



The Effect of Online Ship Ticket Sales Implementation and Infrastructure Development at the Port on Service Quality Improvement at PT. PELNI

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Abstract: This study aimed to assess the impact of ticket sales digitalization and port infrastructure on service quality at PT. PELNI, focusing on reducing ticket counter queues and improving operational efficiency. In the digital era, shipping companies are required to enhance service efficiency and convenience through adequate technology and infrastructure. Using a quantitative approach, data were collected from 122 respondents via a Likert scale questionnaire. The results indicate that while digitalization and port infrastructure collectively improve service quality, only port infrastructure independently has a significant effect. Although digitalization alone does not show a significant impact, it contributes to operational efficiency. This study provides practical insights for PT. PELNI, highlighting the importance of robust infrastructure development for service quality improvement, alongside the use of digital solutions to boost operational efficiency. The findings are expected to guide PT. PELNI's management in enhancing customer satisfaction and competitiveness in the shipping industry.

Keywords: Digitalization, Ship ticket sales, Port infrastructure, Service quality, PT. PELNI

INTRODUCTION

The shipping industry is a vital sector in supporting mobility and the economy in Indonesia, given that the country is an archipelago with high maritime transportation needs. PT. Pelayaran Nasional Indonesia (PELNI), as one of the largest shipping companies in Indonesia, plays a crucial role in providing maritime transportation services to the public. The Indonesian Central Bureau of Statistics (June 3, 2024) released data that the number of ship passengers in Indonesia was 2.1 million people, with an increase of 36.05% from the previous year in April 2023. Based on data obtained from PT Peln Makassar Branch, ticket sales during the 2019-2021 period fluctuated. From the number of ticket sales in 2019 to 2020, there was an increase of 40%, then in 2020 to 2021 sales increased by 20%. So the ticket sales of PT Peln Makassar Branch from year to year have increased by 50%. Ticket

sales data at PT Pelni Makassar Branch from year to year has increased by 90% from the sales system through online media. (M Gappar et al., 2023). The number of passengers is rising, leading to longer queues at the ticket counter for purchasing ship tickets offline. Digitalization will help eliminate these queues. According to S. D. Adris. A. Putra and B. A. Setiono in (Puriningsih, 2022) The port in fact has a very important role for the national economy, a port can be said to be effective and efficient if it is supported by adequate equipment or facilities and infrastructure so that up and down passenger activities are faster.

PT PELNI as a state-owned company that serves inter-island sea transportation as a strategic role in the economic and social wheels of island communities in Indonesia has also implemented a digitalization system. (Khoiriyah, 2022). The digitalization system has been used for ticket sales through the pelni.co.id website, in order to improve operational efficiency and service to the community. The development of technology has been very rapid, especially when the emergence of covid-19 technology became the only way for all activities to continue. Digital technology as a booking medium, has changed the pattern of purchasing ship tickets that do not need to queue long and crowded. People only need a good internet network and then open an online website for booking ship tickets, and then order ship tickets. Even with the online booking feature, people can book ship tickets in advance so they don't run out of tickets. (Batubara et al., 2022). Based on passenger assessments of the facilities provided by PT. PELNI, there is still a lack of ticket sales points and ticket counters, resulting in long queues, which cause passengers to scramble to board the ship as quickly as possible. (Azizah, 2021). However, despite the digitalization efforts by PT. PELNI, the increasing number of passengers continues to cause long queues at ticket counters, indicating a need for further enhancements in the ticketing system to improve customer service and operational efficiency. Thus, this research is expected to be able to make a practical contribution to PT. PELNI in increasing competitiveness and achieving superior performance in the digital era.

Literature review

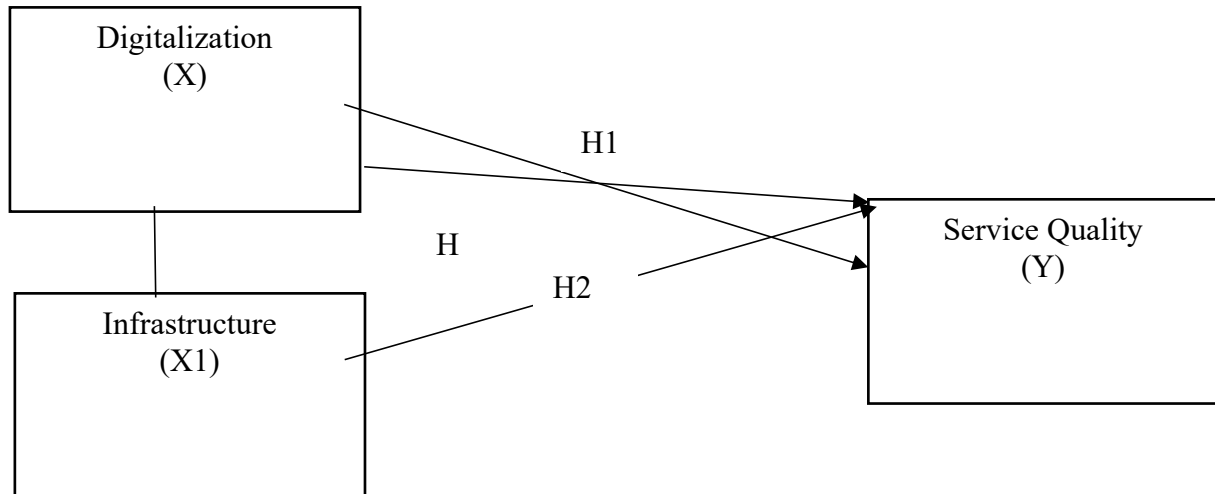
According to Brennen & Kreiss in 2015 in (Radiansyah, 2022). Digitalization refers to the expanded accessibility of digital information enabled by advancements in generating, transferring, storing, and analyzing digital data. This accessibility has the potential to "organize, mold, and impact the modern world." Meanwhile, according to Parida 2019 in (Radiansyah, 2022). Defining digitalization as "the use of digital technology to innovate business models and provide new revenue streams and value-generating opportunities in the industrial ecosystem". Thus, the focus lies on understanding the application and utilization of digitalization rather than the introduction of new technologies. According to Sugiarto 2019 in (Abdillah, 2023) Indicators of digitalization can be measured by the quality of infrastructure and the ability of economic actors to utilize Information Communication Technology (ICT). And according to (Miftah & Fahrurrozi, 2022) indicators of digitalization are confidence in using computer media, Application of new technology, Using digital devices for learning, Familiarity with technical aspects and terminology of contemporary educational technology. Digitalization can encourage efficiency, effectiveness, and reduce production costs so as to encourage economic growth in the future.

Infrastructure is the basic facilities and all physical or social structures needed by the community or company. Infrastructure is a very important facility needed by the community to support all activities of daily life. One of the infrastructures discussed in this article is the Transportation sector infrastructure. (Wulansari, 2023). Transportation infrastructure is a public facility provided by the government or the private sector in the field of transportation with the intention of facilitating and improving the economic services of a country. (Revinski et al., 2022). Infrastructure dimensions or indicators include: 1) Domestic and international

passenger facilities; 2) Port capacity; 3) Smooth port traffic; 4) Number of ship parking lots, and 5) Number of arrivals and departures per hour. (Ali et al., 2024).

The quality of a service can be measured by paying attention to the variables used to assess it. According to the Gronroos 1984 model in (Pratidina et al., 2024) there are two main criteria used to assess service quality: outcome-related (related to results) and image-related (related to service reputation). The two criteria above are still refined into six: 1). Professionalism and ability; 2). Attitude and behavior; 3). Ease of achievement and service adjustment; 4). Reliability and trustworthiness; 5). Situation control and problem solving; and 6). Reputation and credibility.

Conceptual Framework



Hypothesis

H1: It is suspected that the digitalization of ship ticket sales has a significant effect on service quality at PT. PELNI

H2: It is suspected that infrastructure at the port has a significant effect on service quality at PT. PELNI

H3: It is suspected that the digitalization of ship ticket sales and infrastructure at the port together affect service quality at PT Pelni.

METHOD

No.	Approach	Description
1.	Quantitative	The type of research used in this research is descriptive research with a quantitative approach method.
2.	Analysis Tool	The data collection method was carried out using a purposive sampling method through a questionnaire via Google Form, and a Likert scale of 1-5 was used to obtain a response consisting of 17 indicators from 3 variables. The sample collected amounted to 122 respondents with the criteria of having boarded a PELNI ship, aged 17-60 years, male or female throughout Indonesia.
3.	Variable Size	Several variables used in this study include independent variables, namely

digitalization and infrastructure and involve the dependent variable, namely service quality. The study instruments were assessed using a 5-point Likert scale comprising (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly Agree. The software used is SPSS 25.

RESULTS AND DISCUSSION

Validity Test

X								
		X.1	X.2	X.3	X.4	X.5	X.6	X
Digitalization	Pearson Correlation	.935**	.775**	.941**	.941**	.821**	.732**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	
	N	122	122	122	122	122	122	122

** Correlation is significant at the 0.01 level (2-tailed).

The significance level for the 6 indicators of the digitalization variable is 0.000, indicating that it is <0.05. Therefore, it can be inferred that the indicator is valid.

X1							
		X1.1	X1.2	X1.3	X1.4	X1.5	X1
Infrastructure	Pearson Correlation	.787**	.847**	.918**	.917**	.840**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	122	122	122	122	122	122

** Correlation is significant at the 0.01 level (2-tailed).

The significance value for the 5 indicators of the infrastructure variable is 0.000, indicating that it is <0.05. This allows the conclusion that the indicator is indeed valid.

Y								
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y
Service Quality	Pearson Correlation	.670**	.790**	.752**	.813**	.769**	.787**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	
	N	122	122	122	122	122	122	122

** Correlation is significant at the 0.01 level (2-tailed).

The significance value of the 6 indicators of the service quality variable is 0.000, which is <0.05, so it can be concluded that the indicator is valid.

Reliability Test

X		X1		Y	
Cronbach's		Cronbach's		Cronbach's	
Alpha	N of Items	Alpha	N of Items	Alpha	N of Items
.926	6	.912	5	.857	6

In the reliability test above, it was found that the digitalization variable (X) was 0.926, the infrastructure variable (X1) was 0.912 and the service quality variable (Y) was 0.857. So the results of the questionnaire can be said to be reliable because the results show > 0.6.

Classical Assumption Test
Normality Test

Descriptive Statistics

	N	Mean	Std. Deviation	Coefficient of variance
DIGITALIZED	122	23.0984	4.60041	19.92
INFRASTRUCTURE	122	19.2951	3.81967	19.80
SERVICE QUALITY	122	24.9016	3.86638	15.53
Valid N (listwise)	122			

From the table above, it is known that the coefficient of variance is smaller than 30% so it can be concluded that the results of this data are classified as normal.

Multicollinearity test

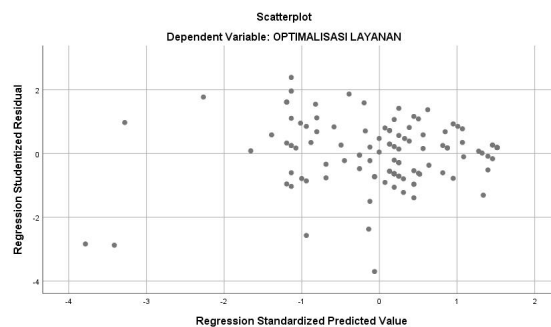
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	9.188	1.121		8.197	.000		
	DIGITALIZED	.183	.131	.217	1.395	.166	.127	7.865
	INFRASTRUC TURE	.596	.158	.588	3.776	.000	.127	7.865

a. Dependent Variable: SERVICE QUALITY

According to the information presented in the table, it is evident that the VIF value for the digitalization variable (X) and the infrastructure variable (X1) is less than 10, with values of 7,865, respectively, and the tolerance value is greater than 0.1, with a value of 0.127, indicating the absence of multicollinearity in the data.

Heteroscedasticity Test



The picture above shows that the points spread so that it can be said that there is no heteroscedasticity

Correlation Test

		Correlations		
		DIGITALIZE D	INFRASTRU CTURE	SERVICE QUALITY
DIGITALIZED	Pearson Correlation	1	.934**	.767**
	Sig. (2-tailed)		.000	.000
	N	122	122	122
INFRASTRUCTURE	Pearson Correlation	.934**	1	.792**
	Sig. (2-tailed)	.000		.000
	N	122	122	122
SERVICE QUALITY	Pearson Correlation	.767**	.792**	1
	Sig. (2-tailed)	.000	.000	
	N	122	122	122

** . Correlation is significant at the 0.01 level (2-tailed).

In the provided table, the Digitalization variable (X) has a two-tailed significance value of 0, which is less than 0.05. Therefore, it can be concluded that variable X has a significant relationship with variable Y. Similarly, the Infrastructure variable (X1) also exhibits a significant value of 0, which is less than 0.05, leading to the interpretation that variable X1 also has a significant relationship with variable Y. The Pearson correlation value for variable X is 0.767, indicating a strong relationship between variable X and Y as it falls within the range of 0.60-0.799. The Pearson correlation value for variable X1 is 0.792, further signifying a strong relationship between variable X1 and Y within the range of 0.60-0.799. It is important to note that a positive Pearson correlation value suggests that the direction of the relationship between the variables is unidirectional.

Simple Linear Regression Analysis

		X				
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.	
		B	Std. Error	Beta		t
1	(Constant)	10.008	1.159		8.637	.000
	DIGITALIZED	.645	.049	.767	13.103	.000

a. Dependent Variable: SERVICE QUALITY

$$Y = 10.008 + 0.645X$$

The constant of 10.008 means that the consistent value of the Service Quality variable is 10.008. The regression coefficient X of 0.645 states that every 1% increase in the value of Digitalization, the value of Service Quality increases by 0.645, the regression coefficient is positive so it can be said that the direction of variable X to Y is positive.

		X1				
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.	
		B	Std. Error	Beta		t
1	(Constant)	9.441	1.110		8.502	.000
	INFRASTRUCTURE	.801	.056	.792	14.191	.000

a. Dependent Variable: SERVICE QUALITY

$$Y = 9.441 + 0.801X$$

The value of 9.441 constant represents the consistent value of the Service Quality variable as 9.441. The regression coefficient X of 0.801 indicates that a 1% rise in the

Digitalization value results in a 0.801 increase in the Service Quality value. Since the regression coefficient is positive, it indicates that the impact of variable X1 on Y is positive.

Multiple Regression Linear Analysis

		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.188	1.121		8.197	.000
	DIGITALIZED	.183	.131	.217	1.395	.166
	INFRASTRUCTURE	.596	.158	.588	3.776	.000

a. Dependent Variable: SERVICE QUALITY

$$Y = 9.188 + 0.183X + 0.596X1$$

The constant value a shows a value of 9.188, meaning that if there is no change in the independent variable (the value of X and X1 = 0) then the value of the dependent variable (Y) is 9.188.

The regression coefficient value of the digitalization variable (X) is 0.183, which is positive so that if the price increases by 1 value, Service Quality will increase by 0.183. The coefficient for the Infrastructure variable (X1) in the regression is 0.596, indicating a positive relationship. This means that a 1-unit increase in price will result in a 0.596-unit increase in Service Quality.

From the description above, it can be concluded that digitalization and infrastructure affect service quality.

T Test (Hypothesis Test)

		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.188	1.121		8.197	.000
	DIGITALIZED	.183	.131	.217	1.395	.166
	INFRASTRUCTURE	.596	.158	.588	3.776	.000

a. Dependent Variable: SERVICE QUALITY

H1 or first hypothesis: Digitalization (X) on Service Quality (Y)

- When examining the Significance Value (Sig.)

As per the Coefficients table in the SPSS output, it is evident that the significance value (Sig) of the Digitalization variable (X) is 0.166. Since the Sig. value of 0.166 is greater than the probability of 0.05, it can be inferred that the first hypothesis (H1) is rejected. This indicates that there is no impact of digitalization (X) on service quality (Y).

- Comparing the calculated t value with the t table (First t test)

Referring to the SPSS output, it is noted that the t value of the Service Quality variable is 1.395. Given that the t value is 1.395, which is less than the t table value of 1.980, it can be inferred that the first hypothesis (H1) is rejected. This signifies that there is no influence of digitalization (X1) on service quality (Y).

t table= t (a/2; n-k-1 or df residual)

t table= t (0.05/2; 122-2-1)

= 0,025: 97

= 1.980

H2 or second hypothesis: Infrastructure (X1) on Service Quality (Y).

- Considering Significance Value (Sig.)

By referring to the "Coefficients" table in the SPSS output, it is evident that the Significance value (Sig.) for the infrastructure variable (X1) is 0.000. With the Sig. value of 0.000 being less than the probability of 0.05, it can be concluded that H2, the second hypothesis, is supported. This indicates that there is an influence of infrastructure (X1) on service quality (Y).

- Evaluating calculated t value against t table (Second t test)

Referring to the SPSS output, it is established that the t value for the interest variable is 3.776. As the t value of 3.776 exceeds the t table value of 1.980, it leads to the conclusion that H2, the second hypothesis, is supported. This suggests that there is an influence of infrastructure (X1) on service quality (Y).

F Test (Significance Test)

		ANOVA				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1144.298	2	572.149	102.458	.000 ^b
	Residuals	664.522	119	5.584		
	Total	1808.820	121			

a. Dependent Variable: SERVICE QUALITY

b. Predictors: (Constant), INFRASTRUCTURE, DIGITALIZATION

X and X1 to Y

Significant value < 0.05

F value > F table value

The Anova Output shows a Significance Value (Sig.) of 0.000. With a Sig. value of 0.000 < 0.05, it can be concluded that both digitalization (X) and Infrastructure (X1) simultaneously affect service quality (Y) according to the decision criteria for the F test. Comparing the F values, it is evident that the calculated F value, 102.458, is greater than the F table value of 3.07. Therefore, based on the F test decision criteria, it can be inferred that both Digitalization (X) and infrastructure (X1) simultaneously affect service quality (Y).

F table = (k; n-k)

F table = (2; 122-2)

F table = (2; 120)

F table = 3.07

Based on the two discussions in the f test above, it can be concluded that digitalization (X) and infrastructure (X1) simultaneously (together) affect service quality (Y).

Effect of Digitalization on Service Quality

The positive impact of digitalization on service quality at PT. PELNI was statistically tested, resulting in a t-count value of 1.395, which is less than the t-table value of 1.980, and a significance value of 0.166, which is greater than 0.05. As a result, the rejection of H1 indicates that digitalization does not significantly influence service quality at PT. PELNI. These findings suggest that the implemented digitalization efforts may not necessarily lead to improved service quality. The simple linear regression test indicates that the constant of 10.008 represents the consistent value of the Service Quality variable, and the regression coefficient X of 0.645 indicates that a 1% increase in the value of Digitalization results in a 0.645 increase in the value of Service Quality. With a positive regression coefficient, it can be concluded that the relationship between the X variable and Y is positive. Because this effect is not statistically significant, increasing digitalization does not necessarily result in better service quality at PT PELNI. However, it is important to understand that rejection of the hypothesis does not mean that digitalization has no impact at all, but rather that in the context of the research conducted, the impact of digitalization may not be as great as

expected or there are other factors that are more dominant. So the focus on improving infrastructure and other aspects that support services may be preferred to still achieve the goal of improving service quality.

Influence of Infrastructure on Service Quality

The positive impact of infrastructure on service quality at PT. PELNI has been statistically tested. The t-count value (3.776) is greater than the t-table value (1.980), and the significance value (0.000) is less than (0.05). These results indicate that H2 is accepted as infrastructure significantly influences service quality at PT PELNI. This study reveals that the available infrastructure significantly affects service quality, suggesting that improving the implemented infrastructure can enhance service quality. The results of the simple linear regression test indicate that the constant of 9.441 represents the consistent value of the Service Quality variable. The regression coefficient X1 of 0.801 signifies that a 1% increase in infrastructure value leads to a 0.801 increase in the Service Quality value. Since the regression coefficient is positive, it can be inferred that the direction of the X1 variable on Y is positive.

The Effect of Digitalization and Infrastructure on Service Quality

The multiple linear regression analysis results suggest that the digitalization of ship ticket sales (X) and the infrastructure at the port (X1) positively impact service quality at PT Pelni. The constant value of 9.188 indicates that even if the independent variables remain unchanged, service quality will have a positive value of 9.188. The regression coefficient for the digitalization variable is 0.183, indicating that a one-unit increase in digitalization leads to a service quality increase of 0.183. Similarly, the regression coefficient for the infrastructure variable is 0.596, showing that a one-unit increase in infrastructure leads to a service quality increase of 0.596. The F test results also confirm that digitalization and infrastructure together have a significant effect on service quality, with a Sig. value of 0.000 (smaller than 0.05) and a calculated F value of 102.458 (greater than the F table of 3.07). Therefore, it can be inferred that digitalization and infrastructure play crucial roles in enhancing service quality at PT PELNI.

CONCLUSION

Based on the results of research on the Effect of Online Ship Ticket Sales Implementation and Infrastructure at the Port on Improving Service Quality at PT. PELNI, it can be concluded that the first hypothesis (H1), namely the effect on service quality, is rejected. This shows that the implementation of online ticket sales has not significantly improved service quality at PT PELNI. Factors such as user readiness, technical constraints, or lack of technology adoption by consumers could be the cause of this failure.

However, the second hypothesis (H2) relating to port infrastructure is proven to have a significant influence on service quality. The quality and availability of adequate port infrastructure supports smooth operations and better service to customers.

The third hypothesis (H3) which states that "It is suspected that the digitalization of ship ticket sales and infrastructure at the port jointly affects the quality of services at PT. PELNI", is proven correct. The results of the analysis show that although the digitalization of ticket sales individually does not show a significant effect, when combined with adequate port infrastructure, both together have a significant influence on service quality at PT. PELNI.

This indicates that collaboration between the improvement of digital technology and the development of physical infrastructure is essential in driving improvements in service quality. Digitalization alone is not enough without solid infrastructure support, and vice versa, good infrastructure will be more effective when supported by sophisticated and easy-to-use

digital systems. Thus, PT PELNI needs to balance these two aspects to achieve better service quality.

Implications

Based on the feedback and suggestions received, there are several important implications that need to be considered by PT PELNI to improve service quality (Y). First, improving passenger facilities, especially in the waiting room, is urgently needed. Adding benches and increasing the comfort of the waiting room will improve the passenger experience while waiting for departure. Second, the timeliness of departure is a major concern, where delays often occur which are detrimental to passengers. PT PELNI needs to improve schedule management so that ship departures and arrivals are as scheduled, which will have a positive impact on customer satisfaction and trust. In addition, improving service quality is also very necessary. Criticisms regarding slow officer response and on-board service suggest that further training for staff is essential to ensure friendly and prompt service. Infrastructure development at the port (X1) and technology as part of digitalization (X) are also important points, where ship facilities and digital service applications need to be improved to better suit the needs of modern customers, as it is known that the website for ship ticket sales is less attractive and still often has errors. Finally, security and accessibility at the port need to be improved, especially in providing special lanes for passengers to reduce the risk of accidents and increase comfort. Implementing these enhancements will allow PT PELNI to enhance its standing in the maritime sector, boost customer contentment, and fortify long-term customer loyalty. Based on research on the impact of implementing online ticket sales and infrastructure improvements at ports on improving services quality at PT. Pelni, the following implications can be conveyed: To enhance customer service, PT. Pelni is focusing on providing a smooth boarding experience by reducing wait times and ensuring a fast and orderly boarding process. Additionally, they are improving responsive customer service through a comprehensive help centre and FAQ page on their website and app, offering quick answers to common questions. Furthermore, they are upgrading port facilities to include more comfortable waiting areas, better accessibility, and improved cleanliness, all aimed at improving overall infrastructure quality.

Research Limitations

The study's limitations can serve as a point of reference and motivation for future researchers to enhance research outcomes and contribute to advancing knowledge in the field. Specifically, the study only examines two primary variables: the digitalization of ticket sales and port infrastructure. Additionally, the sample size used may not be fully representative of all PT. PELNI service users. Furthermore, the research was conducted within a specific time frame, so conducting the research in a different period may yield different conditions.

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