	3.17
19	The company's response is very fast towards consumers	196	242	2.77	3.43
20	Prima Indonesia Logistics always gives individual attention to customers	227	234	3.19	3.40
	Responsible for the safety and comfort of customers / customers			2.91	3.35

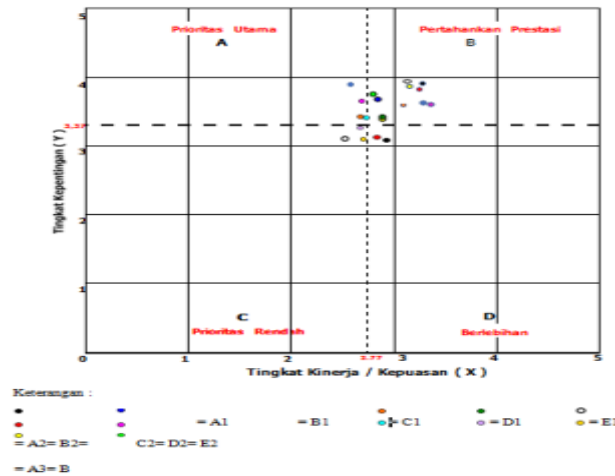


Figure 8. Cartesian Diagram for Activities

#### A. Export Activities

In Figure 4 of the Cartesian diagram, it can be seen that the location of the implementation elements of the factors or attributes that affect customer satisfaction of PT Prima Indonesia Logistik is divided into four parts. The interpretation of the Cartesian diagram can be explained as follows:

##### 1. Quadrant A (Top Priority)

Shows the factors or attributes that affect customer satisfaction Prima Indonesia Logistik are in this quadrant and the company needs to prioritize handling them, because the existence of these factors is considered very important by customers, while the level of implementation is still not satisfying customers. The factors included in quadrant A are:

- a. The ability of Prima Indonesia Logistik employees to be responsive in dealing with complaints/problems arising from customers/service users
- b. Fast and precise container loading and unloading operator services (export service time).

##### 2. Quadrant B (Maintain Achievement)

It is necessary to maintain the factors or attributes that affect customer satisfaction that Prima Indonesia Logistik is in this quadrant, because in general the level of implementation is in accordance with the interests and expectations of customers, so as to satisfy customers. The factors included in quadrant B are:

- 1) Cleanliness and tidiness of the Prima Indonesia Logistik building/office and its employees

- 2) Exterior arrangement (parking location, & others) and interior (lobby/waiting room & others) at Prima Indonesia Logistics Office.
- 3) Completeness, readiness and cleanliness of Prima Indonesia Logistics equipment/container handling (Reacstakers, Fload Loaders, forklifts, etc.).
- 4) Speed of processing CEIR (Container Equipment Interchange Receipt)/Job Slip (Job Order) documents, both shipping (export) and picking up (Import) Containers from Prima Indonesia Logistics
- 5) Fast, precise and friendly service and always ready to help provided by Prima Indonesia Logistics employees.
- 6) Knowledge and skills of tellers and customer service officers (CSO) from Prima Indonesia Logistics.

**3. Quadrant C (Low Priority)**

Shows that the factors that influence Prima Indonesia Logistik's customer satisfaction are in this quadrant considered to be less important for customers, while the quality of the implementation is ordinary or sufficient. The factors included in quadrant C are:

- a. Prima Indonesia Logistics officers provide clear and easy-to-understand information about export/import service procedures to customers/customers.
- b. The skills and prowess of administrative officers and field officers from Prima Indonesia Logistics.
- c. Prima Indonesia Logistik always gives individual attention to customers.
- d. Responsible for the safety and comfort of customers / customers.

**4. Quadrant D (Excessive)**

Shows that the factors that influence Prima Indonesia Logistik's customer satisfaction are in this quadrant considered excessive in its implementation, this is mainly because customers consider it not too important to the existence of these factors, but the implementation is carried out very well by Prima Indonesia Logistics, so very satisfying, but even more ineffective. In this case, there are no factors included in this criterion.

**A. Import Activities**

In Figure 4 of the Cartesian diagram, it can be seen that the location of the elements of the implementation of the factors or attributes that affect customer satisfaction of PT Prima Indonesia Logistik is divided into four parts. The interpretation of the Cartesian diagram can be explained as follows:

**1. Quadrant A (Top Priority)**

Shows the factors or attributes that affect customer satisfaction Prima Indonesia Logistik are in this quadrant and the company needs to prioritize handling them, because the existence of these factors is considered very important by customers, while the level of implementation is still not satisfying customers. The factors included in quadrant A are:

- a. Fast, precise and friendly service and always ready to help provided by Prima Indonesia Logistics employees.
- b. The ability of Prima Indonesia Logistik employees to be responsive in dealing with complaints/problems arising from customers/service users.
- c. Prima Indonesia Logistics officers provide clear and easy-to-understand information about export/import service procedures to customers/customers

**2. Quadrant B (Maintain Achievement)**

It is necessary to maintain the factors or attributes that affect customer satisfaction that Prima Indonesia Logistik is in this quadrant, because in general the level of implementation is in accordance with the interests and expectations of customers, so as to satisfy customers. The factors included in quadrant B are:

- a. Completeness, readiness and cleanliness of Prima Indonesia Logistics equipment/container handling (Reacstakers, Fload Loaders, forklifts, etc.).
- b. Speed of processing CEIR (Container Equipment Interchange Receipt)/Job Slip (Job Order) documents, both shipping (export) and picking up (Import) Containers from Prima Indonesia Logistics.
- c. Fast and precise container loading and unloading operator services (export and import service time).
- d. Knowledge and skills of tellers and customer service officers (CSO) from Prima Indonesia Logistics

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3. Quadrant C (Low Priority)  
Shows that the factors that influence Prima Indonesia Logistik's customer satisfaction are in this quadrant considered to be less important for customers, while the quality of its implementation is ordinary or sufficient. The factors included in quadrant C are:
  - a. The skills and prowess of administrative officers and field officers from Prima Indonesia Logistics.
  - b. Prima Indonesia Logistics always gives individual attention to customer
  - c. Responsible for the security and comfort of customers / customers.
  
4. Quadrant D (Excessive)  
Shows that the factors that influence Prima Indonesia Logistik's customer satisfaction are in this quadrant considered excessive in its implementation, this is mainly because customers consider it not too important to the existence of these factors, but the implementation is carried out very well by Prima Indonesia Logistics, so very satisfying, but even more ineffective. The factors included in quadrant D are:
  - a. Cleanliness and tidiness of the Prima Indonesia Logistik building/office and its employees.
  - b. Exterior (parking location, & others) and interior (lobby/waiting room & others) arrangement at Prima Indonesia Logistics Office

## 5 CONCLUSION

In general, PT Prima Indonesia Logistics service users for goods export activities are quite satisfied with the current conditions and service quality. However, if Prima Indonesia Logistics wants to increase the attractiveness of service users, it is necessary to increase the following: The ability of Prima Indonesia Logistik employees to be responsive in dealing with complaints/problems arising from customers/service users. With the suitability level of performance and importance 80, 83% (importance level weight = 240 and performance level weight 194). Fast and precise container loading and unloading operator services (export service time). With the suitability level of performance and interest of 84.68% (importance level weight = 235 and performance level weight = 199).

For goods import activities through PT Prima Indonesia Logistik, service users generally think that the services from Prima Indonesia Logistik are normal. Some of the things/factors that need to be improved are: Fast, precise and friendly service and always ready to help provided by Prima Indonesia Logistik employees. With a level of suitability of performance and importance of 75% (weighted level of importance = 256 and weighted level of performance 192). The ability of Prima Indonesia Logistik employees to be responsive in dealing with complaints/problems arising from customers/service users. With the suitability level of performance and importance of 78.33% (importance level weight = 240 and performance level weight = 188). Prima Indonesia Logistik officers provide clear and easy-to-understand information about import service procedures to customers/customers. With the suitability level of performance and interest 80.75% (importance level weight = 239 and performance level weight 193).

Some of the factors that must be maintained because they have met the expectations of customers include: Processing speed of CEIR (Container Equipment Interchange Receipt)/Job Slip (Job Order) documents, both delivery (export) and collection (Import) of containers from Prima Indonesia Logistics. With the suitability level of performance and interest of 84.40%. Completeness, readiness and cleanliness of Prima Indonesia Logistics equipment/container handling (Reacstakers, Flood Loaders, forklifts, etc.). With a suitability level of performance and interest of 90.08%.

Factors whose implementation is carried out very well by the company, but which are considered less important by customers so that it seems excessive, according to users of goods export services do not exist, while according to users of goods import services they still exist, namely: Cleanliness and tidiness of the Prima Indonesia Logistik building/office and its employees. Exterior (parking location, & others) and interior (lobby/waiting room & others) arrangement at Prima Indonesia Logistics Office.

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