

INVESTIGATIONS OF CUSTOMER SATISFACTION OF PASSENGERS ON MERAK-BAKAUHENI EXPRESS FERRY

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Abstract

The purpose of this research is to determine the effect of perceived price, trust, service quality, and customer satisfaction on the passengers of the Merak-Bakauheni express ferry. This study uses quantitative methods. Collecting data using a survey method with an instrument in the form of a questionnaire. The sample in this study amounted to 200 respondents who had used the ferry express twice in the past year and were 17 years old. data analysis using SPSS version 22 and SEM (Structural Equation Model) from Lisrel 8.8 to process and analyze the research results. The results of the research hypothesis show that 1) perceived price has a significant effect on customer satisfaction; 2) trust has a significant effect on customer satisfaction; 3) service quality has a significant effect on customer satisfaction; 4) service quality has a significant effect on trust; 5) perceived price has a significant effect on trust; 6) service quality has a significant effect on customer satisfaction through trust; 7) perceived price has a significant effect on customer satisfaction through trust

Keywords: Perceived Price, Trust, Service Quality Customer Satisfaction, Express ferry.

INTRODUCTION

Indonesia as the largest archipelagic country in the world requires public transportation that can reach its territories. One of the transportation that people are interested in is sea transportation. the use of ferries increases every year, according to data from Badan Pusat Statistik (2019) for ferry passenger statistics, an increase of 16.43% in 2019. As time goes by, the use of ferries which is getting higher every year is not directly proportional to the quality of service and the safety of its passengers. According to the National Transportation Safety Committee (2019), ship accidents such as sinking, overturning, running aground, and ship collisions were reported throughout 2015-2019. as many as 77 cases. Safety protocols on ferries are still frequently violated. The number of negligent passengers such as smoking inappropriately and turning on the vehicle engine on the ship is one indication of poor safety protocols on the ferry with passengers not complying with safety appeals. Apart from negligence on the part of passengers, the organizers also often do not pay attention to safety protocols. Among them are accidents caused by overloading and poor administration of passenger data which results in frequent discrepancies in passenger capacity. The high number of accidents in sea transportation causes the credibility of the ferry to be down. Credibility is the quality or strength of the company in increasing consumer confidence.

Based on the data above that has been presented, the researchers are interested in conducting further investigations regarding things that can reduce the satisfaction of ferry passengers. Researchers found that currently ASDP Indonesia Ferry as the manager and provider of ferry crossing services has two types of services, namely regular ferries and express ferries. After the existence of the express ferry, the regular ferry began to be abandoned by passengers because it was considered not to meet the expectations of the passengers. This happens because the regular ferry has a crossing time that is 2 times longer, the ferry is dirty and uncomfortable and hot because it does not use air conditioner, and the pier is small and there are no other supporting facilities. Based on these findings, researchers will focus on express ferry services, which are the newest types of ferry services issued by ASDP Indonesia Ferry. In this study, researchers will also focus on the Merak-Bakauheni ferry express route because this route is the busiest commercial ferry crossing (Amelia, 2019). In addition, the ferry express is a type of service that is able to attract prospective passengers with various premium facilities offered. Among them are the executive pier with its comfort and cleanliness, 24-hour operation, the Ferizy application that can make it easier for passengers to use the ferry express and the travel time of Merak-Bakauheni which only takes 1 hour.

However, behind the facilities offered by the ferry express, there are still some facilities that are not running optimally. Among them, the Ferizy application often experiences problems such as server downtime and very limited and impractical payment options. The relatively expensive price for crossing using the ferry express is considered not in accordance with the quality of the service. Passengers complain about not getting a seat when crossing from Merak to Bakauheni using the ferry express. Based on the explanation of the facts above, researchers are interested in conducting investigations and also research to identify indicators that can increase customer satisfaction with ferry express services

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is a person's feelings of pleasure or disappointment resulting from comparing the perceived performance of a product or service (or outcome) with expectations (Kotler & Keller 2016: 33). Customer satisfaction is influenced by several factors such as product and services, customer emotions, attributions for success or failure, perception of equity and fairness and others customers, family members and co-workers Zeithaml & Bitner (2018:81).

Perceived Price

Perception define as a person's process of sorting, compiling, and translating incoming information impulses into a comprehensive picture so that it can be accepted, price perception is the way consumers view prices as high, low prices, and fair (Schiffman & Kanuk 2011:137). In measuring perceived price there are four indicators such as price affordability, price compatibility with products, price compatibility with benefits, and price competitiveness (Kotler & Armstrong 2016: 78).

Trust

Trust is defined as the belief of one party in understanding the intentions and behavior of the other party. So that consumer trust is interpreted by consumers as an expectation that service providers can be trusted and also relied on in fulfilling their promises (Siagian et al. 2014). In creating trust, there are four factors that must be considered by companies, provide complete and honest information to customers, provide incentives to employees who are aligned to meet customer needs, partner with customers to help them, and offer valid comparisons with competitor products (Kotler & Keller 2016:231)

Service Quality

Service quality is defined as the level of excellence expected by customers and control over the level of excellence to meet customer desires (Tjiptono 2016: 59). There are five indicators that measuring service quality, reliability, tangible, responsiveness, assurance and empathy. (Kotler & Keller 2016: 442)

Relationship between Perceived Price and Customer Satisfaction

Perceived price can affect customer satisfaction. This happens when customers compare prices and the quality of services provided. Customer satisfaction occurs when price and service quality exceed customer expectations. These indicators can be in the form of price affordability, price compatibility with products, price compatibility with benefits, etc. Hermawan *et al.* (2017) tested the factors that impact customer satisfaction in telecommunication service user in Makassar, one of their variable is price perception. The results of their research state that price perception has a significant impact on customer satisfaction. According to previous study, it is expected that perceived price has a positive and significant impact on customer satisfaction (Pasharibu et al, 2018). Therefore, we propose the following hypothesis:

H1 = Perceived Price positively and significantly affects customer satisfaction

Relationship between Trust and Customer Satisfaction

Trust can affect customer satisfaction. Trust is one of the factors that can affect customer satisfaction. This can happen if the service provider can be trusted in fulfilling its promises to its customers. Lie *et al.* (2017) tested the factors that impact customer satisfaction in Gojek user, one of their variable is customer trust. The results of their research state that customer trust has a significant impact on customer satisfaction. We propose the following hypothesis:

H2 = Trust positively and significantly affects customer satisfaction

Relationship between Service Quality and Customer Satisfaction

Service quality can affect customer satisfaction. Service quality is one of the factors that can affect customer satisfaction. This can happen if the service provider is able to provide services that meet customer expectations. Dewi *et al.* (2017) tested the factors that impact customer satisfaction in fast boat D'Camel fast ferry passengers, one of their variable is service quality. The results of their research state that service quality has a significant impact on customer satisfaction. We propose the following hypothesis:

H3 = Service quality positively and significantly affects customer satisfaction

Relationship between Service Quality and Trust

Service quality can affect trust. Service quality is one of the factors that can affect the level of customer trust. This can happen if the service provider can provide optimal service and can

meet customer expectations so that they feel happy and believe in the services provided by the service provider.. Setiawan *et al.* (2020) tested the factors that impact customer trust in the airline industry in Indonesia at Halim Perdana Kusuma. The results of their research state that service quality has a significant impact on trust. We propose the following hypothesis:

$H4$ = Service quality positively and significantly affects trust

Relationship between Perceived Price and Trust

Perceived price can affect trust. Price perception is one of the factors that can affect the level of customer trust. This can happen if the service provider can be trusted in providing services according to the price offered. Pasharibu *et al.* (2018) tested the factors that impact customer trust in Go-Car user in Semarang. The results of their research state that price has a significant impact on trust. We propose the following hypothesis:

$H4$ = Perceived price positively and significantly affects trust

Relationship between Service Quality and Customer Satisfaction through Trust

Service quality can create customer satisfaction through Trust. Service quality is one of the factors that can affect customer satisfaction. This can happen if the service provider can provide optimal service and is able to meet customer expectations according to his promise so that customers feel happy and believe in the services provided by the provider. Rizan *et al.* (2019) tested the online transportation user in Jakarta. The hypothesis tested in their research state that service quality has a significant impact on customer satisfaction through trust. Therefore, we propose the following hypothesis:

$H6$ = Service quality positively and significantly affects customer satisfaction through trust

Relationship between Perceived Price and Customer Satisfaction through Trust

Food quality can create customer loyalty. Price perception is one of the factors that can affect customer satisfaction. This can happen if the service provider can provide a choice of prices that vary according to the promised facilities so that passengers believe that they will service provider. Sudirman *et al.* (2020) tested the online transportation Gojek. The result of his research is price has a significant effect on customer satisfaction through trust. Therefore, we propose the following hypothesis:

$H4$ = Food quality positively and significantly affects customer loyalty

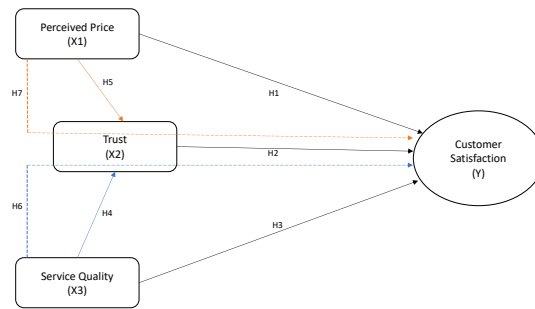


Figure 1
Hypothesized Framework

RESEARCH METHOD

Research Approach

This study using quantitative method. Quantitative approach is a scientific approach that uses numerical data that can be processed and analyzed using mathematical or statistical calculations (Bougie dan Sekaran 2016).

Data and Sample

This study using a non-probability sample technique with a purposive sampling model. Purposive sampling is a sampling technique with consideration of certain (Sugiyono, 2019:133). The sample in this study is the passengers of Merak-Bakauheni express ferry at least used ferry express two times in the past year and consumers who are at least 17 years old. In determining the number of samples, According to Hair et al. (2010) the minimum sample size for analysis using LISREL is 200 samples. So the number of samples to be examined in this study is as many as 200 people or respondents.

Data Collection Techniques

The researcher collect data using a survey method by distributing questionnaires to passengers of Merak-Bakauheni express ferry. The data collected from the questionnaire is primary data. Researcher used to collect 200 samples from population of passengers of Merak-Bakauheni express ferry.

Survey Instruments

Questionnaire will be used as a research instrument in this research. The researchers use questionnaire in order to get answers from respondents quickly and accurately through the given rating scale.

Table 1
Variable Instruments

Variables	Indicators	Source
Perceived Price	The price of the ferry express ticket is affordable	Pasharibu et al, (2018)
	The price of the ferry express ticket is in accordance with the quality	
	The price of the ferry express ticket is in accordance with the benefits provided	Cakici et al, (2018)
	Ferry express ticket prices are reasonable	
	Ferry express ticket price is acceptable level	
Trust	Ferry express ships have attention to provide the best service for their customers	Setiawan et al. (2020)
	Trustworthy ferry express staff	
	Ferry express can meet the expectations of its customers	Yuen et al. (2020)
	Ferry express can be trusted to make an effective trip I believe the ferry express is safe and reliable when in dangerous conditions	
Service Quality	The ferry express schedule is on time	Setiawan et al. (2020)
	The staff and crew of the ferry express serve passengers well	
	The waiting time for the ferry express is relatively fast	
	When using the ferry express service you feel safe	
	Clean express ferry	
	The ferry express has complete facilities	
	The staff and crew of the ferry express serve you politely	
	The staff and crew of the ferry express are well-groomed	
	Ferry express has a lot of crossing schedules	
	The ferry express has a regular crossing schedule	
	The ferry express staff and crew understand your needs	
	Fast express ferry staff and crew at your service	
	The ferry express staff and crew are always ready to help you	
	Customer Satisfaction	
I am satisfied with the information provided by the ferry express		
I am satisfied with the ferry express service		Setiawan et al. (2020)
The ferry express matched my expectations I had a satisfying experience crossing with the ferry express		

In this study researcher will use Likert scale. Lubke dan Muthén (2004) explained that it is possible to discover the correct parameter values in factor analysis, using Likert scale. The scale will be made into 5 score points (1 = totally disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = totally agree). Research used the 5 score point because answers with odd options will give a choices to respondents who do not have a clear answer or doubtful with the options.

Data Analysis Techniques

Data analysis that will be used by researcher in this study is a multivariate analysis method with the type of method of Structural Equation Model (SEM). Researcher use this method in order to generate data from combining the variables used in this study. In processing it, researcher will use SPSS version 22 as a statistical application program and LISREL version 8.8 as an application program for SEM. Researchers will use SPSS to test the validity and reliability. Meanwhile, LISREL will be used for confirmatory factor analysis and hypothesis testing.

The sample population for this study is 200 respondents, it can be seen in table 1 the detail of respondents characteristic. In general, the majority of respondent were dominated male with 65% of respondent. Based on age 26-30 with 28%, based on profession most of respondent are private employee with 42% and based on monthly income Rp.7.500.001, - Rp.10.000.000 with 31% respondent.

Table 2
the characteristic participant

No	Categorical	Frequency	Percentage
1	Gender		
	Female	70	35%
	Male	130	65%
2	Age		
	17-20	21	11%
	21-25	48	24%
	26-30	55	28%
	31-35	42	21%
	36-40	20	10%
	41-45	7	4%
	46-50	5	3%
	>50	2	1%
3	Profession		
	Student	21	11%
	Private Employee	83	42%

	Government Employee	26	13%
	Entrepreneur	46	23%
	Others	24	12%
4	Monthly Income		
	< Rp.2.500.000,	11	6%
	Rp.2.500.001, - Rp.5.000.000,	39	19%
	Rp.5.000.001, - Rp.7.500.000,	53	27%
	Rp.7.500.001, - Rp.10.000.000,	62	31%
	>Rp.10.000.001,	35	19%

Validity and Reliability Test

In this study for the validity test researcher used the Pearson test method. Pearson value is considered valid if in this method if the r value is higher than the r-table. The r-table is this study with 5% of significance and a sample size of 200 is 0.138. Then the indicators can be said to be valid if the calculated r value exceeds 0.138. The results of validity testing state that all indicators in this study are valid or can represent each variable being tested.

Table 3
Validity Test Result

Variables	Indicators	r-value	r-table 5% (n=200)	Explanation
Perceived Price (X ₁)	PP1	0,717	0,138	<i>Valid</i>
	PP2	0,727	0,138	<i>Valid</i>
	PP3	0,705	0,138	<i>Valid</i>
	PP4	0,782	0,138	<i>Valid</i>
	PP5	0,811	0,138	<i>Valid</i>
	TR1	0,704	0,138	<i>Valid</i>
Trust (X ₂)	TR2	0,730	0,138	<i>Valid</i>
	TR3	0,858	0,138	<i>Valid</i>
	TR4	0,844	0,138	<i>Valid</i>
	TR5	0,755	0,138	<i>Valid</i>
	SQ1	0,807	0,138	<i>Valid</i>
Service Quality (X ₃)	CS2	0,658	0,138	<i>Valid</i>
	CS3	0,873	0,138	<i>Valid</i>
	SQ4	0,625	0,138	<i>Valid</i>
	SQ5	0,875	0,138	<i>Valid</i>
	SQ6	0,758	0,138	<i>Valid</i>
	SQ7	0,663	0,138	<i>Valid</i>
	SQ8	0,686	0,138	<i>Valid</i>
	SQ9	0,885	0,138	<i>Valid</i>
	SQ10	0,734	0,138	<i>Valid</i>
	SQ11	0,704	0,138	<i>Valid</i>
	SQ12	0,854	0,138	<i>Valid</i>
	SQ13	0,834	0,138	<i>Valid</i>
	Customer Satisfaction (Y)	CS1	0,767	0,138
CS2		0,769	0,138	<i>Valid</i>

CS3	0,710	0,138	<i>Valid</i>
CS4	0,784	0,138	<i>Valid</i>
CS5	0,769	0,138	<i>Valid</i>

For the reliability test, researcher used the Cronbach's Alpha method. The variable can be said to have high reliability if the value is 0.70-0.90. If the value is >0.90 , it can be said that the variable has perfect reliability and if the value is 0.50-0.70 it can be said that the variable has moderate reliability. But if the value is <0.50 then the variable has low reliability. This reliability test also uses SPSS version 26 software.

According to the table of reliability test results, it can be considered that the variables of cafe atmosphere, food quality and customer loyalty have high reliability if the value of Cronbach's Alpha is between 0.70 - 0.90. As for the customer satisfaction variable, it has perfect reliability with a value of 0.904.

Table 4
Reliability Test Result

Variables	Cronbach's Alpha	Explanation
Perceived Price (X_1)	0,802	Reliable
Trust (X_2)	0,836	Reliable
Service Quality (X_3)	0,933	Reliable
Customer Satisfaction (Y)	0,816	Reliable

Confirmatory Factor Analysis

An analysis to see the impact of one variable to another by testing its correlation is Confirmatory Factor Analysis (CFA). According to Hair et al. (2010) this analysis also can confirm whether the model built is in accordance with what was hypothesized by looking at the standardized solution value ≥ 0.5 on each indicator. It can be said that the indicator is suitable for the model being built if the value meet, but if the value does not meet the indicator must be removed so that the goodness fit of indices is good. For this study researcher used first order confirmatory analysis.

Table 5
Cafe Atmosphere First Order Construct

Variable	Goodness of Fit Indices	Cut-off Value	Result	Model Explanation
Perceived Price	GFI	$\geq 0,90$	0,98	<i>Fit</i>
	RMSEA	$\leq 0,08$	0,02	<i>Fit</i>
	RMSR	$< 0,05$	0,02	<i>Fit</i>
	CMIN/DF	$\leq 2,00$	1,12	<i>Fit</i>
	AGFI	$\geq 0,90$	0,96	<i>Fit</i>
	TLI	$\geq 0,90$	0,98	<i>Fit</i>
	CFI	$\geq 0,90$	0,98	<i>Fit</i>
Trust	GFI	$\geq 0,90$	0,99	<i>Fit</i>
	RMSEA	$\leq 0,08$	0,0	<i>Fit</i>

	RMSR	< 0,05	0,02	<i>Fit</i>
	CMIN/DF	≤ 2,00	0,87	<i>Fit</i>
	AGFI	≥ 0,90	0,97	<i>Fit</i>
	TLI	≥ 0,90	0,99	<i>Fit</i>
Service Quality	CFI	≥ 0,90	1,00	<i>Fit</i>
	GFI	≥ 0,90	0,95	<i>Fit</i>
	RMSEA	≤ 0,08	0,02	<i>Fit</i>
	RMSR	< 0,05	0,02	<i>Fit</i>
	CMIN/DF	≤ 2,00	1,09	<i>Fit</i>
	AGFI	≥ 0,90	0,92	<i>Fit</i>
	TLI	≥ 0,90	0,99	<i>Fit</i>
Customer Satisfaction	CFI	≥ 0,90	1,00	<i>Fit</i>
	GFI	≥ 0,90	0,99	<i>Fit</i>
	RMSEA	≤ 0,08	0,0	<i>Fit</i>
	RMSR	< 0,05	0,02	<i>Fit</i>
	CMIN/DF	≤ 2,00	0,89	<i>Fit</i>
	AGFI	≥ 0,90	0,98	<i>Fit</i>
	TLI	≥ 0,90	0,99	<i>Fit</i>
	CFI	≥ 0,90	1,00	<i>Fit</i>

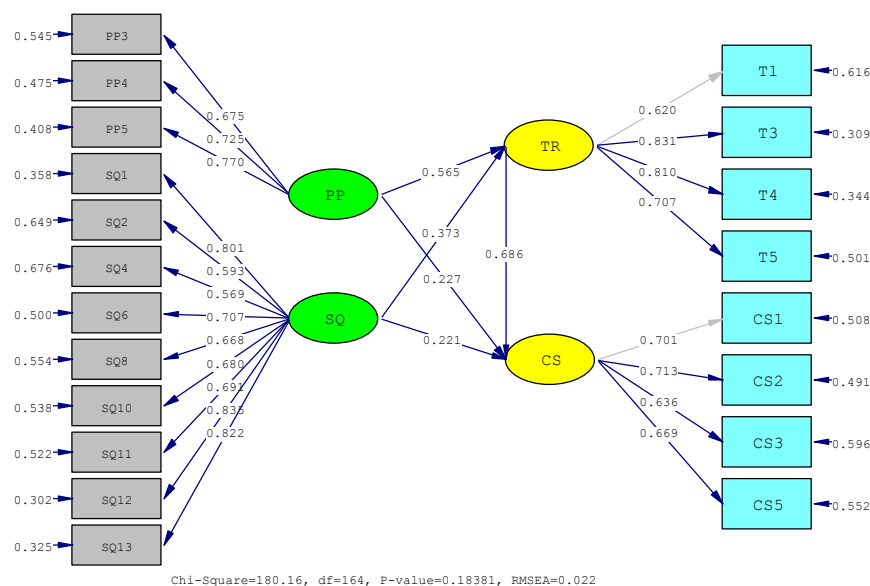


Figure 2
Structural Equation Model Result

Test for Direct and Indirect Effects.

To determine whether direct or indirect influences exist between the independent variables and the dependent variables researchers using direct and indirect tests. Test for direct and indirect effect can explain the relationship between independent must be through the intervening variable or directly related to the dependent variable. Researchers using LISREL 8.80 application program for SEM and path analysis the path analysis. Researchers use the SEM model by including unstandardized output standardize, decomposition effect as direct and indirect effects with total residuals. There is a significant influence between variables and

vice versa if the t-value on the structural equation results is > 1.96 , then ; if it is positive, then the effect is unidirectional. In this case, the independent variables are perceived price, trust and service quality; the dependent variable is customer satisfaction, and for the intervening variable is trust.

Based on the results of data analysis (Table 4), the variable perceived price (X1) has a direct effect of 0.61 on customer satisfaction (Y), the variable trust (X2) has a direct effect of 0.68 on customer satisfaction (Y), the variable service quality (X3) has a direct effect of 0.48 on customer satisfaction (Y). the variable service quality (X3) has a direct effect of 0.37 on trust (X2), the variable perceived price (X1) has a direct effect of 0.56 on trust (X2). Furthermore, perceived price variable (X1) on customer satisfaction (Z) has a direct effect of 0.65 and an indirect effect of 0.39. Incontrast, the variable service quality (X2) on customer loyalty (Z) has a direct of 0.37 and an indirect effect of 0.26.

Hypothesis Test

In hypothesis testing, if the results of the standardized total effect are positive then there is a positive relationship between variables and vice versa. If the t-value results show a value of > 1.96 there is a significant relationship, but if the value is < 1.96 then the variables don't have a significant relationship. According to the results of SEM, there are 7 hypotheses that have been tested by the researcher. The following is an explanation of each hypothesis.

Table 6
The Result of Structural Equation Model

Hypothesis	Variable	Standardized Total Effects	T-values	Explanation
H ₁	PP → CS	0,39	7,51	Positive significant
H ₂	T → CS	0,69	5,52	Positive significant
H ₃	SQ → CS	0,26	6,40	Positive significant
H ₄	SQ → T	0,37	4,71	Positive significant
H ₅	PP → T	0,56	6,12	Positive significant
H ₆	SQ → T → CS	0,26	3,98	Positive significant
H ₇	PP → T → CS	0,39	4,92	Positive significant

The results shows there is a significant positive relationship between perceived price and customer satisfaction (H₁), because the t-values is 7,51 greater the 1,96. This results is according with the research result of Hermawan et al. (2017) and Pasharibu et al. (2018) who state there is a significant positive relationship between price perception and customer satisfaction. Again, trust and customer satisfaction (H₂) also has a significant positive relationship. The t-values is 5,52 which means the values is more than 1,96. This results is according with the research result of Lie et al. (2019), Setiawan et al. (2020), Saidani et al.

(2019) who state there is a significant positive relationship between food quality and customer satisfaction.

Service quality and customer satisfaction (H_3) has significant relationship with t-values 6,40 greater than 1,96. This result is in accordance with the results of research by Dewi et al (2020), Shamsudin et al. (2020), Farooq et al (2018). There is a significant positive relationship between service quality and trust (H_4) the t-values is 4,71 which means the values is more than 1,96. This results is according with the research result of Setiawan et al. (2020) and Shamsudin et al (2020) who state there is a significant positive relationship between service quality and trust. Also perceived price and trust (H_5) has a significant positive relationship, the t-values is 6,12 which means the values is more than 1,96. This results is according with the research result of Pasharibu et al. (2018) who state there is a significant positive relationship between perceived price and trust. There is a significant positive relationship between service quality and customer satisfaction through trust (H_6) the t-values is 3,98 which means the values is more than 1,96. This results is according with the research result of Rizan et al. (2019) who state there is a significant positive relationship between service quality and customer satisfaction through trust. And there is a significant positive relationship between perceived price and customer satisfaction through trust (H_6) the t-values is 4,92 which means the values is more than 1,96. This results is according with the research result of Sudirman et al. (2020) who state there is a significant positive relationship between perceived price and customer satisfaction through trust.

CONCLUSION

All the hypotheses can be accepted. This conclusion is based on the results of the standardized total effects test values and t-values that have been carried out by researchers.

From the results of research that has been conducted by researcher, ferry express can build customer satisfaction by reconsider the price for crossing using the ferry express, for building customer trust ASDP Indonesia Ferry need to improve the accuracy of the departure schedule. For the service quality ASDP Indonesia Ferry needs to make changes and set rules regarding the departure schedule. And for the customer satisfaction ASDP Indonesia Ferry needs to turn on the air conditioner in the executive pier and also add power sockets on the ferry express for passenger purposes so that passengers can feel satisfied with the services provided by the ferry express.

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