Survei Kepuasan Pelanggan [OJK F.30]

Pelanggan PMT terdiri dari pelaku usaha pelayaran, pemilik kargo, perusahaan logistik, hingga mitra bongkar muat yang bergantung pada keandalan serta efisiensi layanan operasional pelabuhan. Dalam rangka menjaga dan meningkatkan kualitas layanan secara berkelanjutan, PMT secara berkala melaksanakan Survei Kepuasan Pelanggan sebagai sarana untuk memperoleh umpan balik serta masukan langsung dari pengguna jasa. Survei ini juga merupakan bagian dari keterlibatan pemangku kepentingan sekaligus bentuk akuntabilitas Perusahaan terhadap layanan publik yang diselenggarakannya.

Survei dilaksanakan oleh pihak independen, yaitu PT Multi Utama Risetindo, untuk memastikan objektivitas hasil. Pelaksanaan survei dilakukan secara daring melalui tautan kuesioner dan/atau QR *Code*, dengan *monitoring* pengisian melalui *dashboard* aplikasi P-Connect. Pengukuran dilakukan dengan metode kuantitatif menggunakan skala Likert 1 sampai dengan 5 untuk memperoleh Indeks Kepuasan Pelanggan atau *Customer Satisfaction Index* (CSI). Selain CSI, survei juga mengukur indikator lain, seperti loyalitas pelanggan, keterikatan pelanggan, ketidakpuasan pelanggan, kepuasan relatif terhadap pesaing, serta *Net Promoter Score* (NPS).

Pada tahun 2025, PMT memperoleh nilai *Customer Satisfaction Index* sebesar 4,52 dari total skor 5, meningkat dibandingkan tahun 2024 sebesar 4,29. Capaian tersebut berada dalam kategori Sangat Puas, yang mencerminkan persepsi positif pelanggan terhadap kualitas layanan Perusahaan. Peningkatan ini menunjukkan bahwa berbagai langkah perbaikan layanan yang dilakukan Perusahaan telah memberikan dampak terhadap pengalaman pelanggan, khususnya dalam aspek keandalan layanan, efisiensi operasional, kemudahan administrasi, serta respons terhadap kebutuhan pengguna jasa.

Adapun masukan dari hasil survei tersebut menjadi dasar bagi Perusahaan untuk terus melakukan peningkatan layanan, antara lain melalui:

1. Penguatan sistem digital, termasuk IBS dan *billing*, khususnya dalam peningkatan stabilitas sistem, kecepatan layanan, transparansi informasi, penerbitan pranota/nota, pemantauan transaksi, serta penyampaian informasi gangguan secara *real-time*;
2. Percepatan proses administrasi dan penerbitan nota, termasuk penyederhanaan proses administrasi serta penyelarasan tanggal pranota dan *invoice*;
3. Peningkatan infrastruktur dan alat operasional, antara lain melalui perbaikan dan perawatan rutin jalan dermaga, *container yard*, lapangan penumpukan, *jetty, pipeline*, penerangan, serta kesiapan alat bongkar muat dan armada pendukung;
4. Peningkatan kebersihan, keamanan, dan ketertiban area pelabuhan, termasuk fasilitas umum, pengamanan, pengaturan lalu lintas, parkir, serta aktivitas naik-turun penumpang dan barang;
5. Peningkatan fasilitas dan kenyamanan penumpang, meliputi ruang tunggu, toilet, pendingin ruangan, akses internet, aksesibilitas, pemisahan area penumpang dan barang, serta penguatan ketepatan jadwal layanan.

Customer Satisfaction Survey [OJK F.30]

PMT's customers include shipping companies, cargo owners, logistics firms, and stevedoring partners who rely on reliable and efficient port services. In order to maintain and improve service quality sustainably, PMT regularly conducts Customer Satisfaction Surveys to obtain direct feedback and input from its service users. These surveys are also part of stakeholder engagement and the Company's accountability for public services undertaken.

Survey was conducted by an independent party, PT Multi Utama Risetindo, to ensure the objectivity of the results. The survey was carried out online through a questionnaire link and/or QR code, with response monitoring conducted via the P-Connect application dashboard. Measurements were performed using a quantitative method based on a Likert scale ranging from 1 to 5 to determine the Customer Satisfaction Index (CSI). In addition to CSI, the survey also measured other indicators, including customer loyalty, customer engagement, customer dissatisfaction, relative satisfaction compared to competitors, and the Net Promoter Score (NPS).

In 2025, PMT achieved a Customer Satisfaction Index score of 4.52 of 5, an improvement from 4.29 in 2024. This achievement falls within the "Very Satisfied" category, reflecting customers' positive perceptions of the Company's service quality. The increase demonstrates that the various service improvement initiatives undertaken by the Company have positively impacted the customer experience, particularly in terms of service reliability, operational efficiency, administrative convenience, and responsiveness to customer needs.

Feedback obtained from the survey serves as a basis for the Company's ongoing service improvement efforts, including:

1. Strengthening digital systems, including IBS and billing, particularly in improving system stability, service speed, information transparency, issuing pre-notes/receipts, transaction monitoring, and delivering real-time disruption information;
2. Accelerating administrative processes and invoice issuance, including the simplification of administrative procedures and aligning the dates of notes and invoices;
3. Enhancing infrastructure and operational equipment, including through repairs and routine maintenance of dock roads, container yards, stacking yards, jetties, pipelines, lighting, and the readiness of loading and unloading equipment and supporting fleet;
4. Improving cleanliness, security, and orderliness within port areas, including public facilities, security, traffic management, parking, and passenger and cargo boarding and disembarkation activities; and
5. Enhancing passenger facilities and comfort, including waiting rooms, restrooms, air conditioning, internet access, accessibility, separation of passenger and cargo areas, and strengthening accuracy of service schedules.