

Customers Satisfaction of Port Services Hunimua Central Maluku

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ABSTRACT

The aim of the research is to identify the factors that influence the satisfaction level of the *Hunimua* (South Maluku, Indonesia) crossing port service users. The study analyzes service performance on the level of service user's satisfaction and customers' loyalty at *Hunimua* ferry port. The study wants to find out the safety and security procedure in crossing transportation. The government stipulates minimum service standards for crossing transportation through Ministerial Regulations. The method used was Quantitative approach with a total sample of 100 passenger population at *Hunimua* ferry port after calculated using Slovin formula. The research used Path Analysis method. The results of the study indicate that the service performance has a positive and significant effect on customers' satisfaction and loyalty by maintaining the quality service performance to meet the customers' satisfaction. Customers' interests have positive and significant effect on customers' satisfaction and loyalty. Quality influences customers' satisfaction and loyalty that could be traced from employees' time to respond to customers appropriately, a sense of security during contact with staff, patience, company attention and understand the customers' need. The variable of customers' satisfaction could mediate the service performance and customers' interest in customers' loyalty.

Keywords: service performance, customer satisfaction, customer loyalty, crossing port, port services

A. Introduction

Transportation is one of *the* sectors that can support economic activities (*the promoting sector*) and service providers (*the servicing sector*) for economic development. Economic and transportation activities are very closely related and can influence each other. In this case, the sea is a necessary mode of transportation to serve the archipelago (Anggrahini, 2018). Transportation service companies, one of which is sea transportation and/or crossings, compete to strengthen their marketing strategies because they need to

keep their consumers from moving to other companies (Suryantoro & Prasongko, 2021). The problem in crossing transportation, in general, is safety and security (Faturachman, 2019). It can be seen from the weak supervision of transportation services on ships related to safety and security requirements. This condition can be seen from the observance of the fulfilment of the ship's loading capacity, the lack of training to increase and maintain the skills and skills of the crew, the weak discipline of users of shipping services, the importance of ship shipping safety, lack of maintenance and equipment of auxiliary equipment and

radio communication equipment on ships (Tarli et al., 2018).

In order to maintain security and safety, the Government has set minimum service standards for crossing transportation (PM RI, 2019). Hunimua Crossing Port is not yet fully available with adequate service facilities. Observations on port condition data and service facilities are obtained by collecting supporting data through documentation methods (Irawati & Hati, 2015) The construction and operation of the port are carried out while still paying attention to the safety and security of ships operating at the port, loading and unloading goods, and taking tours passengers as well as ship safety and security (UU RI, 2008). Crossing transportation has criteria close to the properties of road transport by Darmadi et al., (2016) namely; Space shuttle service with high frequency, scheduled service with cruise and moderate tariffs and reliability to the port of transport crossing are good. Thus, there will be common standards in public services carried out by local governments to the community because the minimum service standards are also found in road transport services, river or lake transportation crossings, and sea transportation.

The current crossing service system at the Hunimua Crossing Port in Central Maluku such as passengers having to queue and wait for a long time for loading and unloading, so a new operating system is implemented, namely the 10:2 pattern (10 operations and two standby), replacing the old 8:4 pattern (8 operations and four standby) (Darmadi et al., 2016). The current condition of the performance of crossing transportation services still needs improvement, with the main priority being the cleanliness of the bathrooms/toilets on the ship, the punctuality of arrival at the destination port, the length of sailing time, the air temperature on the ship and the demonstration of safety equipment on the ship.

Hunimua Crossing Port infrastructure facilities are still not perfect, but they still have loyal customers. One of the reasons

customers survive is geographical proximity (Darmawan et al., 2020). Service providers in the distribution of Hunimua have succeeded in providing satisfaction to their customers so that they can make customers loyal (Setyowati, 2017). Some solutions that can be taken into consideration in the Hunimua Central Maluku Crossing Port, between lain: addition of officers for the ship and expansion parking area in Crossing Port (Suryantoro & Prasongko, 2021). Another thing is to simplify the process of collecting compensation in the event of a passenger accident or damage to goods. In essence, good service will increase customer satisfaction so that they have an emotional connection with the organization and can be called a loyal customer. On the contrary, unsatisfactory service will result in customers turning to other organizations/ companies (Ramli, 2019).

The above problems need to be researched on service performance on the level of satisfaction of users of the Hunimua Central Maluku Crossing Port. The purpose of this study is to identify factors that affect the level of service user satisfaction and analyze service performance and customer interests towards the level of satisfaction and loyalty of service users of the Hunimua Crossing Port of Central Maluku.

Performance is simply working performance or the result of work implementation. As stated by Mangkunegara states that performance is the result of work in quality and quantity carried out by a person in carrying out his duties and functions in accordance with the responsibilities entrusted to him (Kushartiningsih, R. Riharjo, 2021; Mangkunegara, 2017). Service performance is a person's success in providing comprehensive services over a certain period of time in performing tasks based on different abilities, such as standards, work standards, targets, or goals or criteria that have been predetermined and agreed upon between the parties (Setiono, 2016). According to Cronin & Taylor, (2014) users and assesses the quality of the service they really feel.

According to Zeithmal, (2018) quality service is very good or superior to customer expectations by providing the best service according to customer needs and desires, which will appreciate the results of service. According to Abdullah & Tantri, (2015) service quality is the overall identification of characteristics and characteristics of a good or service that affect its ability to satisfy stated and implied needs. Another perspective of Service quality is a service performed by internal and external parties to customers by covering all types of facilities (Maemunah, 2020) infrastructure provided, equipment, and hospitality of service providers and service products provided. In addition, Narteh states that the quality of service is determined by the difference between customer expectations, the performance of service providers, and the actual service evaluation received.

Service quality is a measure of how well the level of service performance provided by a company is compared to consumer expectations (Pasharibu et al., 2018). Passengers' perception of the quality of public transport services can depend on the perceived elements of the transportation service. According to Kerkko Vanhanen, if satisfied passengers perceive good service, it also shows that the quality of public transport services they receive is also good (Saadon et al., 2020). Quality as a measure of the best quality is determined by the perception of its users. The assessment of the good and bad quality of services provided by a business entity is determined by the perception of its users so every business entity is required to be able to provide the best quality of service to its customers so that it must compete with other business entities (Suryantoro & Prasongko, 2021).

To assess the quality of service, customers can use five dimensions of quality (Maemunah, 2019): direct evidence, reliability, responsiveness, assurance, and empathy. The level of customer importance is defined as the customer's trust before trying or purchasing a product or service, which will be the reference

standard for evaluating the effectiveness of the product or service. The level of consumer interest is adequate service and desired service. Adequate Service is a minimum acceptable level of performance based on estimates of services that may be received and depending on the available alternatives. Meanwhile, Desired Service is the level of performance that customers expect to receive, which is a combination of customer trust regarding what they can and should receive (Rangkuti, 2018). In another sense, customer interest is a customer feeling that is believed to be the result and evaluation of performance discrepancies or actions felt as a result of not meeting expectations (Supriyono, 2018).

Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing their perception/impression of the performance of a product and its expectations. Satisfaction is a function of perception or impression of performance and expectations (Japariato, 2018). According to Abdullah & Tantri, (2015) stated in his book that satisfaction is a function of perception or impression of performance and expectations. Briefly, the definition of customer satisfaction is the level of feeling similar after comparing the performance of a product that he feels with his expectations. Other opinions Satisfaction is a person's feelings arising from the difference between the performance that a customer receives and his expectations". If the performance is lower than his expectations, then the customer is disappointed. If the performance is equal to his expectations, then the customer is satisfied. If the performance exceeds expectations, then customers will be very satisfied (Suryantoro & Prasongko, 2021). Customer satisfaction is an integral part of the business goals that must be achieved in order for a business to retain customers because customers are valuable assets that must be kept well.

Loyalty is a situation where the consumer is positive towards a product or producer addressed through his consumer behavior (Tjiptono, 2016). According to Tannady,

customer loyalty is a long-term implication for the creation of *customer* satisfaction or customer satisfaction (Feti Fatimah et al., 2022). According to Kotler & Armstrong, (2018), the definition of customer loyalty is as follows; a deeply held commitment to rebuy or patronize a prefer a product or service in the feature despite the situational influence and marketing efforts having the potential to cause switching behaviour.

The hypothesis in this study is to determine the factors that affect the satisfaction of users of the Hunimua crossing port service (Firmansyah & Maemunah, 2021) find out the influence of service performance and customer interests on the level of service user satisfaction and customer loyalty. Supported by research conducted by (Afifudin et al., 2017) that has a positive effect on customer satisfaction by improving security performance and convenience. Furthermore, customer interests affect customer satisfaction based on research conducted (Saputra, 2021). And customer satisfaction can also mediate service performance toward customer loyalty based on research conducted by Saribanon et al., (2016). Furthermore, in the nature of research by (Gultom et al., 2020), consumers have an influence on customer loyalty where the level of customer interests and expectations and the implementation or performance carried out by the company must be appropriate.

Hypotheses

Based on previous research and then a frame of mind was made, the research hypothesis was compiled as follows:

H1 : There is an influence on the quality of service performance on customer satisfaction

H2 : There is an influence of customer interest on customer satisfaction

H3 : There is an influence of service quality on customer loyalty

H4 : There is an influence of customer interest on customer loyalty

H5 : There is an effect of customer satisfaction on customer loyalty

H6 : There is an influence of service quality through customer satisfaction on loyalty

H7 : There is an influence of customer interests through customer satisfaction on customer loyalty

B. Methods

The population used in the study was ship passengers in March 2022 of 21,273 as users of the Hunimua Crossing Port of Central Maluku. To calculate the study sample using the slovin formula with a tolerable rate of 10%. The samples in this study came from a combination of the number of passengers boarding/disembarking at the Hunimua crossing port, where the data could be

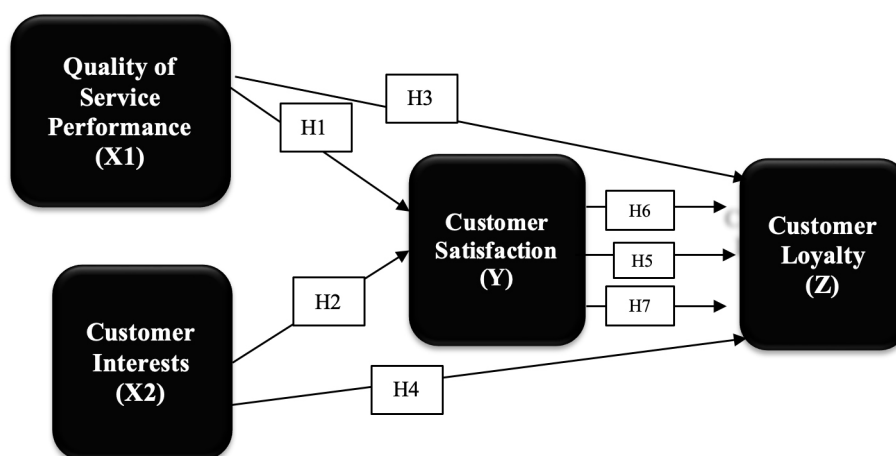


Figure 1 Conceptual Frame

obtained from PT. ASDP Indonesia Ferry (Persero) as the manager of the Hunimua crossing port with a sample number of 100 after being calculated with the Slovin formula. The basic methods for collecting data are surveys, interviews, and observations. Using a Likert scale, questionnaires were used to obtain the survey's data. With Description of Statistics will make it easier for the reader to know how much comparison is obtained from the data to be tested. The analysis used in this study is path analysis, the influence of exogenous variables on endogenous variables can be in the form of direct and indirect influences. In other words, path analysis considers the presence of direct and non-linear influences. Using a Likert scale, questionnaires were used to obtain the survey's data. With Description of Statistics will make it easier for the reader to know how much comparison is obtained from the data to be tested. The analysis used in this study is path analysis, the influence of exogenous variables on endogenous variables can be in the form of direct and indirect influences. In other words, path analysis considers the presence of direct and non-linear influences.

C. Results and Discussion

From the facility data at the Hunimua crossing port obtained from the port manager and conducting direct observations in the field, there are several facilities that are not yet available, namely facilities for the sick and facilities for people with disabilities. Then for the damaged facilities, namely Auxiliary Means of Sailing Navigation or the so-called Shipping Navigation Aids, which are of special concern to the crossing parties, while others are well available. Gender, age, occupation, number of travels, and the purpose of those trips are among the traits of respondents who use services in the Hunimua region. 56 respondents, or the majority of those who completed the survey, were men, and 44 respondents were women.

The majority of responders, up to 48, were between the ages of 20 and 40, while the least number, up to four, were older than 56. With 44 replies, the majority of the respondents were public workers. The purpose of a trip is to return home. The majority of the workers from Central Maluku Regency travel as much as once a week to visit their families since they are employed or serving in Ambon City.

Based on the results of the questionnaire above shows that the passenger's response to the services provided by the Hunimua crossing port, on average, agrees with the performance of tangible services, empathy, quick response, reliability, and certainty with an average value of 80%. Regarding the level of customer importance provided by manager Hunimua crossing port, namely the ease of obtaining ship tickets, respondents as many as 92% agreed. This means that the interests of the customer are very important in service performance because it relates to safety, security, and accessibility.

As for the customer satisfaction variable, respondents chose to agree and were very satisfied with the service provided by Hunimua crossing port. For example, in the statement Security indicators, as many as 97% of respondents felt safe in the area of Hunimua crossing port. That means customer satisfaction plays an important role in improving service at the Hunimua crossing port. After choosing to be satisfied with the performance of the services provided by Hunimua crossing port, then respondents as many as 92% chose to reuse the services provided by Hunimua crossing port in the future for travel purposes, then 87% chose to recommend the service provided by Hunimua crossing port to others. This shows that service performance greatly affects Customer loyalty.

Path analysis with relationship structure will be divided into two parts, namely Sub Structure 1 and Sub Structure 2.

Table 1 Substructure Results

Influence between variables	Path coefficient (beta)	T _{value}	Sig Value	Test Results	Coefficient of determination	Coefficient of another variable (Py ϵ 1)
X1 to Y	0,408	4,449	0,000	H ₀ Declined	0,366 = 36,6%	0,634 = 63,4%
X2 against Y	0,295	3,214	0,002	H ₀ Declined		

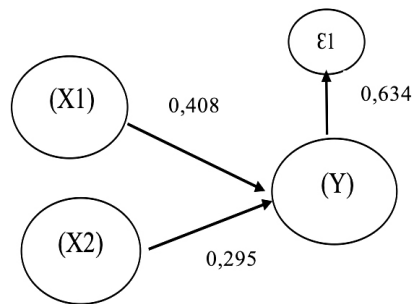


Figure 2 Substructure 1

The variability of service performance obtained the value $t = 4.449 > t_{table} (1.660)$ $sig = 0.000 > 0.05$, then H_0 is rejected, and H_a is accepted (Table 1). The Service Performance Variable (X1) has a positive and significant effect on the Customer Satisfaction

variable (Y).

And for customer interest variables with value $t = 43.214 > t_{table} (1.660)$ $sig = 0.002 > 0.05$, then H_0 is rejected, and H_a is accepted. Customer Interest Variable (X2) positively and significantly affects the Customer Satisfaction variable (Y)

Service performance quality variable (X1) to Customer loyalty (Z) obtained value $= 2.129 > t_{table} (1.660)$ $Sig = 0.036 < 0.05$ then H_0 is rejected, and H_a is accepted, so the conclusion is that Service Performance Variable (X1) has a significant effect on loyalty variables customer (Z). Variable customer interest to customer loyalty with value $t = 3.117 > t_{table} (1.660)$ $Sig = 0.002 < 0.013$ then H_0 is rejected, and H_a is accepted.

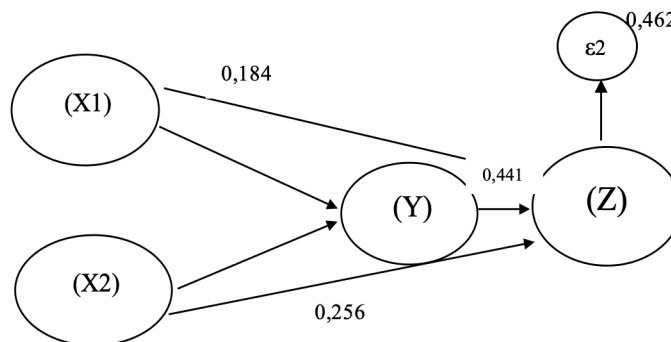


Figure 3 Substructure 2

Table 2 Substructure 2 Result

Influence between variables	Path coefficient (beta)	T _{value}	Sig Value	Test Results	Coefficient of determination	Coefficient of another variable (Py ϵ 2)
X1 to Z	0,184	2,129	0,036	H ₀ Declined	0,538= 53,8%	0,462 = 46,2%
X2 to Z	0,258	3,117	0,002	H ₀ Declined		
Y to Z	0,441	5,057	0,000	H ₀ Declined		

Table 3 Result of a Mediation Test

Influence	Mediation	Significance
Service performance quality (X1)	Customer satisfaction (Y)	0,00042464
Customer interest (X2)	Customer satisfaction (Y)	0,00337961

In conclusion, Customer Interest (X2) has a significant effect on the customer loyalty variable (Z). And the variable of customer satisfaction with customer loyalty with a value of $t = 5.057 > t_{table} (1.660)$ $Sig = 0.000 < 0.05$ then H_0 is rejected, and H_a is accepted. It can be concluded that the customer satisfaction variable (Y) has a significant effect on the customer loyalty variable (Z).

Next is the result of a mediation test of the variability of service performance and customer interest in customer loyalty through customer satisfaction.

Based on the results of a one-tailed probability of $0.0004 < 0.05$, it can be concluded that the customer satisfaction variable can function as a mediator of the indirect influence of service performance on customer loyalty.

Based on the results of the one-tailed probability of $0.0033 < 0.05$, it can be concluded that the customer satisfaction variable can function as a mediator of the indirect influence of customer interests on customer loyalty

D. Conclusion

Service quality and consumer interests, which are evaluated by the amenities present in the Hunimua region, are factors that determine customer happiness. If the Hunimua area manager wants to increase the quality of the services provided, it is required to fix any broken facilities and install any that are still lacking, such as health facilities, facilities for individuals with impairments, and facilities for passenger safety.

Customer satisfaction has an impact on the likelihood of returning. It is guaranteed that the port is accessible and that there are security

and helpful personnel when people are in the port and aboard. Under these circumstances, issues pertaining to convenience, accessibility, security, and polite police can function well and encourage people to tell others voluntarily. Last but not least, word-of-mouth influences the desire to return. In accordance with the standards, the community takes positive actions that are promoted to others, particularly when they are successful in convincing people who are closest to them to use the ASDP ferry crossing service. The community's future willingness to use the re-crossing service will be impacted by this.

Based on crossing transportation services, it must be in accordance with the provisions of Ministerial Regulation Number 62 of 2019 concerning Minimum Service Standards for Crossing Transportation which consists of 6 (six) variables, namely safety, security, comfort, convenience, equity, and regularity. In research (Wang et al., 2020) The concept of service quality can be defined as the standard of the technical, hygienic, and functional aspects of the service as well as the planning and dependability of the service. Additionally, it influences passengers' intention to reuse services by boosting customer satisfaction, which has a direct impact on passengers' intention to make additional purchases. The study contributed to transport agencies analyzing the relationship between service quality attributes and passenger reuse intent to improve services provided, increase passenger numbers, and implement sustainable transport policies. Customer satisfaction has an intermediary effect on passengers repurchase intentions.

To realize good service performance, port managers provide officers in the port area who are swift and ready to help customers who

need help and facilities that support customer comfort. In increasing customer satisfaction at the port, port managers can make it easier for customers to obtain ship tickets, as well as for customers who bring vehicles can give instructions for vehicles that will go up to the first. In addition, port officials must also provide facilities for the sick and people with disabilities. If all facilities have been provided properly, such as basic facilities and supporting facilities at the port, passengers or customers themselves will feel satisfied with the facilities provided. It's just that periodic inspections should be carried out in order to maintain the quality of the facilities so that customers will be very satisfied and continue to use them continuously.

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