

MERAK PORT CUSTOMER LOYALTY

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Abstract

The aim of this research was to examine the direct impact of service quality, trust and customer satisfaction variables on customer loyalty. As well as the indirect effect between service quality and customer satisfaction on customer loyalty through trust variable. This research uses a quantitative approach and data collected using survey with questionnaire as an instrument. The sample of this research are 200 Merak Port customers, that have visited Merak Port at least two times in the past year and have visited Merak Port before and after 2019. The data analysis technique uses SPSS version 22 LISREL 8.8 to analyze and process research data. The hypothesis finding show that only the customer satisfaction variable positively and significantly affect customer loyalty. The trust variable as a mediator in the relationship between service quality and customer satisfaction on customer loyalty shows insignificant results.

INTRODUCTION

Indonesia is the largest archipelagic and maritime country with 16.056 island spread throughout its territory. As an archipelagic country, Indonesia needs transportation facilities to support the process of moving people and goods from one region to another. Ports as a means of supporting sea transportation need to be managed efficiently, but according to The Global Competitiveness Report 2019, Indonesia's port efficiency is still in ranked 61 out of 141 countries surveyed (Subdirektorat Statistik Transportasi, 2019). Merak Port is one of the ports in Indonesia managed by PT ASDP Indonesia Ferry which plays a vital role. Merak Port is a sea port located in Cilegon City Banten, which serves crossings between Java Island and Sumatra Island. According to Intari et al. (2019) Merak Port is a public port that is very vital in driving the wheels of the Indonesian

economy. Activities in Merak Port including passenger crossing services and loading and unloading of goods.

Merak Port is the largest port service provider serving the Java to Sumatra route, in fact the government has provided another route, namely the Sea Highway crossing route that connects Tanjung Priok - Lampung Panjang Port. However, this route is considered to be very new, the number of ships serving the crossing is still limited and the fares are also more expensive than the Merak Port, so passengers are "forced" to be loyal to the Merak Port service provider. On this basis, customers tend to have false loyalty levels, caused by the lack of alternatives. However, even so, due to the lack of attitudinal preferences owned by customers, customers still have a tendency to switch to other service providers or other modes of transportation. For this reason, the factors that affect their loyalty need to be assessed and studied properly (Sun & Duan, 2019). False loyalty will make customers feel loyal when they are not, when they start to be free to make decisions, they will act like ordinary consumers in a free competitive market. They will be truly loyal when they are satisfied. For this reason, researchers feel it is important to carry out research on the antecedents of loyalty to Merak Port. Even though it has a vital role, there are still many problems that happen in Merak Port.

There is often accumulation of vehicles and congestion, which causes vehicles to snake out of the port. On Thursday, December 24 2020 there was a traffic jam extending to Cikuasa Atas Street caused by the ticket barcode system at Merak Port had stopped operating (Yandhi, 2020). Merak Port officers who are often negligent in serving passengers. On October 16, 2020, an elderly passenger died due to falling from a pedestrian bridge (gang way) at Pier 3 of Merak Port, this is closely related to the ramp door officers didn't provide assistance to the elderly passenger (Toiskandar, 2020). The executive pier of Merak Port which is assessed by the Masyarakat Transportasi Indonesia (MTI) does not meet the executive requirements, this is happen because the service of executive pier, the ship qualification and ship sailing time are not considered to meet executive requirement. Quality of service is one of the important dimension which head to customer loyalty (Chang & Thai, 2016), and this several problem of Merak Port service quality have the opportunity to impact the degree of customer loyalty. Previous study discovered service quality has a significant effect on customer loyalty (Haryanti and Susila, 2019; Omoregie et al., 2019; Prabumenang et al., 2020).

Acts of thuggery also often occur in the environment around Merak Port, acts of thuggery included robberies and brokers, have happened for years. However, this is still happening until now. Several comments on PT ASDP Indonesia Ferry's social media accounts, said that that customers often find brokers, being asked for more money by thugs and pickpockets. According to Morgan and Hunt in darmawan (2018) trust will exist if the customer has a confidence to engage in a

relationship with credible party. This lack of security, can affect customer trust, and many complaints about Merak Port services, illustrates customer dissatisfaction with Merak Port. Several studies found that trust positively and significantly affect customer loyalty (Omoriegic et al., 2019; Prabumenang et al., 2020; Rizan et al., 2016). Moreover, several previous studies found that customer trust mediating the service quality and customer satisfaction on customer loyalty (Minrohayati et al., 2017; Carranza et al., 2018; Haron et al., 2020; Saputra et al., 2020). According to Dagger and O'Brien customer satisfaction is one of the major factor for business organizations to develop a long term relationship with customer. This finding also supported by previous studies which claim customer satisfaction positively and significantly affect customer loyalty (Carranza et al., 2018; Omoriegic et al., 2019; Saputra et al., 2020; Yacob et al., 2016).

LITERATURE REVIEW

Customer Loyalty

According to Oliver (1999) Loyalty has become a cornerstone for a firm to gain a competitive success. It's cheaper to keep an existing customer rather than to gain new customer. Moreover, loyalty create resistance in consumers to potential competitor offers (Servera-francés et al., 2019), Loyalty is a "a deeply held commitment to rebuy or repatronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behavior." (Kotler & Keller, 2016). According to Jones and Taylor loyalty can be measure with three dimensions, namely (i) Behavioural loyalty, (ii) Attitudinal Loyalty and (iii) Cognitive Loyalty (Rizan et al., 2016).

Service Quality

Service quality given by service provider is the criteria that considered by customer to make the decision which service provider they want to choose. One of the determinant of customer loyalty is a consistent delivery of quality. Parasuraman et al. (1988) said that quality of service is distinction between what customer expect for the services and customer perception for the real service. Kesper et al. (1999) define service quality as how far the service offered can meet the customer expectancy. Gronroos (1982) said that service quality used to gauge two components, which are technical and consumer evaluation (Yacob et al., 2016). Previous studies measuring the quality of service using SERVQUAL measurement model by Parasuraman et al. (1988), therefore researcher also using SERVQUAL measurement model. Service quality model be expanded by Parasuraman (1988) are (i) Tangibility, (ii) Reliability, (iii) Responsiveness, (iv) Assurance, and (v) Empathy (Boonlertvanich, 2019; Murali et al., 2016; Yacob et al., 2016).

Customer Satisfaction

Customer is the main predictor and critical factor of customer loyalty. A pleased consumer is more possible to make repeat purchases and use the service or product on a regular basis than customers who dissatisfied. Customer satisfaction is the pleasure or displeasure someone has as a result of comparing the perceived performance (or outcome) of a service to expectancy. If the performance or experience falls short of the customer's expectations, the customer is dissatisfied. Customer is satisfied if it meets their expectations. Customer is very happy if it meets or surpass his or her expectations. There are two dimensions of customer Satisfaction namely, expectation and performance. Expectations refers to customer expectancy before to purchasing a product or service are used as a metric for customer satisfaction and performance refers to satisfaction of customer because the performance of a product or service meets their expectancy (Kotler & Keller, 2016).

Trust

Trust is one of the key factor for customers in deciding what services or products they want use. This is necessary for companies to build good relationships with customers to cultivate their trust. Initially, customer must build trust on the fact that other parties will offer the good service or product to them. Garbarino and Johnson (1999) said trust is customer beliefs in the reliability and the quality of the service that given by the company. Morgan and Hunt (1994) trust will be built if the customer has the confidence to engage in a relationship with a credible party (Darmawan, 2018). Trust comes from the cognitive, affective and behavioral components of human experience. Cognitive beliefs are related to rational decisions that are built on logical judgments, affective beliefs are built on emotional bonds, and behavioral beliefs are based on the courage to take risks (Isaeva et al., 2020). According to Morgan and Hunt there are three dimension to measure customer trust, namely (i) capabilities (ability, (ii) goodness (benevolence) and integrity (Rizan et al., 2016).

THEORETICAL FRAMEWORK

Service Quality and Customer Trust

Quality of service is the key to maintain customer trust in the service provider. Therefore, service provider has to serve the best treatment to build trust of the customer (Omoregie et al., 2019). Several research has discovered that service quality positively and significantly affect customer trust. High quality of service will lead to increase in customer trust. In research of Low Cost Carrier in Indonesia found, there is a positive and significant effect of service quality to trust (Rizan et al., 2016). Another studies found that service quality significantly and positively affect customer trust

(Cuong & Khoi, 2019; Haron et al., 2020; Saputra et al., 2020). Therefore, the hypothesis that follows:

H₁: Service quality affect trust.

Service Quality and Customer Loyalty

Several studies found quality of service positively and significantly affect customer loyalty. Higher quality of service will lead to increase in customer loyalty. Research of Kaohsiung Port in Vietnam, found that service quality is the key dimension leads to customer loyalty (Chang & Thai, 2016). Hypothesis testing by several studies also claim quality of service significantly and positively affect customer loyalty (Asnawi et al., 2019; Haryanti, S, S dan Susila, L.N., 2019; Lunarindiah, 2016; Omoregie et al., 2019). Therefore, the hypothesis that follows:

H₂: Service quality affect customer loyalty.

Customer Satisfaction and Customer Trust

According to Ganesan (1994) in the retail industry emphasize the positive influence of customer satisfaction on trust and maintain long term relationships among suppliers and buyers. In Pavlou (2003) research about online bookstore industry, confirmed satisfaction positively and significantly affect trust (Melián-Alzola & Martín-Santana, 2020). Several studies claim customer satisfaction positively and significantly affect customer trust (Minrohayati et al., 2017; Asakdiyah, 2016; Boonlertvanich, 2019; Cuong & Khoi, 2019; Haron et al., 2020; Hung et al., 2019; Melián-Alzola & Martín-Santana, 2020; Song et al., 2019). Therefore, the hypothesis that follows:

H₃: Customer satisfaction affect trust.

Customer Satisfaction and Customer Loyalty

Fraering and Minor (2013) show that some customer may be disloyal even though they feel satisfied with product or service of specific brand, because of faithfulness to other brand and aversion to making a change. Ganiyu (2017) concludes customer satisfaction is very important in constructing and increasing benefit and customer loyalty, but it isn't always enough in every situation (Haron et al., 2020; Omoregie et al., 2019). The relation between customer satisfaction and customer loyalty has been proven by several studies. Study about Kaohsiung Port in Vietnam customer satisfaction significantly and positively affect customer loyalty (Chang & Thai, 2016). In accord with Dagger and O'Brien (2010) which explains that one of the main factor for business organizations to build a long-term relationship with customer is customer satisfaction (Darmawan, 2018). This finding also supported by previous studies which show customer satisfaction

significantly and positively affect customer loyalty (Carranza et al., 2018; Omoregie et al., 2019; Saputra et al., 2020; Yacob et al., 2016). Therefore, the hypothesis that follows:

H4: Customer Satisfaction affect customer loyalty

Trust and Customer Loyalty

Trust and confidence are the cause of long-term relationship with customer. A service provider has to trustworthy and committed to the service. As a result, trust is a crucial determinant of emerging customer loyalty (Haron et al., 2020). It is important for service provider to build customer trust, by so doing not only customer feel satisfied, but the customer will also be willing to repeat patronage of service as well. Previous research show that trust directly affect customer loyalty positively and significantly (Haron et al., 2020; Omoregie et al., 2019; P Kresnamurti Rivai et al., 2020; Rizan et al., 2016; Saputra et al., 2020). Therefore, the hypothesis that follows:

H5: Trust affect customer loyalty

Service Quality and Customer Loyalty mediated by Trust

Service quality not directly influence customer loyalty by trust. If the quality of service provided by service provider is excellent, trust will also increase so that it will affect customer loyalty. Previous studies claim trust mediates relationship of service quality and customer loyalty (Minrohayati et al., 2017; Rizan et al., 2016; Saputra et al., 2020). Therefore, the hypothesis that follows:

H6: Trust mediates the relationship between service quality and loyalty.

Customer Loyalty and Customer Loyalty mediated by Trust

Customer satisfaction indirectly influence customer loyalty by trust. According to Mutonyi et al. (2016) trust is the mediator among customer satisfaction and customer loyalty of supplier in a fresh fruit supply chain. Trust maybe impact the relationship among the supplier and buyer, this will boost the mutual advantage and the long-term engagement become stronger. In Osman and Sentosa (2013) study about Malaysian tourism industry, trust also is the mediator between customer satisfaction and customer loyalty. Loyalty will be built if the customers who are satisfied has a trust on firm (Haron et al., 2020). Therefore, the hypothesis that follows:

H7: Trust mediates the relationship between customer satisfaction and loyalty.

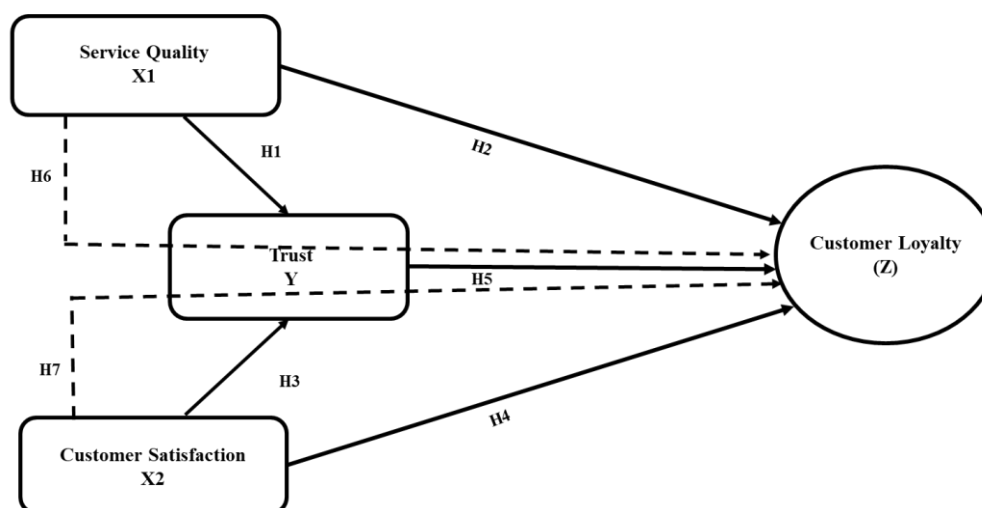


Figure 1. Research Model

Source: Data processed by researchers (2021)

RESEARCH METHOD

This study using quantitative methods to answer the hypotheses proposed. The study design is descriptive and causal (Malhotra, 2010). This study population consist of Merak Port Customer. The population is Merak Port service user and using infinite population. This study sample consist of customer of Merak Port who visited Merak Port minimum twice for the last one year, and had visited Merak Port before and after 2019. Two hundred Merak Port participated (Hair et al., 2013). Data collection is from online and offline survey, Google Form was used for online survey. The measurement used five point likert scale from 1 (Strongly disagree) to 5 (Strongly Agree). The validity test using Pearson Product Moment Correlation with 5% significance and the r table value is 0,138. The reliability test using Cronbach Alpha, it is appearing to be >0.60 with SPSS 22. The SEM analysis using LISREL 8.8.

RESULT AND DISCUSSION

Profile of Respondent

The sample for this study are 200 respondents. Table 1 (See Table 1) inform the detail of respondents' descriptive analysis. In general, the majority of respondent were dominated by respondent who used private transportation, with a percentage of approximately 72% of total respondent, the majority of respondents were dominated based on man, with a percentage of approximately 60% respondent, the majority of respondent were dominated by respondent whose age 21-25 years' old, with a percentage of approximately 35% of total respondent, the majority of respondent were dominated by respondent whose occupation employee 37% of total

respondent, the majority of respondent were dominated by respondent whose income Rp2.500.001, -Rp5.000.000,-.

Table 1. Profile of Respondent

No	Categorical	Frequency	Percentage
1	Transportation		
	Private	144	72%
	Public	56	28%
2	Gender		
	Man	120	60%
	Woman	80	40%
3	Age		
	16-20	19	9,5%
	21-25	70	35%
	26-30	34	17%
	31-35	30	15%
	36-40	30	15%
	41-45	12	6,0%
	46-50	5	2,5%
	>50	0	0%
4	Occupation		
	Student	38	19%
	Employee	74	37%
	Civil Servant	15	7,5%
	Self-Employed	52	26%
	Housewife	11	5,5%
	Other	10	5%
5	Income		
	< Rp2.500.000,-	62	31%
	Rp2.500.001, -Rp5.000.000,-	66	33%
	Rp5.000.001,- - Rp7.500.000,-	46	23%
	Rp7.500.001,- - Rp10.000.000,-	19	9,5%
	> Rp10.000.001,-	7	3,5%

Validity and Reliability Test

This study's validity was tested using Pearson Moment Correlation. Values are valid if the r value is bigger than the r table. The significance of 5% and the number of samples two hundred is 0.1388. The reliability testing using Cronbach's Alpha with a value of 0.60 to 0.70 is considered acceptability's lowest point (Hair et al., 2013). Based on Table 2, that all r values for each indicator are valid. Results in Table 2 show that all the Cronbach's Alpha for all indicator are >0.60 , so it can be said that all indicator are reliable.

Table 2. Validity Test Result

Variable	Indicator	r value	r table 5%	Information
<i>Service Quality (X1)</i>	SQ1	0,626	0,1388	<i>Valid</i>
	SQ2	0,616		<i>Valid</i>
	SQ3	0,632		<i>Valid</i>
	SQ4	0,609		<i>Valid</i>
	SQ5	0,753		<i>Valid</i>
	SQ6	0,673		<i>Valid</i>
	SQ7	0,616		<i>Valid</i>
	SQ8	0,622		<i>Valid</i>
	SQ9	0,686	0,1388	<i>Valid</i>
	SQ10	0,676		<i>Valid</i>
	SQ11	0,651		<i>Valid</i>
	SQ12	0,619		<i>Valid</i>
	SQ13	0,633		<i>Valid</i>
	SQ14	0,630		<i>Valid</i>
	SQ15	0,696		<i>Valid</i>
	SQ.16	0,679		<i>Valid</i>
<i>Customer Satisfaction (X2)</i>	CS1	0,808	0,1388	<i>Valid</i>
	CS2	0,823		<i>Valid</i>
	CS3	0,719		<i>Valid</i>
	CS4	0,827		<i>Valid</i>
	CS5	0,751		<i>Valid</i>
<i>Trust (Y)</i>	T1	0,711	0,1388	<i>Valid</i>
	T2	0,704		<i>Valid</i>
	T3	0,773		<i>Valid</i>
	T4	0,766		<i>Valid</i>
	T5	0,770		<i>Valid</i>
	T6	0,660		<i>Valid</i>
	T7	0,701		<i>Valid</i>
	T8	0,654		<i>Valid</i>
	T9	0,715		<i>Valid</i>
	T10	0,704		<i>Valid</i>

<i>Customer Loyalty (Z)</i>	CL1	0,640	0,1388	<i>Valid</i>
	CL2	0,617		<i>Valid</i>
	CL3	0,670		<i>Valid</i>
	CL4	0,760		<i>Valid</i>
	CL5	0,624		<i>Valid</i>
	CL6	0,659		<i>Valid</i>

Table 3. Reliability Test Result

Variable	<i>Cronbach's Alpha</i>	Information
<i>Service Quality</i>	0,908	Reliable
<i>Customer Satisfaction</i>	0,785	Reliable
<i>Trust</i>	0,893	Reliable
<i>Customer Loyalty</i>	0,736	Reliable

Confirmatory Factor Analysis

CFA was conducted to see if the indicators and dimensions forming the latent construct were valid indicators and dimensions as a measure of the latent construct (Haryono, 2016). Researchers use first order construct on LISREL 8.8.

Service quality variable has sixteen indicators. Indicator of service quality variable was decreased to 14 indicators after processing the model in the first order construct. Test findings show, service quality variable model generates a good level of acceptance at this point. Outcome of testing service quality, GFI 0,91; RMSEA 0,064; RMR 0,033; CMIN/DF 1,82; AGFI 0,88; TLI/NNFI 0,97; CFI 0,98.

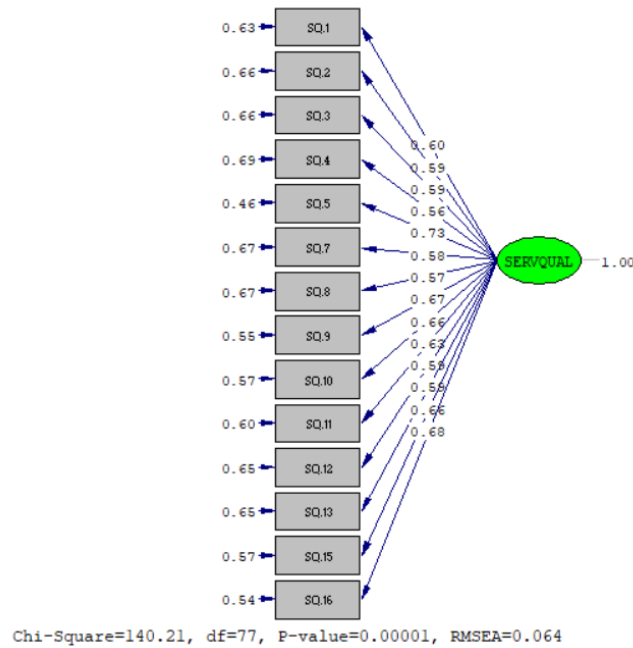


Figure 2. Service Quality First Order Construct Model

Customer satisfaction variable consist of five indicators. There are no wasted indicators after the model has been processed in the first-order construct. Test outcome indicate that customer satisfaction variable model produces the good level of acceptance at this point. Results of testing customer satisfaction consist of GFI 0,97; RMSEA 0,14; RMR 0,02; CMIN/DF 5,1; AGFI 0,85; TLI/NNFI 0,93; CFI 0,97.

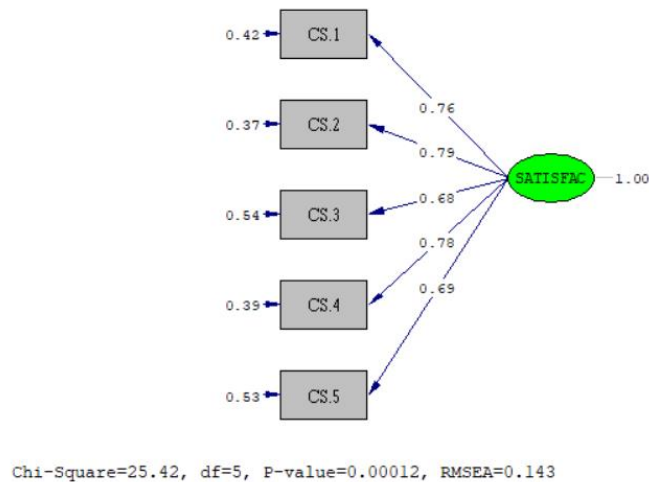


Figure 3. Customer Satisfaction First Order Construct Model

Trust variable has ten indicators. There are no wasted indicators after the model has been processed in the first-order construct. At this point, test results show trust variable model generates good acceptability level. Results of testing trust consist of GFI 0,92; RMSEA 0,08; RMR 0,049; CMIN/DF 2,4; AGFI 0,88; TLI/NNFI 0,97; CFI 0,98.

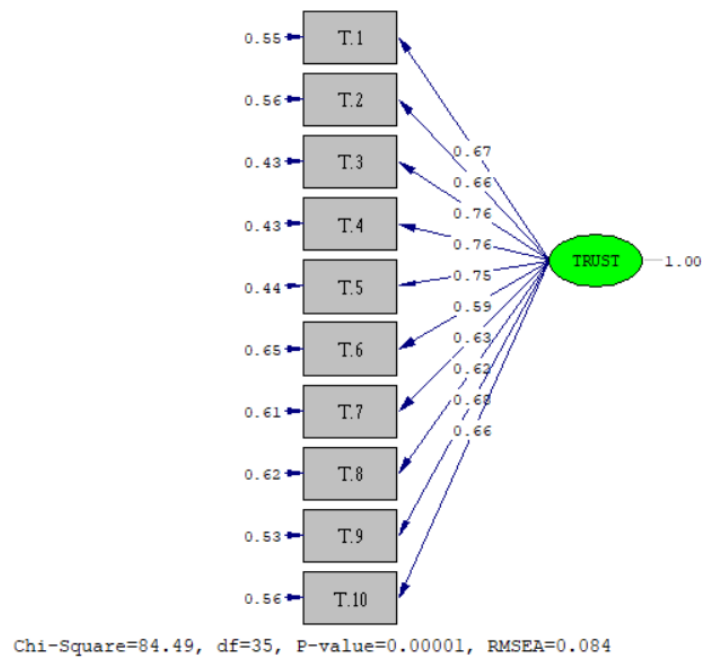


Figure 4. Trust First Order Construct Model

Customer loyalty variable has six indicators. Indicator of customer loyalty variable was decreased to 4 indicators after processing the model in the first order construct. Test results show customer loyalty variable model produces better acceptability level at this point. Results of testing customer loyalty consist of GFI 1,00; RMSEA 0,0; RMR 0,01; CMIN/DF 0,86; AGFI 0,98; TLI/NNFI 1,00; CFI 1,00.

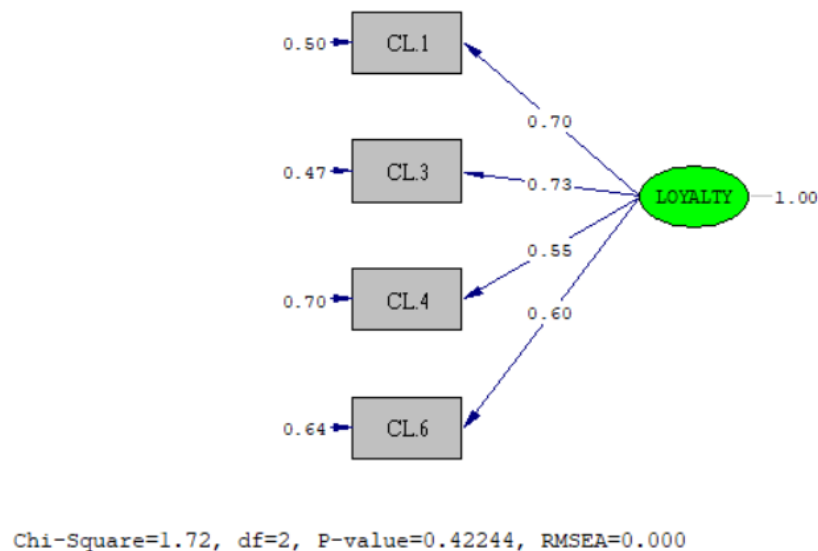


Figure 5. Customer Loyalty First Order Construct Model

Table 4. First Order Construct Result

Variable	Goodness of Fit Indices	Cut-off Values	Result	Model of Evaluations
Service Quality	GFI	$\geq 0,90$	0,91	<i>Good Fit</i>
	RMSEA	≤ 0.08	0,064	<i>Good Fit</i>
	RMR	≤ 0.05	0,033	<i>Good Fit</i>
	CMIN/DF	≤ 2.00	1,82	<i>Good Fit</i>
	AGFI	≥ 0.90	0,88	<i>Close Fit</i>
Customer Satisfaction	GFI	$\geq 0,90$	0,97	<i>Good Fit</i>
	RMSEA	≤ 0.08	0,14	<i>Marginal Fit</i>
	RMR	≤ 0.05	0,02	<i>Good Fit</i>
	CMIN/DF	≤ 2.00	5,1	<i>Bad Fit</i>
	AGFI	≥ 0.90	0,85	<i>Close fit</i>
	TLI/NNFI	≥ 0.90	0,93	<i>Good Fit</i>
	CFI	≥ 0.95	0,97	<i>Good Fit</i>
Trust	GFI	$\geq 0,90$	0,92	<i>Good Fit</i>
	RMSEA	≤ 0.08	0,08	<i>Good Fit</i>
	RMR	≤ 0.05	0,049	<i>Good Fit</i>
	CMIN/DF	≤ 2.00	2,4	<i>Bad Fit</i>
	AGFI	≥ 0.90	0,88	<i>Close Fit</i>
	TLI/NNFI	≥ 0.90	0,97	<i>Good Fit</i>
	CFI	≥ 0.95	0,98	<i>Good Fit</i>
Customer Loyalty	GFI	$\geq 0,90$	1,00	<i>Good Fit</i>
	RMSEA	≤ 0.08	0,0	<i>Good Fit</i>
	RMR	≤ 0.05	0,01	<i>Good Fit</i>
	CMIN/DF	≤ 2.00	0,86	<i>Good Fit</i>
	AGFI	≥ 0.90	0,98	<i>Good fit</i>
	TLI/NNFI	≥ 0.90	1,00	<i>Good Fit</i>
	CFI	≥ 0.95	1,00	<i>Good Fit</i>

Hypothesis Test

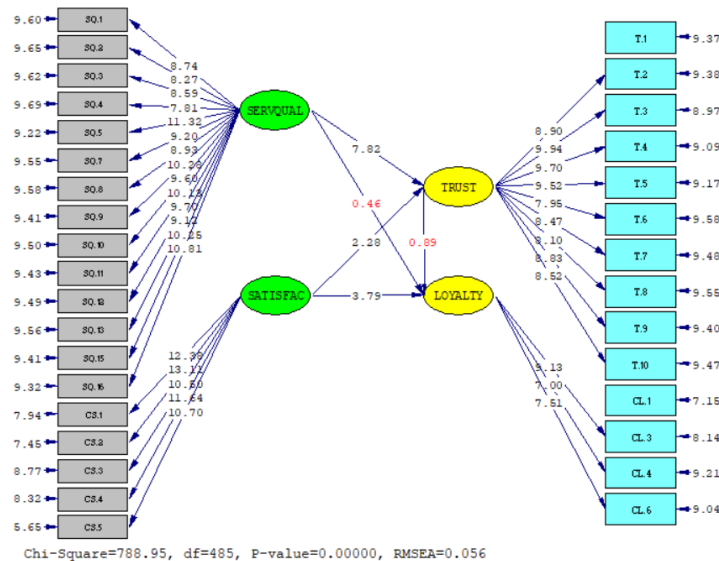
**Figure 7. Structural Equation Model Results**

Table 5. Structural Equation Model Test Results

H	Variable		Standardized Total Effect	T- Values	Interpretation
H1	<i>Service Quality</i>	<i>Trust</i>	0,80	7,82	Positive Significant
H2	<i>Service Quality</i>	<i>Customer Loyalty</i>	0,13	0,46	Not Significant
H3	<i>Customer Satisfaction</i>	<i>Trust</i>	0,18	2,28	Positive Significant
H4	<i>Customer Satisfaction</i>	<i>Customer Loyalty</i>	0,48	3,79	Positive Significant
H5	<i>Trust</i>	<i>Customer Loyalty</i>	0,28	0,89	Not Significant
H6	<i>Service Quality</i>	<i>Trust</i> <i>Customer Loyalty</i>	0,22	0,89	Not Significant
H7	<i>Customer Satisfaction</i>	<i>Trust</i> <i>Customer Loyalty</i>	0,05	0,86	Not Significant

DISCUSSION

The relationship between service quality variable (X1) and trust (Y) has a standardized total effect value of 0.76 and t-values greater than 1.96, which is 6.77. So that the first hypothesis, service quality (X1) positively and significantly affect customer trust (Y) is accepted. This is indicating that if Merak Port deliver a good service, it can increase trust of customer. The result support the claim of Boonlertvanich (2019), Omoregie et al. (2019), P Kresnamurti Rivai et al. (2020), Rizan et al. (2016).

In relationship of quality of service variable (X1) to customer loyalty (Z) have a standardized total effect value 0.13 and the t-values is smaller than 1.96, which is 0.46. The relationship between these variables are positive and not significant. So that the second hypothesis is rejected. This is indicating the increase in quality of service of Merak Port does not affect customer loyalty. Then Merak Port must be able to evaluate what problems occur in the service quality of Merak Port, so that it is not able to affect customer loyalty. Merak Port can pay more attention to port facilities, for regular passengers, waiting rooms that do not have enough seats, available ships that have poor facilities, on time ships and the appearance and attitude of staff in serving passengers. The result support the claim of Abror et al. (2020), Fachmi et al. (2020), Rizan et al. (2016), and Solimun & Fernandes (2018).

In relationship of customer satisfaction (X2) and trust (Y) variables have a standardized total effect 0.22 and t-values greater than 1.96, which is 2.38. So the third hypothesis, customer satisfaction (X2) positively and significantly affect customer trust (Y) is accepted. This is indicating if customer feeling satisfied by the service of Merak Port, they judge Merak Port to be trustworthy, The result support the claim of Boonlertvanich (2019), Hung et al. (2019), Melián-Alzola & Martín-Santana (2020), and Song et al. (2019).

In relationship of customer satisfaction variable (X2) and customer loyalty (Z) have a standardized total effect value 0.52 and t-values greater than 1.96, which is 3.04. So that the fourth hypothesis, customer satisfaction significantly and positively affect customer loyalty is accepted. This indicates that at Merak Port customer satisfaction is a strong predictor of customer loyalty, this indicates that the performance provided by Merak Port exceeds customer expectations of Merak Port. It is supported by claims of Boonlertvanich, (2019), Haron et al. (2020), Ing et al. (2019) and Omoregie et al. (2019).

Relationship of the trust variable (Y) to customer loyalty (Z) it have a standardized total effect value 0.28 and t-values less than 1.96, which is 0.89. So that the fifth hypothesis of trust positively and significantly affect customer loyalty is rejected. Merak Port must be able to evaluate what problems occur in Merak Port's customer trust, so that it is not able to affect customer loyalty. Merak Port can increase customer trust, by increasing the level of concern for port officers to customers and increasing security around the port by quelling crimes that occur around the port. It is supported by claim of Fachmi et al. (2020) and Ismanova, 2019).

In relationship of service quality (X1) and customer loyalty (Z) via trust (Y) have a standardized total effect value 0.32 and t-values less than 1.96, which is 1.25. Therefore, the sixth hypotheses service quality (X1) significantly and positively affect customer loyalty (Y), through trust (Y) can't be accepted. This indicates that the mediation effect is not found, but customer trust increases the effect of service quality on customer loyalty. It is supported by claim of Elizar et al. (2020), Ismanova (2019) and Wahyoedi et al. (2021).

In relationship of customer satisfaction variable (X2) and customer loyalty (Y) through trust (X2) have a standardize total effect value 0.09 and the t-values are smaller than 1.96, which is 1.22. This finding indicates that no mediating effect is found, and customer trust actually weakens the relationship between customer satisfaction and customer loyalty. This may be due to the strong direct relationship between customer satisfaction and customer loyalty. So that the seventh hypothesis of customer satisfaction (X2) significantly and positively affect customer loyalty (Z) through trust (Y) is rejected. This is in accordance with claim of Utami (2017).

CONCLUSION

This study investigates the impact of service quality, trust and customer satisfaction on customer loyalty. This study also examines mediating role of trust between customer satisfaction and service quality toward customer loyalty. Sample used are 200 Merak Port customer who visited Merak Port minimum twice for the last one year, and had visited Merak Port before and after 2019. Based on the result of the hypothesis test shows that (1) Service quality affect customer trust positively and significantly (2) Service quality does not have a significant impact on customer loyalty (3) Customer satisfaction positively and significantly affect customer trust (4) Customer satisfaction positively and significantly affect customer loyalty, customer satisfaction is key factor that affect customer loyalty in Merak Port, (5) Customer trust is not significant does not have a significant impact on customer loyalty (6) Service quality does not have a significant impact on customer loyalty mediated by trust (7) Customer satisfaction does not have a significant impact on customer loyalty mediated by trust.

RECOMMENDATION

In order to increase customer loyalty, it is hoped that Merak Port will provide a comfortable waiting room for customer, as well as providing clear and precise information about the arrival time of the ship, and if there are problems, it is expected that Merak Port officers will provide information to customers. Merak Port officers need to increase their interest in helping customers, give personal attention to customers who have special needs, and improve hospitality. Merak Port have to improve its services both facilities and infrastructure at the port, certainty of waiting times for ships, friendliness and physical appearance of officers and customer service who are able to provide information and handle customer complaints. It is hoped that further study can increase the amount of samples, because in this study the number of samples used was only 200 respondents, which is certainly not enough to show the actual situation at Merak Port.

It is hoped that further research can use variables other than those used by researchers such as corporate image (Asnawi et al., 2019; Darmawan, 2018; Lunarindiah, 2016), Price (Hamonangan Sinaga et al., 2016; Lisa Wulandari et al., 2016; Setyowati, 2017) or security quality variable as an independent variable that can affect customer loyalty is in accordance with the research of Chang & Thai (2016).

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Appendix

Construct	Mean	SD
Service Quality (SQ): adapted from Le et al. (2020), Mohtasham et al. (2017) and Wang & Shi (2019)		
SQ.1 Merak Port has visually attractive facilities.	4.27	.747
SQ.2 Merak Port has clean facilities.	4.07	.891
SQ.3 Merak Port Officers wear neat uniforms.	4.25	.768
SQ.4 The waiting time for ships at Merak Port does not take a long time.	4.06	.960
SQ.5 Merak Port provides services as promised.	4.11	.801
SQ.6 Merak Port provides services according to the promised time.	4.00	.827
SQ.7 In the process of delivering its services, Merak Port did not make any significant mistakes.	4.14	.741
SQ.8 Merak Port always notifies you of the ship's departure time.	4.29	.799
SQ.9 Merak Port officers are fast in providing services to customers.	4.15	.768
SQ.10 Merak Port Officers are always available when customers need.	4.08	.902
SQ.11 Merak Port officers have the knowledge to answer customer questions.	4.27	.726
SQ.12 Feel safe when using Merak Port services.	4.34	.711
SQ.13 Merak Port Officers are always polite.	4.27	.742
SQ.14 Merak Port Officers understand customer needs.	4.07	.805
SQ.15 Merak Port Officers pay individual attention to customers.	3.92	.926
SQ.16 Merak Port working hours make customers feel comfortable.	4.32	.713
Customer Satisfaction (CS): adapted from Carranza et al. (2018) and Prentice & Kadan (2019)		
CS.1 Merak Port meets your expectations.	4.25	.786
CS.2 The experience gained at Merak Port is pleasant.	4.22	.795
CS.3 The choice to go to Sumatra Island from Merak Port is a wise choice.	4.49	.650
CS.4 My overall evaluation of Merak Port is good.	4.09	.957
CS.5 Overall, the experience at Merak Port was satisfactory.	4.35	.736
Trust (T): adapted from Boonlertvanich (2019), Omoregie et al. (2019), Servera-francés et al, (2019) and Zhang & Li (2019)		
T.1 Merak Port Officers have good experience.	4.20	.757
T.2 Trusted Merak Port to protect customer safety.	4.21	.767
T.3 Merak Port is successful in what they do.	4.21	.752
T.4 Merak Port Officers are very knowledgeable about their services.	4.29	.746
T.5 Merak Port Officers care about customers.	4.17	.784
T.6 If the customer tells the problem, Merak Port will respond attentively.	4.05	.831
T.7 Merak Port cares about the welfare of its customers, not just its own welfare.	3.98	.885

T.8	The information provided by Merak Port is correct.	4.30	.716
T.9	If there is a problem, Merak Port officers will be honest.	4.18	.801
T.10	Merak Port does not make false claims.	4.21	.788

Customer Loyalty (CL) adapted from Carranza et al. (2018) Ing et al. (2019) and Servera-francés et al., 2019)

CL.1	You will return to get service from Merak Port.	4.48	.657
CL.2	You rarely consider switching to another port to cross to Sumatra Island.	4.43	.860
CL.3	You will recommend Merak Port services to others.	4.39	.670
CL.4	You will say positive things about Merak Port to others.	3.94	.763
CL.5	You will provide feedback to Merak Port if the service provided is bad.	4.23	.781
CL.6	You consider Merak Port as your first choice to cross Sumatra Island.	4.60	.626
