

Public Perception of the Use of Brokerage Services at the Kolaka Ferry Port: Experience, Selective, and Contextual

Rahmat Hidayat¹, Arafat², Widyawati³

^{1,2,3}Administrasi Publik, FISIP, Universitas Sembilanbelas November Kolaka

Email: rahmataufklarung@gmail.com

(Received: March 26-2021; Revised: June 2-2021; Published: June 3-2021)

ABSTRACT

The existence of brokers in administrative services raises various perceptions among the public. Some people think that the presence of brokers as one of the negative image bearers of the organization, and some people perceive it as a positive thing. Therefore, this article is here to explain the public perception toward the use of brokers with the research located at Kolaka Ferry port. This research uses quantitative methods with data sources derived from the results of questionnaires and supported by secondary data related to the use of brokerage services and ticketing services at ports. The research data were then analyzed descriptively by percentage, starting with calculating the respondent's value for each aspect, recapitulating the value, calculating the average value, and calculating the presentation. The results showed that the people in Kolaka Regency felt happy and were helped by the presence of brokers. Unofficial ticket services are the reason people prefer to use brokerage services when buying tickets. Brokers who provide services will not be held responsible when people are caught using their services. In addition, the community supports the provision of punishment when a port manager is involved in the practice of brokering.

Keywords : Broker, Services, Society, Ticket

INTRODUCTION

Since 2019, the use of marine transportation in Indonesia has increased significantly, (Julita, 2020; Maris, 2020). Government policies regarding airlines, which have an impact on airplane ticket prices and baggage capacity, (Yuniza, Jibril, & Rebecca, 2020; Fadhila, Rinaldi, & Chandra, 2019), are the main reasons people switch to using sea transportation. Another reason that supports this choice is the lack of strict application of medical tests, such as rapid tests or antigen swabs.

The increase in the number of sea transportation services users is currently not supported by effective port management. Delays in departure, inadequate facilities and infrastructure and security are still encountered in several ports, (Fachrurrazi, Budiarta, & Mataram, 2013; Malisan, 2017; Priyambodo, 2017; Prabakusuma, 2016).). In addition, ship ticket service is still being complained by most of the prospective passengers, (Malisan, 2017; Yuliana & Poli, 2018; Sitanggang, Dirhamsyah, & Sani, 2020).

The difficulty of the community in obtaining boat tickets, and the weak security system at the port, are used as an opportunity for some irresponsible people to reap profits. At the Kolaka Ferry Port, brokers buy child class tickets which are then sold at adult class prices. Smuggling public and private car and many other ways that are done to get passengers who do

not have a ticket through. This exchange is more expensive than the general price of an ordinary boat ticket.

The existence of brokers at the port indirectly has a negative impact on port management, especially on the ticket service providers, in this case PT. ASDP Indonesia and the Ferry Port Authority, because it will be considered as incapable in carrying out their duties properly. However, controlling these brokers is also a complicated task, because some people perceive brokers as a helping aid when they experience difficulties. This is also the reason for the middle men to continue their activities at the port.

The presence of this article aims to explain public perceptions of the use of brokerage services at ports with a case study at Kolaka Ferry port, which later can be used by port managers as a reference for improving and developing ship ticket service system at the port.

METODOLOGY

The previous section explained that the research was carried out by examining public perceptions of using brokerage services. Because it relates to human opinion, this research is not allowed when it only believes or justifies the opinions of others, (Creswell, 2019). Therefore, researchers used quantitative method with survey.

Through survey research, researchers can describe perceptions about the use of brokerage services in a short period of time. The research data were obtained from questionnaires given to 100 respondents, which had previously been determined through a probabilistic sampling technique, and supported by secondary data relating to the use of brokerage services and ticketing services at ports.

The research data were analyzed descriptively by percentage, starting by calculating the respondent's value for each aspect, recapitulating the value, calculating the average value, and calculating the presentation according to the formula set, (Riduan, 2004). Furthermore, in determining the level of research data criteria, the researcher distributes this by paying attention to the percentage description

RESULTS AND DISCUSSION

To find out a person's perception, researchers can use the theory put forward by (Mulyana, 2000), that there are several things that need to be considered, including: 1) Perception based on experience; 2) Perception is selective; 3) Perception is conjectural; 4) Perception is evaluative, and; 5) Perception is contextual.

For this particular research, researchers did not use all the indicators put forward by (Mulyana, 2000).. Of the five indicators, only three indicators are used, namely: 1) Perception based on experience; 2) Perception is selective, and; 3) Perception is contextual. Details regarding the public perception of the use of brokerage services at the Kolaka Ferry Port, are described as follows:

1. Research Result

a. Perception based on Experience

In this dimension, the researchers asked three questions that were used to measure the level of respondents' initiatives, namely:

- 1) Brokers are very helpful to people who need tickets.

Table 1. Respondents' Responses toward Society's Perception

Answer Criteria	Frequency	Percentage
Strongly disagree	8	8%
Disagree	17	17%
Quite Agree	18	18%
Agree	45	45%
Strongly Agree	12	12%
Total	100	100%

Source: analyzed data 2019

From the table above, it can be seen that a large number of people felt helped by the presence of the brokers. Approximately 75% of respondents answers are within the agreeing criteria and only 25% showed the opposite.

- 2) The ticket sales service at the counter is less satisfactorily therefore many people choose to buy from brokers.

Table 2. Respondents' Responses toward Public Perception Variables

Answer Criteria	Frequency	Percentage
Strongly Disagree	8	8%
Disagree	6	6%
Quite Agree	34	34%
Agree	35	35%
Strongly Agree	17	17%
Total	100	100%

Source: analyzed data 2019

Based on the calculation in the table above, about 86% respondents agreed that the ticket sales service at the counter is less satisfactorily, while the remaining 14% disagree.

- 3) Brokers are irresponsible and occasionally intimidate public or victims

Tabel 3. Tanggapan responden terhadap variabel persepsi masyarakat

Answer Criteria	Frequency	Percentage
Strongly Disagree	10	10%
Disagree	3	3%
Quite Agree	26	26%
Agree	52	52%
Strongly Agree	9	9%
Total	100	100%

Source: analyzed data 2019

From the table above, it is known that the brokers who provide services in purchasing tickets to the community at the Kolaka Ferry Port tend to be irresponsible and sometimes intimidate the community into using their services. This can be seen from the respondents' answers with 87% lead to the agreed criteria, and 13% lead to the disagree criteria.

b. Public Perception Analysis (Selective)

The second dimension in this study is selective. There are two statements in this dimension to measure the level of respondents' initiatives, which are :

- 1) The community feels happy with the existence of brokers

Table 4. Respondents' answers toward Public Perception Variable

Answer Criteria	Frequency	Percentage
Strongly Disagree	0	0%
Disagree	21	21%
Quite Agree	18	18%
Agree	51	51%
Strongly Agree	10	10%
Total	100	100%

Source: analyzed data 2019

The table above shown that 79% of the respondents are happy with the existence of brokers at Kolaka Ferry Port, whilst 21% tend to disagree.

- 2) People should not complain about using brokerage services

Table 5. Respondents' answers toward the public perception variable

Answer Criteria	Frequency	Percentage
Strongly Disagree	2	2%
Disagree	8	8%
Quite Agree	22	22%
Agree	53	53%
Strongly Agree	15	15%
Total	100	100%

Source: analyzed data 2019

In accordance with the table data above, it is known that the public already understands that when using the services of brokers, they should not complain if something happens. This is indicated by the respondent's answer of 90% leading to the agreed criteria, and the remaining 10% leading to disagree criterion.

c. Public Perception Analysis (Contextual)

The third dimension in this study is contextual. In this dimension there are two statements used to measure respondents' initiative level, namely:

1) Ease of obtaining tickets by using brokerage services

Table 6. Respondents answers toward public perception variable

Answer Criteria	Frequency	Percentage
Strongly Disagree	0	0%
Disagree	13	13%
Quite Agree	31	31%
Agree	38	38%
Strongly Agree	18	18%
Total	100	100%

Sumber; data olah 2019

The table above shows that it is easier for people to get tickets if they use intermediary services. This is indicated by the answers of respondents who answered the agreed criteria reached 87%, and 13% of responses answered disagree.

2) Port employees who act as intermediaries must be punished

Table 7. Respondents Answers toward the public perception variable

Answer Criteria	Frequency	Percentage
Strongly Disagree	0	0%
Disagree	0	0%
Quite Agree	31	31%
Agree	38	38%
Strongly Agree	18	18%
Total	100	100%

Source : analyzed data 2019

Based on the table above, 100% of the respondents agreed that when a port employee also acts as a ticket broker must be sanctioned.

2. Discussion

Brokerage practice at the port is not only carried out by a group of irresponsible people, but also by several management institutions. Brokering practices such as facilitating passengers who do not have a ticket to cross, but data from these passengers are still included in the crossing manifest. The reason for such actions by the agency management is a sense of

humanity. However, the actions taken were not in accordance with the applicable regulations, and included as an example of bureaucratic pathology, because this is aiding the agency to receive a monetary benefits.

This is in line with the findings of research conducted by (Nurhidayat, Muhammadiyah, & Jaelan Usman, 2016) that bureaucratic pathology can be caused by service providers acting as brokers, brokering service assistance but expecting rewards such as money. In addition, according to (Hamirul, 2017) brokers are a form of pathology categorized into dysfunctional behaviors

Responding to the existence of a management agency involved in the brokering system at the Kolaka Ferry port, the community demanded that the government act immediately to give punishment, because they had committed violations and were not responsible for their duties. In addition, it has damaged the image of the agency and harmed the community.

On the other hand, although the brokering system is one of the pathological actions of the bureaucracy and damages the administration service system, the presence of brokers at the Kolaka Ferry port is actually welcomed by the majority of the community. Public perception regarding this matter is influenced by thoughts such as brokers make it easier for people to get tickets and a comfortable resting place on board, and people no longer need to deal with low quality port ticketing service systems. This is also in line with the results of research conducted by (Yuliana & Poli, 2018) that the lack of offices and ticket sales counters at the port, as well as the unfriendly attitude of employees are several reasons people use brokerage services.

Apart from benefiting from using the services of brokers, the community also experienced disadvantages because when the services received from brokers are not satisfactory, the community does not have the right to protest or complain, because that is a consequence of using the brokerage services. Furthermore, brokers will not be responsible for what happens to the community. For example, when people on a trip are known to have obtained facilities illegally, they themselves must be responsible for the problem, without having to involve the intermediaries who have helped.

Despite the disadvantages of using brokers, this does not diminish the public's desire to use brokerage services. This is due to the public opinion that the most important thing is to obtain a ticket no matter whatsoever problem arises later, it may be solved. With such perceptions, the existence of brokers will be difficult to eliminate. The government must work hard in determining a strategy for eradicating brokers at ports.

CONCLUSION

Kolaka Regency's community are delighted and helped by the presence of brokers. The ease and convenience of the services offered by the brokers and the terrible service in purchasing official ticket has made brokerage service attractive. Despite the lack of consideration when brokers will not be held accountable when people are caught using brokerage service, public will however support the government if brokerage service is being offered by port officials.

REFERENCE

Creswell, J. W. (2019). *Research Design: Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran. Edisi 4*. Yogyakarta: Pustaka Pelajar.

- Fachrurrazi, T. M., Budiarta, I. N., & Mataram, R. I. (2013). Analisis Konejra Dermaga Terhadap Pertumbuhan Pengguna Jasa Transportasi Laut di Pelabuhan Padangbai-Bali. *Jurnal Ilmiah Teknik Sipil*, 17(2), 168-178.
- Fadhila, A., Rinaldi, R., & Chandra, D. (2019). Dampak Kenaikan Harga Tiket Pesawat Udara terhadap Minat Pengguna Jasa Penerbangan di Bandar Udara Internasional Juanda. *Seminar Nasional Inovasi Teknologi Penerbangan (SNITP) Tahun 2019* (pp. 1-8). Surabaya: Politeknik Penerbangan Surabaya.
- Hamirul. (2017). Patologi Birokrasi Yang Dimanifestasikan Dalam Perilaku Birokrat yang Bersifat Disfungsional. *Otoritas: Jurnal Ilmu Pemerintahan*, 7(1), 14-18.
- Julita, L. (2020, February 03). <https://www.cnbcindonesia.com/news/20200203124046-4-134739/penumpang-pesawat-anjlok-di-2019-kapal-laut-melesat>. Retrieved February 20, 2021, from www.cnbcindonesia.com: <https://www.cnbcindonesia.com/news/20200203124046-4-134739/penumpang-pesawat-anjlok-di-2019-kapal-laut-melesat>
- Malisan, J. (2017). Analisis Tingkat Pelayanan Terminal Penumpang Pelabuhan Balikpapan. *Jurnal Penelitian Transportasi Laut*, 19, 76-87.
- Maris, P. (2020, November 24). <https://seputarkaltim.kaltimprov.go.id/2020/11/24/ekonomi/penumpang-angkutan-laut-naik-udara-turun-di-kaltim/>. Retrieved Februari 20, 2021, from seputarkaltim.kaltimprov.go.id: <https://seputarkaltim.kaltimprov.go.id/2020/11/24/ekonomi/penumpang-angkutan-laut-naik-udara-turun-di-kaltim/>
- Nurhidayat, Muhammadiyah, & Jaelan Usman. (2016). Patologi Birokrasi dalam Kualitas Pelayanan Uji Berkala Kendaraan di Dinas Perhubungan Kabupaten Takalar. *Kolaborasi: Jurnal Administrasi Publik*, 2(1), 78-90.
- Prabakusuma, A. S. (2016, July -). https://www.researchgate.net/publication/325628058_Pengkajian_Manajemen_Pengelolaan_Pelabuhan_PerikananTanjung_Adikarto_Kulon_Progo_Tahun_2016. Retrieved Februari 24, 2021, from www.researchgate.net: https://www.researchgate.net/publication/325628058_Pengkajian_Manajemen_Pengelolaan_Pelabuhan_PerikananTanjung_Adikarto_Kulon_Progo_Tahun_2016
- Priyambodo. (2017). Operasionalisasi Pelabuhan Pengumpul dan Pengumpan di Provinsi Jawa Timur. *Jurnal Penelitian Transportasi Laut*, 19, 99-114.
- Riduan. (2004). *Belajar Mudah Penelitian untuk Guru-Karyawan dan Peneliti Pemula*. Bandung: Alfabeta.
- Sitanggang, J., Dirhamsyah, & Sani, I. (2020). Tinjauan Proses Pelayanan Jasa Kapal Penumpang Pada PT. Pelayanan Nasional Indonesia Cabang Medan-Belawan. *Journal of Maritime and Education*, 2(1), 74-78.