

Title: Efficiency Analysis Of Operational Performance Of Johor Port

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Abstract:

In the continuous and ever more competition of ports to maximise portion of world trade, a port needs not only ocean accessibility and attractive inland transportation services but also a strong marketing structure and modern facilities to efficiently handle containers, and reasonable labour arrangements so that its own costs can be controlled. A deficiency in anyone of these areas, which cannot be offset by other advantages, will reduce the efficiency of the port. As the development of the container port is an important aspect establishing Johor as a regional maritime centre, Johor port is investing heavily in port facilities and expansion which will increase the port users, attract new customers and subsequently increase its throughput and fiscal turnover. In the emerging century, the customer satisfaction is anticipated in various articles and research papers as the weapon for competitive edge, this study examines the efficiency of Johor port container terminal focusing mainly on congestion issues, inland connections and customer satisfaction. This study surveyed the uses of Johor port in order to measure the rate of efficiency of Johor port facilities and services. The research outcome showed that the cost of using Johor port is reasonable. While the facilities at Johor port are rated as meeting the basic needs of port users, apart from poor advanced communication facilities such as EDI, and warehousing, the dissatisfaction of port users showed on a high response rate of port users who rated the haulage industry as highly unsatisfactory. Port users indicated that the poor inland haulage system has been a contributory factor to the congestion problem in Johor which inversely and conversely affect the efficiency measurement of Johor port container terminal. This study is of the view that for Johor port to remain competitive, the haulage industry should be deregulated to enable more entrants and create a competitive inland haulage environment which will motivate improved services. Also the port should implement fully, the EDI system currently in process, as efficient real-time information in seaport industry is necessary for effectively logistics planning. Finally, as the suggestions for policy implementation put forward in this study centres on customer satisfaction through shorter turnaround time of vessels, shorter turn-time of trucks, fast and just-in-time information and efficient inland connections, this research believes that these concerted approach towards improving Johor port container terminal will put the terminal competitive in the midst of fast growing ASEAN ports.