

Analysis Of The Influence Between Service Quality And Promotion On Customer Loyalty Of PT. Peln Passenger Ships

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Abstract. PT. Pelayaran Nasional Indonesia (PELNI) is a State-Owned Enterprise in the shipping sector, which is the largest in Indonesia. The number of PELNI passengers in recent years has fluctuated due to competition from other transportation modes that offer better services. The aim of this research is to determine the relationship between service quality and promotion on the customer loyalty of PT. PELNI's passenger ships. The research object is passengers who use PT. PELNI's passenger ship services with a random sample of 105 respondents. The research results show that improving service quality and promotion individually will increase customer loyalty because they have a strong relationship, but not as much as when improving service quality and promotion together because they have a very strong relationship.

Keywords : customer loyalty, service quality, promotion, passenger ships

Abstrak. PT. Pelayaran Nasional Indonesia (PELNI) merupakan Badan Usaha Milik Negara di bidang pelayaran yang terbesar di Indonesia. Jumlah penumpang PELNI dalam beberapa tahun terakhir mengalami fluktuasi karena adanya persaingan dengan moda transportasi lain yang menawarkan pelayanan yang lebih baik. Tujuan dari penelitian ini adalah untuk mengetahui hubungan antara kualitas pelayanan dan promosi terhadap loyalitas pelanggan kapal penumpang PT. Pelayaran Nasional Indonesia (PELNI). Objek penelitian adalah penumpang yang menggunakan jasa kapal penumpang PT. PELNI dengan sampel acak sebanyak 105 responden. Hasil penelitian menunjukkan bahwa peningkatan kualitas pelayanan dan promosi secara sendiri-sendiri akan meningkatkan loyalitas pelanggan karena memiliki hubungan yang kuat, tetapi tidak sebesar apabila peningkatan kualitas pelayanan dan promosi secara bersama-sama karena memiliki hubungan yang sangat kuat.

Kata Kunci : loyalitas pelanggan, kualitas layanan, promosi, kapal penumpang

1. Introduction

PT. Pelayaran Nasional Indonesia (PELNI) is the largest State-Owned Enterprise in the shipping sector in Indonesia, currently operating a fleet of 32 vessels consisting of 26 passenger ships and 6 container cargo Vessels. PELNI plays two crucial roles. Firstly, as a corporation, it is expected to enhance its contribution to the nation's revenue by generating profits. Secondly, PELNI is expected to contribute to the realization of the Archipelagic Outlook, integrating the nation's territories to promote regional economic growth and reduce price disparities. However, in recent years, the number of passengers using PELNI ships has fluctuated significantly, influenced by various factors including competition from other modes of transportation such as air and land transport. As a transportation company, PELNI prioritizes providing excellent service to its

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customers. Quality service meets customer expectations, resulting in customer satisfaction and a desire to continue using PELNI ships.

Based on the survey conducted by PT. PELNI to assess Customer Satisfaction using a Likert scale in 2003, 2005, and 2008, the average customer satisfaction scores remained at an average level, indicating that there is still a need for attention and improvement in factors that can enhance customer satisfaction. In addition to the services provided, promoting PELNI's products needs to be effectively communicated to the public through well-structured promotions. The quality of a product or service is irrelevant if customers have never heard of it or do not believe it will be useful to them; therefore, they will not purchase or use it. Considering the trend of PELNI's marketing expenses, there has been an increase in marketing costs over the years, but the number of passengers carried fluctuates. This suggests that the implementation of marketing, particularly in promotion, is still not optimal. However, PELNI has taken a step in the right direction by utilizing Digital Marketing at its Makassar branch. They sell ship tickets through e-commerce platforms such as their website (www.pelni.co.id) or other marketplaces, allowing customers to purchase tickets online or offline. Additionally, the Makassar branch of PELNI can enhance ticket sales promotion techniques by offering discounts to passengers who purchase tickets online through their website.

The problems encountered in this study include: (1) Fluctuations in the number of passengers over the past five years, (2) Increase in marketing costs from year to year, while the number of passengers tends to fluctuate, (3) The quality of service provided by PT. PELNI's passenger ships is not yet measured, (4) The implementation of promotions that are not optimal and evenly distributed in informing, influencing, and attracting customers to use PT. PELNI's services, (5) The level of customer loyalty to PT. PELNI's passenger ship services is still not measured.

Service quality is a series of special forms of production or services that can provide the ability to satisfy the needs and desires of society. (Riyanto and Satinah 2023). There are two main factors that affect service quality: expected service and perceived service. If perceived service matches expected service, then the quality of the service in question will be perceived as good or positive. If perceived service exceeds expected service, then the service quality will be perceived as ideal.

Several research findings have found that there is a strong relationship between service quality and customer satisfaction. (Hasby 2019); (Linton et al. 2020); (Lu'Lu UI Maknunah 2021) Studies consistently demonstrate that service quality has a positive and significant impact on customer satisfaction. (Riyanto and Satinah 2023). Menurut (Tjiptono, F., & Chandra, 2012) There are several indicators of customer satisfaction, including: Reliability, Responsiveness, Assurance, Empathy, and Tangibles. (Cesariana, Juliansyah, and Fitriyani 2022)

Research supporting the notion that promotion has a positive and significant impact on customer loyalty, mediated by customer satisfaction, includes the findings from several studies. (Salsyabila and Fadilla 2022). Meanwhile, a contrasting result is demonstrated by (Anggraini and Budiarti 2020) indicating that promotion has no direct positive and significant influence on customer loyalty through customer satisfaction. Menurut (Kotler & Armstrong, 2008) stated that there are four elements of promotion, namely: Advertising, Sales Promotion, Public Relations, and Personal

Selling by (Anggraini, Fifin, and Anindhyta Budiarti. 2020). Several studies indicate that promotion influences purchase decisions(Wijaya 2018);(Tolan, Pelleng, and Punuindoong 2021) where these purchase decisions subsequently impact customer loyalty.

As known, the main goal of any business is to ensure customer satisfaction. Achieving satisfaction can yield several benefits, such as fostering a bond between the company and customers, providing a solid foundation for reducing churn and fostering loyalty, and eliciting favorable verbal recommendations (word of mouth) that benefit the company, as stated by Tjiptono in (Nurhikmat 2023).

According to (Fadillah Soraya Batubara et al. 2022) customer loyalty is the tendency for frequent purchases to build loyalty towards a product or service, which requires a considerable amount of time to change through repeated purchases. The indicators include: (1) Satisfaction, (2) Commitment, (3) Repeat purchase, (4) Recommendation, and (5) Resistance.(Hidayati et al. 2021).

The objective of this research is to determine the relationship between service quality and promotion on customer loyalty towards PT. PELNI's passenger ships.

2. Methodology

The research utilizes a quantitative research method based on the assumption that a phenomenon can be classified, and the relationships between phenomena are causal (cause and effect), allowing researchers to focus on specific variables. The paradigm or model of quantitative research used in this study is a dual paradigm with two independent variables. The population in this study consists of passengers who use PT. PELNI's passenger ships, with a minimum sample size of 100 respondents. (Winarno Surakhmad (1998:100) . The data analysis technique utilizes statistical methods, namely descriptive statistics and inferential statistics, with SPSS as the calculation tool. The research adopts a thinking paradigm as illustrated in Figure 1.

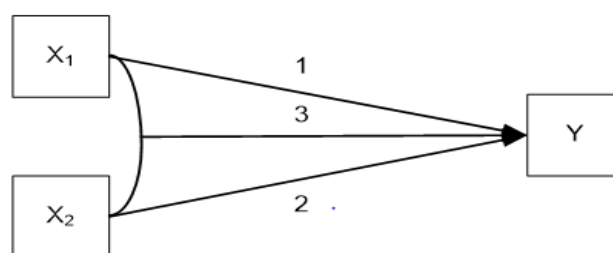


Figure 1. The Dual Paradigm Model with two independent variables and one dependent variable.

Source: Author (2024)

Explanation:

X1 : Service Quality

X2 : Promotion

Y : Customer Loyalty

1 : Relationship between service quality and customer loyalty (ryx1)

2 : Relationship between promotion and customer loyalty (ryx2)

3 : Relationship between service quality and promotion together on customer loyalty (ryx1x2)

3. Discussion and Results

Service Quality

The perceived service quality of PT. PELNI's passenger ships by passengers is 70.30% of what was expected. There are five (5) indicators for service quality, namely Tangibles (physical facilities), Reliability, Responsiveness, Assurance, and Empathy. Based on the presentation of service quality, the indicators of service quality that are perceived to be better according to the passengers' perceptions of PT. PELNI's passenger ships are as follows:

- a. Tangibles (physical facilities) indicator is perceived to be 74.52% of what was expected. Therefore, to achieve the ideal or optimal condition, an increase in physical facilities of 25.48% is needed.
- b. Reliability indicator is perceived to be 69.33% of what was expected. Therefore, to achieve the ideal or optimal condition, an increase in reliability of 30.67% is needed.
- c. Responsiveness indicator is perceived to be 68.90% of what was expected. Therefore, to achieve the ideal or optimal condition, an increase in responsiveness of 31.1% is needed.
- d. Assurance indicator is perceived to be 70.95% of what was expected. Therefore, to achieve the ideal or optimal condition, an increase in assurance from PT. PELNI of 29.05% is needed.
- e. Empathy indicator is perceived to be 68.50% of what was expected. Therefore, to achieve the ideal or optimal condition, an increase in empathy from the staff of 31.5% is needed.

From these results, it is evident that the two indicators requiring the most attention are related to the quality of service from the human resources perspective, namely empathy and responsiveness. Therefore, it is imperative to focus on improving the capabilities of human resources in providing service to customers or passengers.

Promotion

The perceived implementation of promotions carried out by PT. PELNI, as perceived by passengers, is 67.43% of what was expected. There are eight (8) indicators for promotions, namely advertising, sales promotion, event and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth marketing, and personal selling. Based on the percentage, it can be evaluated which promotion indicators have been performed better according to the perceptions of PT. PELNI's passenger ship passengers, as follows:

- a. Advertising indicator is perceived to be 71.68% of what was expected. Therefore, to achieve the ideal condition, an increase of 28.32% is needed
- b. Sales promotion indicator is perceived to be 67.94% of what was expected. Therefore, to achieve the ideal condition, an increase of 32.06% in sales promotion is needed.
- c. Event and experiences indicator is perceived to be 64.38% of what was expected. Therefore, to achieve the ideal condition, an increase of 35.62% in events and experiences is needed.
- d. Public relations and publicity indicator is perceived to be 64.76% of what was expected. Therefore, to achieve the ideal condition, an increase of 35.24% in public relations and publicity is needed.
- e. Direct marketing indicator is perceived to be 67.05% of what was expected. Therefore, to achieve the ideal condition, an increase of 32.95% in direct marketing is needed.
- f. Interactive marketing indicator is perceived to be 66.57% of what was expected. Therefore, to achieve the ideal or optimal condition, an increase of 33.43% in interactive marketing is needed.
- g. Word of mouth marketing indicator is perceived to be 70.38% of what was expected. Therefore, to achieve the ideal or optimal condition, an increase of 28.62% in word of mouth marketing is needed.
- h. Personal selling indicator is perceived to be 67.43% of what was expected. Therefore, to achieve the ideal or optimal condition, an increase of 32.57% in personal selling is needed.

Based on the calculations above, it can be seen that the lowest percentage is for event and experiences indicator at 64.38%. From these results, it is evident that the lowest priority promotions that need attention are related to events and experiences.

Customer Loyalty

The loyalty or customer loyalty of PT. PELNI's passenger ships is 70.47% of what was expected. In the variable of customer loyalty, there are four (4) indicators, namely making regular repeat purchases, purchasing across product and service lines, referring others, and demonstrating immunity to competition. Based on the percentage, it can be evaluated which customer loyalty indicators are better according to the perceptions of PT. PELNI's passenger ship passengers, as follows:

- a. Indicator of making regular repeat purchases is perceived to be 71.02% of what was expected;
- b. Indicator of purchasing across product and service lines is perceived to be 69.22% of what was expected;
- c. Indicator of referring others is perceived to be 71.65% of what was expected;
- d. Indicator of demonstrating immunity to competition is perceived to be 69.64% of what was expected.

Based on the calculations above, it can be seen that the best indicator of customer loyalty is referring others with a value of 71.65%, and the lowest is purchasing across product and service lines at 69.22%. From these results, it is evident that purchasing across product and service lines is the lowest loyalty indicator, indicating that customer loyalty focus remains on the core products of PT. PELNI's passenger ships.

Hypothesis Testing and Discussion

• The Relationship between Service Quality and Customer Loyalty

The hypothesis testing results yield a regression coefficient (b1) of 0.752 and a constant (a) of 19.330. Thus, the relationship between the two variables is described by the regression equation $\hat{Y} = 19.330 + 0.752X_1$. Before being used for prediction purposes, this regression equation must satisfy the assumptions of linearity and significance.

Table-1 Analysis of Variance (ANOVA) for linear regression of Y on X1 with the equation $\hat{Y} = 19.330 + 0.752X_1$.

Source Variance	of dk	JK	RJK	F _{value}	F _{table}	
Total	104	6.386,228			$\alpha = 0,05$	$\alpha = 0,01$
Regression	1	4.044,790	4.044,790	177,931 ^{**}	3,94	6,90
Residual	103	2.341,438	22,732			
Mismatch	31	532,093	17,164	0,683 ^{ns}	1,62	1,98
Error	72	1.809,345	25,130			

Source: author (2024)

• The Relationship between Promotion and Customer Loyalty

The hypothesis testing results yield a regression coefficient (b2) of 0.533 and a constant (a) of 37.964. Thus, the relationship between the two variables is described by the regression equation $\hat{Y} = 37.964 + 0.533X_2$. Before being used for prediction purposes, this regression equation must satisfy the assumptions of linearity and significance.

Table-2 Analysis of Variance (ANOVA) for linear regression of Y on X2 with the equation $\hat{Y} = 37.964 + 0.533X_2$

Source Variance	of dk	JK	RJK	F _{value}	F _{table}	
Total	104	6.386,229			$\alpha = 0,05$	$\alpha = 0,01$
Regression	1	2.517,795	2.517,795	67,038 ^{**}	3,94	6,90
Residual	103	3.868,434	37,558			
Mismatch	36	1.608,153	44,671	1,324 ^{ns}	1,60	1,93
Error	67	2.260,281	33,736			

Source: Author (2024)

- **The Relationship between Service Quality and Promotion Together on Customer Loyalty**

The fourth research hypothesis states that there is a positive and significant relationship between service quality (X1) and promotion (X2) together on customer loyalty (Y). If improvements in service quality and promotion are made together to reach the optimal or ideal condition, which is a score of 5 for each instrument per passenger, resulting in a score = $5 \times 22 = 110$ for both X1 and X2, then there will be an increase in customer loyalty by $Y = 6.370 + 0.614(110) + 0.319(110) = 109$. This occurs because the multiple correlation coefficient is very strong ($r = 0.868$). The results of testing the fourth associative hypothesis above can be summarized in Table 3.

Table-3 Summary of Associative Hypothesis Testing

No	Correlated Variables	r ²	Summary.	t Value	t Table	Summary.	Direction Coefficient (b)	Regression Equation
1	Service Quality with Customer Loyalty	0,633	Strong	13,339	2,636	Significant	0,752	$\hat{Y} = 19,330 + 0,752 X_1$
2	Promotion with Customer Loyalty	0,394	Strong	8,188	2,636	Significant	0,533	$\hat{Y} = 37,964 + 0,533 X_2$
3	Kualitas Pelayanan dan promosi secara bersama-sama dengan Loyalitas Pelanggan	0,753	Very Strong	155,282	4,82	Significant	b ₁ = 0,614 b ₂ = 0,319	$\hat{Y} = 6,370 + 0,614 X_1 + 0,319 X_2$

Source: Author (2024)

Next, the correlation coefficients, both simple and multiple, are incorporated into the research paradigm as depicted in Figure 2.

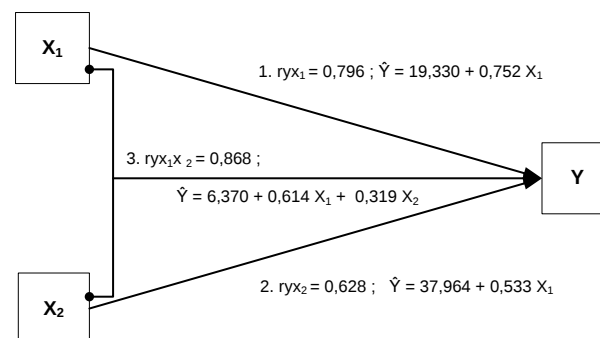


Figure 2. The correlation values and simple and multiple regression equations are presented in the research paradigm.

Source: Author (2024)

4. Conculision and Recommendation

Based on the data processing and analysis conducted by the author, the following conclusions can be drawn:

1. There is a strong and significant positive relationship between service quality and customer loyalty.
2. There is a strong and significant positive relationship between promotion and customer loyalty.
3. There is a very strong and significant positive relationship between service quality and promotion together on customer loyalty.

The conclusions that can be provided include several recommendations as follows:

1. The perceived service quality by consumers is still at a satisfactory level, so improvement is needed through several indicators influencing service quality, namely:
 - a. Improvement of physical facilities by instilling confidence that modern and state-of-the-art passenger ships are synonymous with safety, making passengers feel safe and comfortable on board.
 - b. Improvement of reliability by earnestly resolving issues when customers encounter problems, ensuring PELNI's promises are fulfilled, including safety, comfort, on-time departure and arrival as scheduled, so that customers can feel that promises are matched with the reality received;
 - c. Improvement of employee responsiveness by ensuring that employees are always ready to provide service to customers and provide clear information about the service time to be given to customers;
 - d. Improvement of assurance by enhancing employee competence to be trustworthy and always courteous, friendly, and polite, as well as having good data, information, and knowledge to answer customer questions.
 - e. Improvement of empathy by always genuinely paying attention to customers, providing individual attention, and employees understanding specific customer needs;
2. The perceived implementation of promotions by PELNI passengers is still considered sufficient, so improvements are needed through several factors influencing promotions, namely:
 - a. Improvement of advertising promotion by distributing brochures about passenger ship schedules as travel information, advertisements using mass media to provide information on schedules, prices, facilities, and PELNI passenger ship services, banners, and billboards providing the latest service information for customers;

- b. Improvement of sales promotion by offering group packages at promotional prices, which can be an option for customers to travel in large numbers.
- c. Improvement of promotion through events and activities by organizing seminars related to the company, exhibitions can provide more information about PELNI passenger ship facilities to the public.
- d. Improvement of promotion through public relations and publicity by holding press conferences for certain situations, especially during holidays to help provide information to customers
- e. Improvement of promotion through direct marketing by using the website and online customer service of PELNI to help provide information on schedules and prices to customers..
- f. Improvement of promotion through interactive marketing by having a call center that can provide information and ticket booking, telephone use.
- g. Improvement of promotion through word of mouth marketing by getting information on schedules, prices, and service facilities from family or friends, from PELNI employees;

Improvement of promotion through personal selling by presentations and visits to various places to introduce PELNI to many people to use passenger ships as a means of transportation.

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