

THE CONCEPT OF IMPROVING THE QUALITY OF SERVICE AT THE INDONESIAN FISHERY PORT (PPN) PELABUHAN RATU THROUGH TECHNOLOGICAL INNOVATION

Stevanie Nathalya ¹

¹Public Administration, Universitas Djuanda, Universitas Djuanda, Indonesia ;
¹queenath159@gmail.com;

Abstract

Background - The development of information technology has opened up great opportunities for local governments to improve the quality of public services.

Purpose - This study focuses on the application of technological innovation at the Palabuhanratu Archipelago Fisheries Port (PPN), which has an important role in the national fisheries sector. The purpose of this study is to analyze the impact of technological innovation on operational efficiency, transparency, and empowerment of fishermen at the port.

methodology - A qualitative approach is used to explore how technology can improve service quality.

Findings - The results of the study indicate that although the application of technology such as ship attendance systems, smart sensors, and mobile applications has begun, there are still obstacles related to infrastructure and technological understanding among service users. Some obstacles include overcapacity of mooring ponds and limitations in the use of technology. This study concludes that technological innovation can improve operational efficiency and transparency if accompanied by further development, including technology education programs for users. Overall, more effective application of technology at PPN Palabuhanratu has the potential to increase the port's contribution to the growth of the fisheries sector and the regional economy.

Originality - This study offers significant contributions to the understanding of how technological innovations can enhance public service delivery in the fisheries sector. It highlights the practical benefits of implementing systems such as ship attendance tracking, smart sensors, and mobile applications, demonstrating their potential to improve operational efficiency and transparency. The research also identifies key barriers, such as infrastructure limitations and technological literacy, providing valuable insights for policymakers and port managers aiming to optimize technology use. Furthermore, by emphasizing the importance of user education and further technological development, this study provides actionable recommendations that can support the sustainable modernization of fisheries ports. This research serves as a foundation for exploring scalable and replicable strategies to advance the fisheries sector's contribution to regional and national economic growth.

Keywords: Technological innovation, quality of public services, Fishing Ports
