REGION NODAL SERVICE QUALITY FOR LEADING
COMMODITY OF FISHERIES DEVELOPMENT
(Case Study East Coast Development Region of Aceh Province)

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Abstract

East Coast Development Region of Aceh Province has National Nodal (PKN) Lhokseumawe as International gateway of Industry dan Trade. It is supported by Regional Nodal Langsa and 6 local nodal as a hierarchical structure core which is expected to become the growth pole for its hinterland. Geographically this region is located along the eastern coastline of Aceh province. One of special attention of the region is the fisheries sub sector which has variety leading commodities. However, the existence of National, Regional, dan local nodal as center activities have not shown a significant function in promoting the development of fisheries commodities.

This study aimed to assess the service quality of activities center in helping fishery commodities development. To achieve these objectives the research carried out four phases namely: Determining the fisheries sub-sector commodities using the analyzer location quotient (LQ) and shift share Analysis (SSA); Knowing the flow of commodities to value-added descriptive analysis; Analyzing the variables that affect the performance of center-center of the fishery commodities by analyzing coding, and assessing the performance of an activity center with an analysis based on influence variables for service quality (SERVQUAL).

Output of LQ and SSA analysis showed that Little Tuna as leading commodity of fisheries sub sector in East Coast
Development Region. Result of of added value analysis The flow showed there is shown up industrial activity which is able to give commodity some added value to more experience, but only traded in the form of fresh fish which took place between fishermen - the mediator - the consumer. Variables that affect the performance of the city center is the availability of the number of market centers, the available number of processing industries, the availability of the number of types of processing industries, the availability of road network, availability of infrastructure, electricity, and clean water. Respectively servqual analysis for the influence of variables that is -2.22, -2.30, -2.27, -0.91, -0.98, -1.63. This value indicates a low level of performance of the service centers is given to the development of commodity Cob.

**Keywords:** Nodal Activity centers, Fisheries Commodities, Service quality