ANALISIS KINERJA SISTEM *E-TICKETING APLIKASI* FERIZY PADA LINTASAN MERAK – BAKAUHENI

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ABSTRAK

Penerapan sistem e-ticketing melalui aplikasi Ferizy menjadi solusi strategis dalam meningkatkan efisiensi dan keselamatan pelayaran lintasan Merak–Bakauheni. Penelitian ini menganalisis kinerja aplikasi Ferizy menggunakan metode campuran kualitatif dan kuantitatif berdasarkan data survei terhadap 118 responden. Hasil analisis menunjukkan bahwa 82,2% pengguna merasa puas, 75,4% menyatakan antrean pelabuhan berkurang, dan 67,8% menyatakan aplikasi mudah digunakan. Dari hasil uji regresi linier, diketahui bahwa kualitas sistem e-ticketing memberikan kontribusi sebesar 27,3% terhadap kinerja aplikasi ($R^2 = 0,273$). Data dari Google Analytics juga mencatat average transaction duration 21 menit 14 detik dan engagement rate 71,1%, yang menandakan performa sistem cukup stabil bahkan saat lonjakan pengguna. Namun demikian, masih terdapat 21,2% pengguna yang mengalami kendala dalam pengisian data manifest. Penelitian ini merekomendasikan peningkatan edukasi pengguna, pengembangan fitur bantu lansia, serta penegakan aturan bufferzone untuk mendukung optimalisasi sistem secara inklusif dan berkelanjutan.

Kata Kunci: E-ticketing, Ferizy, Kinerja Sistem, Kepuasan Pengguna, Pelabuhan Merak–Bakauheni

PERFORMANCE ANALYSIS OF FERIZY APPLICATION'S E-TICKETING SYSTEM ON THE MERAK – BAKAUHENI ROUTE

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ABSTRACT

The implementation of the e-ticketing system through the Ferizy application is a strategic solution to improve the efficiency and safety of the Merak–Bakauheni shipping route. This study analyzes the performance of the Ferizy application using a mixed qualitative and quantitative method based on survey data from 118 respondents. The analysis results show that 82.2% of users are satisfied, 75.4% state that port queues have decreased, and 67.8% state that the application is easy to use. From the results of the linear regression test, it is known that the quality of the e-ticketing system contributes 27.3% to the performance of the application (R^2 = 0.273). Data from Google Analytics also recorded an average transaction duration of 21 minutes and 14 seconds and an engagement rate of 71.1%, indicating that the system's performance is quite stable even during user spikes. However, 21.2% of users still experienced difficulties in filling out the manifest data. This study recommends enhancing user education, developing elderly-friendly features, and enforcing buffer zone rules to support inclusive and sustainable system optimization.

Keywords*: E-ticketing, Ferizy, System Performance, User Satisfaction, Merak–Bakauheni Port.*