

ABSTRAK

M. Steni A Soamole NPM: 05191911016, Tingkat Kepuasan Masyarakat Nelayan Terhadap Pelayanan Pangkalan Pendaratan Ikan (PPI) Dufa-Dufa Kota Ternate. Dibimbing oleh **Bahar Kaidati SE. M.Si** selaku pembimbing Utama dan **Darmawaty S.Pi M.Si** selaku pembimbing Pendamping

Pangkalan Pendaratan Ikan (PPI) Dufa-Dufa adalah salah satu pangkalan ikan yang berada di Kota Ternate, yang memiliki luas lahan 1,5 hektar dan terletak di pesisir pantai, disekitar PPI Dufa-Dufa dapat dilihat aktifitas masyarakat yang melakukan proses perdagangan ikan dan kegiatan nelayan yang melakukan pemuatan, pembakaran ikan di pangkalan pendaratan ikan. Tujuan penelitian yaitu mendeskripsikan fasilitas yang ada di PPI Dufa-Dufa. Mengetahui tingkat kepuasan masyarakat nelayan terhadap pelayanan. Untuk Mengetahui tingkat harapan masyarakat nelayan terhadap pelayanan yang diterima di PPI Dufa-Dufa. Metodologi, penelitian ini dilaksanakan di bulan Maret-April 2023 di PPI Kelurahan Dufa-Dufa kota Ternate. Data primer yaitu melalui wawancara kepada responden nelayan beraktifitas di PPI Dufa-Dufa. Data sekunder bersumber dari penelusuran referensi terkait yang mendukung penelitian. Analisis data dilakukan *Importance and performance analysis* (IPA) atau analisis tingkat kepentingan dan kinerja atau kepuasan pelanggan untuk mengukur tingkat kepentingan dan pelaksanaan dalam rangka mencapai kepuasan nelayan. Hasil dan pembahasan adalah diperoleh hasil terkait dengan Indeks Kepuasan Masyarakat Nelayan (IKM) PPI Dufa-Dufa Kota Ternate berada pada pelayanan yang berkategori baik dan sangat baik dalam proses pelayanan masyarakat. Pada nilai indeks 5.64. Nilai Indeks Kepuasan Masyarakat (IKM) 140.98, kategori pelayanan Nilai Mutu (Baik). *Importance Performance Analysis* Pelayanan PPI menunjukkan bahwa pada atribut pelayanan dalam kuadran I, II, III, IV. Atribut persepsi paling dominan terdapat pada kuadran II arti dari posisi tersebut adalah kuadran II Pertahankan kinerja, ketersediaan atau biaya pelayanan, ketepatan waktu dan ketepatan jumlah fasilitas yang disediakan, kondisi fasilitas, keramahan petugas, kemudahan penyampaian keluhan dan keamanan

Keywords: Indeks Kepuasan Nelayan PPI Dufa-Dufa

ABSTRACT

M. Steni A Soamole NPM: 05191911016, the level of satisfaction of the fishing community with the services of the Fish Landing Base (PPI) Dufa-Dufa Ternate City. Supervised by **Bahar Kaidati SE. M.Si** as supervisor I and **Darmawaty S.Pi M.Si** as supervisor II

Dufa-Dufa Fish Landing Base (PPI) is one of the fish bases located in Ternate City, which has a land area of 1.5 hectares and is located on the coast, around PPI Dufa-Dufa can be seen community activities that carry out the fish trading process and fishermen activities who carry out loading, fish bombing at the fish landing base. The aim of the research is to describe the facilities in PPI Dufa-Dufa. Knowing the level of satisfaction of the fishing community with the service. To find out the level of expectations of the fishing community for the services received at PPI Dufa-Dufa. Methodology, this research will be carried out in March-April 2023 at PPI Dufa-Dufa Village, Ternate city. The primary data is through interviews with respondents of fishermen who are active in PPI Dufa-Dufa. Secondary data is sourced from searches for related references that support the research. Data analysis is carried out Importance and performance analysis (IPA) or analysis of the level of importance and performance or customer satisfaction to measure the level of importance and implementation in order to achieve fishermen satisfaction. The results and distribution are obtained results related to the Fisherman Community Satisfaction Index (IKM) PPI Dufa-Dufa Ternate City is in the good category of service and very good in the process of community service. At an index value of 5.64. Community Satisfaction Index (IKM) value 140.98, service category Quality Value (Good). Importance Performance Analysis of PPI Services shows that the service attributes in quadrants I, II, III, IV. The most dominant perception attribute found in quadrant II the meaning of the position is quadrant II Maintain achievement, availability or cost of service, punctuality and accuracy of the number of facilities provided, facility conditions, officer friendliness, ease of complaint submission and security

Keywords: Satisfaction index, fisherman,PPI Dufa-Dufa