



## Improve Service Quality, Pelindo Regional 4 Will Conduct Customer Satisfaction Survey

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**MAKASSAR, November 6, 2023** - PT Pelabuhan Indonesia (Persero) will carry out customer satisfaction surveys simultaneously throughout Indonesia. This customer satisfaction survey at the managed port is to convey the development of services and guarantees of services, adapt to competition, changes in behavior, and social dynamics of society in order to encourage companies to always continue to improve service quality.

These satisfaction surveys are in the form of customer satisfaction surveys, customer dissatisfaction surveys, customer engagement surveys and customer loyalty surveys. It is one way for companies to

identify customer wants and needs.

Regional Head 4 Pelindo, Enriany Muis said that the customer satisfaction survey that will be carried out, especially in the Regional 4 region, is not only an effort to fulfill the wants and needs of customers, but also to measure Pelindo's competitiveness since the enactment of Law No. 17 of 2008 concerning Shipping.

"Because in the business world, the customer satisfaction index (CSI) is a real business entity," said Enriany.

The customer satisfaction survey is also to ensure that the company continues to improve service quality. The quality improvement includes improving services, adapting and transforming service standardization throughout Indonesia, and making continuous internal improvements.