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Accessibility of Sekupang Port in Increasing The Level of Tourist Visits to Batam

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Abstract: The purpose of this study was to determine how much accessibility of Sekupang port in increasing tourist visits to Batam Island. The method used is to use qualitative methods with the Miles and Huberman interactive analysis model using four stages, namely; data collection, data reduction, data presentation and conclusions. The result obtained is that Sekupang Port has a close distance to Singapore but, this port is far from tourist centers in Batam because it is far from urban areas. And the ship route at Sekupang port is still 13 routes, previously there were 20 routes. Therefore, tourist visits through the port of Sekupang are not too crowded because they are inferior to other ports in Batam with locations closer to the city center and tourist attractions, even though the ticket prices offered are the same and the facilities and services themselves have accumulated.

Keyword: Port, Sea Transportation, Accessibility, Tourism, Tourist Destination.

INTRODUCTION

Batam is part of the Riau Islands cluster and is an island among 329 islands located between the Strait of Malacca and Singapore which together form the Batam region. And it is an island that has a strategic geographical location, which makes its position so central because it is located between world trade routes and close to Singapore. Since the 1970s, Batam has developed into an industrial base thanks to government policies that make the island part of the Free Trade and Free Port Area (KPBPA). Batam can be used as a gateway for capital investment, goods and services from abroad, which is useful in improving the welfare of the Indonesian people in general, as well as the Batam people in particular.

Batam has 5 ports, 3 public ports namely Kabil Port, Nongsa Port, Telaga Punggur Port and 2 international route ports namely; Batam Center, and one of them is Sekupang International Ferry Port (SFT). This port serves national and international routes, especially between Batam and Singapore. Its location in the western part of Batam island makes it one

of the main entrances to this island. Batam is still a massive tourism because Batam is only a temporary stopover for people who want to cross by sea or air to Singapore.

Table 1. Secondary Data from Routine Recording by the Central Bureau of Statistics

Month	Number of Incoming Tourists to Batam					
	Many Visits (soul)			Foreign Tourists' Growth (percent)		
	2017	2018	2019	2017	2018	2019
January	129728.00	115551.00	128675.00	-18.55	-40.07	-44.81
February	95061.00	155670.00	158088.00	-26.72	34.72	22.86
March	127308.00	175194.00	173947.00	33.92	12.54	10.03
April	134218.00	144104.00	155619.00	5.43	-17.75	-10.54
May	112333.00	142157.00	-	-16.31	-1.35	-
June	125835.00	167398.00	-	12.02	17.76	-
July	118460.00	144235.00	-	-5.86	-13.84	-
August	120042.00	159218.00	-	1.34	10.39	-
September	118558.00	153944.00	-	-1.24	-3.31	-
October	112766.00	141337.00	-	-4.89	-8.19	-
November	120108.00	155283.00	-	6.51	9.87	-
December	192796.00	233153.00	-	60.52	50.15	-

Source Url : <https://batamkota.bps.go.id/indicator/16/99/1/kunjungan-wisatawan-masuk-ke-batam.html>

Although the various tourist facilities have been built to attract the attention of domestic and foreign tourists to stay and explore Batam further as expected by the Batam City Government, but the Batam City Government does not provide transportation services to get to tourist attractions in Batam City so that only a few tourists want to stay and enjoy the beauty of Batam City, That is a problem in our research, we found that the accessibility of foreign and domestic tourists who use Sekupang Port is not easy to get land transportation modes and the distance is also far from urban areas, so it is very influential on tourist visits who will visit Batam Island through Sekupang Port.

Location

According to Tjiptono (2015: 345), "location" is a term that refers to various marketing activities that aim to accelerate and facilitate the delivery of goods and services from producers to consumers. Broadly speaking, there are two possible locations of service facilities: first, customers come there; In the second, the provider goes to the customer. Location indicators: According to Fandy Tjiptono (in Kuswatiningsih, 2016:15), when choosing a physical location, you must consider several things:

1. Access, which is a location that can be easily accessed through public transportation.
2. Visibility, i.e. a location or place that can be clearly seen from normal visibility.
3. Regarding traffic, there are two main considerations: (1) Many passers-by have a great opportunity to Making impulse purchases, that is, frequent purchases. (2) Traffic congestion and congestion can also be an obstacle.
4. Spacious, comfortable and safe parking lot.
5. Expansion, i.e. there is a large enough place for business expansion in the future.

Accessibility

According to Tjiptono (2014: 159) accessibility is a location that is traversed or easily accessible by public transportation. Indicators of accessibility are distance; access to location, transportation; traffic flow. According to Sefaji et al., (2018) the level of accessibility can be measured by the availability of transportation and by a short distance of achievement. In addition to the distance factor, the level of ease of achieving the destination can also be

influenced by other factors, such as travel time factors, cost or travel costs, land-use intensity factors, and income factors of people who travel.

Port

According to Hananto Soewedo (2015) in a port is a stopover place for ships, which have facilities and facilities to carry out port activities. The function of the port is a place to carry out loading and unloading activities.

Facilities

According to Tjiptono (2019: 23) that facilities are resources that must exist before a service is offered to consumers. There are dimensions in the facility, namely:

1. Spatial considerations or planning
2. Space designer
3. Equipment
4. Lighting and Color
5. Messages conveyed graphically

Literature review

1. Port

SWOT Analysis PT. ASDP Indonesia Ferry (Persero) Ketapang-Gilimanuk Port. The study used SWOT analysis data analysis techniques to identify the quality of PT. ASDP Indonesia Ferry (Persero) Ketapang-Gilimanuk Port. Based on the results, discussions, and conclusions that have been presented by previous researchers, the researcher proposed several suggestions, namely that the Company should be able to provide maximum service to service users by completing supporting facilities and infrastructure on ferries and ports and maintaining the cleanliness of the surrounding environment. With the facilities and infrastructure and cleanliness maintained, service users will feel their needs are met so that they feel comfortable with the services that have been obtained. PT. The central ASDP should pay more attention and support small ports under its auspices such as the Ketapang-Gilimanuk port, through facilities and infrastructure, training and coaching to officers/employees and disseminating information through social media so that service users are more aware of the latest information related to crossings and other information. To be able to realize the product development strategy, the company should focus on developing services that make service users comfortable when using crossing services, as well as the creation of new products that are still related to existing products. In addition, companies should take advantage of technological developments by making promotional efforts and disseminating interesting information through social media and the internet(Lestari & Suwena, 2021).

The previous research is as follows; Analysis of the Effect of Facilities and Service Quality on Customer Satisfaction at PT. Pelabuhan Indonesia (Pelindo) III BimaFitri Fadillah Branch, this study uses the Associative Method. Based on the results of the research above, it can be concluded that facilities do not have a partial effect on customer satisfaction at PT. Pelabuhan Indonesia (Pelindo) III Bima Branch, service quality has a partial effect on customer satisfaction at PT. Pelabuhan Indonesia (Pelindo) III Bima Branch, and facilities and service quality simultaneously affect customer satisfaction at PT. Pelabuhan Indonesia (Pelindo) III Bima Branch(Fadillah & Haryanti, n.d.).

Analysis of port management in the Batam Free Trade Zone and Free Port (KPBPB). This research uses qualitative research methods, presenting analytical results and conclusions using case study design. Batam port management in terms of infrastructure is still being reorganized to achieve the goal of becoming an international standard type 1

port. Currently maritime services in Batam are slow because ships have to queue, but port services in Batam are better than other ports in Indonesia, such as in Jakarta or Banjarmasin, where loading and unloading goods is more complicated. In the management of permits in and out of goods, it is necessary to have an integrated one-stop service under one roof, in order to shorten the time for obtaining permits ranging from transportation permits, customs, excise and inspection services under one roof. In addition, it is necessary to conduct in-depth socialization regarding the status of Batam Free Port so that related parties can understand regulations related to the import and export of goods to the Batam free trade area and free port (Muzwardi, n.d.).

2. Accessibility

Analysis of Service Level of Teluk Nibung Asahan Passenger Port Pier, Tanjung Balai North Sumatra. This method uses the Simple Linear Regression Analysis method and from the results of this analysis, it can be concluded that: 1. In general, the level of service in terms of the current capacity and infrastructure at the Teluk Nibung passenger port dock is quite good. However, it still requires some additions to provide maximum service to all service users at the Teluk Nibung passenger port. 2. For the needs of passenger ports in the next 5 years, it can be reviewed from: a. The average arrival of ships is one week as much as 1 ship, the length of the dock is 67 m and the length of the ship is 30 m b. The need for Nibung Bay passenger port terminal space for the next 5 years needs an increase in area from 1555 m² to 558.04 m². For parking needs, shuttle vehicles require an area because the area was originally 1075 to 4,094 m² (Zurkiyah, n.d.).

Analysis of the Quality of Marine Transportation Services (Survey on Shipping Companies at Tanjung Priok Port, 2015). This research method uses Quantitative Descriptive Method Based on the analysis of the research results that have been described, the conclusions of this study are: 1) In general, the service performance of Tanjung Priok Port Jakarta is considered by shipping companies to be quite good with an average performance level score of 2.90. 2) The service expectancy level of shipping companies at Tanjung Priok Port Jakarta is high with an average expectation score of 4.33. 3) The dimensions of service at Tanjung Priok Port Jakarta that are considered the most important are reliability, which include: accuracy, accuracy and suitability. The next order is the physical dimensions, responsiveness, reassurance and empathy. 4) There is still a gap between performance and service expectations, thus showing that Tanjung Priok Port Jakarta has not been able to meet the expectations of shipping companies. The level of fulfillment of sea transportation service expectations at Tanjung Priok Port is only 66.9%. Sumardi (2020).

3. Tourism

Analysis of the description of Batam City's tourism potential in order to attract foreign tourists. Based on the results of the research description, it can be concluded that:

- a. Destination Attractions are less attractive to foreign tourists because the majority visit Batam because they are more interested in very complete Destination Facilities, easy accessibility, many and at any time. Second, Batam City is a place that has a safe, comfortable image for foreign tourists. In addition, relatively cheaper prices in Batam City due to the lower Rupiah exchange rate is another cause of tourists visiting the place (Studi Bisnis Pariwisata Fakultas Ilmu Administrasi, 2017).
- b. Utilization of Sea Transportation to Increase the Growth of Tourism Sector. Shipping is a part of even maritime transportation that has many interrelated aspects. These related aspects include Improving administrative and governmental management at sea, including maritime safety and security and maritime protection. Restaurants, cafes, hotels and sports facilities along scenic beaches can increase income for local residents and increase the number of foreign tourists coming to Indonesia (Taufiqurrahman, 2021).

- c. The Accessibility of Transportation of Transportation to Support Tourism in the Municipality of Mentawai Island. The development potential of the tourism industry in the Mentawai Islands can be increased. Apart from the oil and gas sector, the tourism industry is another source of national income. Access to tourism potential spread across the Mentawai Islands Regency can be improved by paying attention to improving transportation systems and infrastructure. This means that tourist visits can be increased based on service performance in this aspect (Mafrudoh et al., 2018).

In general, improvements to transportation systems and infrastructure include:

- 1) Development of services by improving facilities at ports and optimizing sea transportation modes to prepare for tourism activities on the high seas.
- 2) Airport expansion and runway length increase to improve services for mid-size aircraft.
- 3) Improvement of transportation system and infrastructure considering the concept of archipelago as a geographical condition of Indonesia.

Furthermore, the orientation of infrastructure development is the improvement of sea and airplane infrastructure, in this case, providing high service efficiency for areas with natural conditions such as in the Mentawai Islands.

The ultimate goal is to optimize Indonesia's tourism activities by increasing the number of tourist visits through the gates of a well-planned transportation system.

METHOD

Object of study

Sekupang Port is one of several ports operating in Batam. The port serves domestic and international routes, mainly between Batam and Singapore. The location is in the western part of Batam island which is located at JL. R. Soekamto, Tj. Pinggir Sekupang, Batam City, Riau Islands 29421, Indonesia. This study was conducted from August 4 to 27, 2023.

Method

This research method uses qualitative descriptive research methods, presenting findings and analytical conclusions using literature study design. The informants of this research are the BP Batam Secretariat Office and Sekupang Port. With data collection techniques through in-depth interviews and direct observation at the research site.

Data Collection Techniques

According to Sugiyono (2018: 308), data collection techniques are the most important step in research, because the main purpose of research is to get data. Without knowing the data collection technique, the author will not get data that meets the standard criteria that have been set. The data collection techniques used in this study are:

1. Interview

Interviews are one of the techniques used to collect research data. An interview is a two-way communication to obtain information from the informant concerned. According to Yusuf (2014: 372) Interview is an event or process of interaction between the interviewer and the source of information or the interviewee through direct communication or asking directly about an object under study.

2. Literature study

Literature study is a study of theories and other references related to values, culture, and norms that develop in the social situation under study. In this study, the author chose to conduct literature research or literature research by collecting references to books related to mail management and archiving. Sugiyono (2018)

RESULTS AND DISCUSSION

Based on the results of interviews on August 21, 2023, together with Mr. Jumalry as the manager of the Sekupang International Port Private Party and Mr. Harjanto as BP Batam supervisory staff, as well as the interview results on the same date together with Mr. Rianto and Mr. Candra Saputra as BP Batam staff, researchers obtained the following results:

Facilities

Each existing facility is the responsibility of the respective private management and not the responsibility of the supervisor from BP Batam. Because the task of BP Batam is only to supervise activities in the port managed by the private sector, BP Batam also supervises the docking arrangements, and the activities must always be agreed upon by the management.

Strategies to increase passengers

Batam itself has 5 ports, 2 international ports and 3 of them are public ports. Sekupang Port was closed for 2 years and 8 months and only resumed operations in December after Covid-19 decreased and until now the number of passengers is still not in line with the expected target.

Before Covid-19, ticket prices were cheap and not subject to policies made by the government, and were divided into several categories, some were 3 days, a week or a month to stay in Batam and it also affected tourist visits to Batam.

After Covid-19 decreased, many migrants from Singapore who wanted to visit Batam reconsidered boat ticket prices due to additional fees made by the government, which previously did not exist. So, BP Batam is working on how to make ship ticket prices cheaper. Strategies to increase the number of passengers from the results of interviews obtained by researchers include:

1. Introduction to the situation
2. Approach stakeholders, tenants, operators and with their own employees.
3. Conduct promotions and marketing that adapt to the current era / promotions are designed in a modern way to increase the number of passengers.
4. Create events around the port to increase the number of tourists.

Accessibility

Sekupang Port has a close distance to Singapore but, this port is far from tourist centers in Batam because it is far from urban areas. And the ship route at Sekupang port is still 13 routes, previously there were 20 routes. Therefore, tourist visits through the port of Sekupang are not too crowded because they are inferior to other ports in Batam with locations closer to the city center and tourist attractions, even though the ticket prices offered are the same and the facilities and services themselves are good.

Table and figures

Below are the detailed data on the number of tourists from January - July 2023 who come or depart through Sekupang Port, Batam City. the data information we obtained through the interview as follows:

Table 2. The Number of Tourists from January to July 2023 Who Arrived or Departed Via Sekupang Port, Batam City.

No	Moon	Number Of Calls		Number Of Passengers	
		Leave	Arrive	Leave	Arrive
1	January	417	415	14825	14501
2.	February	372	377	10834	10302
3.	March	386	414	13565	13131
4.	April	357	356	14101	15172

No	Moon	Number Of Calls		Number Of Passengers	
		Leave	Arrive	Leave	Arrive
5.	May	374	408	13517	12624
6.	June	413	421	20724	23213
7.	July	381	427	15022	15439

The following is a breakdown of the total number of tourists coming and departing from 2021-2023 through Sekupang Port, Batam City as follows:

Table 3. Total Number of Tourists Arriving and Departing Through Sekupang Port, Batam City From 2021-2023

Port	Month	Year		
		2021	2022	2023
Sekupang	Jan	1214	42321	14501
Sekupang	Feb	967	20501	10302
Sekupang	Mar	1348	34171	13131
Sekupang	Apr	2651	12341	15172
Sekupang	May	2237	30178	12624
Sekupang	Jun	1234	10501	23213
Sekupang	Jul	3498	12435	15439
Sekupang	Aug	5623	20578	-
Sekupang	Sep	8907	11958	-
Sekupang	Oct	4876	9762	-
Sekupang	Nov	5768	22796	-
Sekupang	Dec	9671	10485	-
Total		47994	238027	104382

CONCLUSION

1. The Government should be able to help improve port facilities and provide appropriate policies to help increase tourists who want to visit Batam so that it is not only a stopover.
2. Accessibility affects the increase in passengers of Sekupang Port, therefore the local government should collaborate with the port to improve the quality and provide public transportation that facilitates access for tourists to the city center and to the port
3. Location, and Accessibility, have a positive effect on increasing tourists which means that with improved accessibility and a number of existing facilities can make it easier for passengers to reach the city center and tourist centers, it is expected to increase tourist visits to Batam.

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