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# Effect of Service Quality on Passenger Satisfaction KMP Sangke Palangga at the Port of Bira-Jampea-Labuan Bajo

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## ABSTRACT

This study aims to determine KMP passenger satisfaction. Sangke Palangga at the Bira-Jampea-Labuan Bajo Ferry Port PT. ASDP Indonesia Ferry (Persero) during the Covid-19 Pandemic. This study uses a quantitative descriptive approach. The population of this study was all KMP passengers. Sangke Palangga at the Bira-Jampea-Labuan Bajo crossing port of PT. ASDP Indonesia Ferry (Persero) Selayar branch totaling 14,736 people taken from 2020 - 2021. The sample in this study was 100 people using a data collection technique that was carried out by distributing questionnaires. The data analysis technique used is multiple linear regression analysis using Statistical Product Service Solution (SPSS) version 13.

The results of this study indicate that the physical evidence variable has a partially negative and significant effect on passenger satisfaction. The reliability variable has a positive and significant effect partially on passenger satisfaction. The responsiveness variable has a positive and significant effect partially on passenger satisfaction. The assurance variable has a positive and significant effect partially on passenger satisfaction. The empathy variable has a positive and significant effect partially on passenger satisfaction. The variables of physical evidence, reliability, responsiveness, assurance, and empathy have a positive and significant effect simultaneously on passenger satisfaction.

**Keywords:** Service quality, Passenger satisfaction

## INTRODUCTION

PT. River, Lake, and Ferry Transportation Indonesia Ferry (Persero) is a state-owned enterprise in Indonesia engaged in ferry transportation services and managing ports for crossings for passengers, vehicles, and goods [1]. One of the ferry services that is widely used by the public is the ferry [2]. Ferries are a kind of crossing service transportation that can be used as passenger and goods transportation by using certain routes or routes. One of the ferries in the Selayar branch is KMP. Sangke Palangga.

PT. ASDP Indonesia Ferry (Persero) Selayar Branch is one of the companies that has changed the form of service. The government implements health protocols to prevent transmission of Covid-19, especially in regions. So of course, it will bring a change in satisfaction for the community, especially for those who don't understand well in implementing health protocols [3]. The government takes policies proactively by implementing large-scale social restrictions and using health protocols such as wearing masks, maintaining distance, and washing hands. This is implemented to limit interactions between one person and another because of the transmission of the virus due to contact between one person and another [4].

Table 1. Passenger Data

Ship Name	Tracks	Year	Total Passenger
KMP. Sangke Palangga	Bira-Jampea-Labuan Bajo	2017	8,761
		2018	12,965
		2019	10,504
		2020	6,364
		2021	8,372
<b>Total</b>			<b>46,966</b>

Seen in table 1 above compares passenger data and KMP passenger income data. Sangke Palangga experienced a decline that occurred in 2019 and 2020. In 2019 the number of passengers was still 10 thousand people [5], more precisely 10,504 people and passenger income were still IDR 500 hundreds of millions, more precisely IDR 570,342,250. Whereas in 2020 there was a decrease in passengers to 6,364 people and passenger income to IDR 325,191,600.

## RIVIEW OF LITERATURE

A company, there are several ways that can be done to attract the attention of consumers, one of which is the quality of service. Companies need the concept of service quality meets expectations, if the expected service is the same as what is felt [6]. Quality is all the features and characteristics of a product or service that affect its ability to satisfy stated or implied needs. A quality company is a company that can satisfy most of its customer needs all the time. Services are activities that provide offers to other parties from a government or private institution to other parties [7]. Services are essentially immaterial and do not result in ownership of any action or activity offered by one party to another. Service is a way or effort to serve other people to get the convenience and rewards that are given in connection with the sale and purchase of goods or services [8]. The purpose of serving is to provide for the needs of others, receive, and use it. One thing that can be done to satisfy consumers is to provide good service to consumers

Service quality is an attempt to meet what is needed and desired by consumers as well as the right delivery to balance consumer expectations. Services specifically must look at the needs and desires of consumers because the services suggested by consumers will immediately receive an assessment [9]. Consumers will be satisfied if it is as expected, but conversely, consumers will feel dissatisfied if the service is not as expected. Providing satisfaction to customers is a desire for every company [10]. What is expected by the customer means the same as what kind of service the company needs to provide to the customer. Therefore, it is necessary to provide good service so that passengers are satisfied with the services used.

The company has executors who provide services to passengers, namely ship crew. They must provide good service with achievement indicators so that companies can provide maximum service or good work results to customers so that quality services can be formed on indicators of tangibles, reliability, responsiveness, assurance, and empathy [11]. This indicator is benchmark variable in service to passengers. Quality has a strong relationship with customer satisfaction. Service quality which consists of five dimensions, namely physical evidence, reliability, responsiveness, assurance, and empathy is one of the factors that determine customer satisfaction [12].

Customer satisfaction is an assessment of what a person feels after comparing performance results with his expectations. Based on the above, of course, service is very important for customer satisfaction because good and quality service can lead to customer satisfaction [13]. Quality provides a special impetus for customers to establish long-term mutually beneficial relationships with the company. Quality has a strong relationship with customer satisfaction. Service quality which consists of five dimensions, namely physical evidence, reliability, responsiveness, assurance, and empathy is one of the factors that determine customer satisfaction [14].

## METHOD

### 1.1 Types of Research

This research uses a type of quantitative research with a descriptive approach. The quantitative method is research using numbers and analysis using statistics with the SPSS program to measure and obtain research results using a questionnaire.

### 1.2 Population and Sample

The population of this study is all KMP passengers. Sangke Palangga at the PT. ASDP Indonesia Ferry (Persero) Selayar branch of the Bira-Jampea-Labuan ferry port with a total of 14,736 people taken from 2020 to 2021 during the Covid-19 period. The number of samples with an error rate of 10% is 99.32 which is then rounded up to 99 respondents. However, to anticipate the questionnaire being damaged or not being returned, in this study the respondents were determined to be 100 respondents. The sampling technique used is Purposive Sampling, which is a non-random sampling technique by specifying special characteristics that are by the research objectives so that they are expected to be able to answer research problems. Meanwhile, the conditions used are that they have used the services of KMP. Sangke Palangga at least 5 times.

### 1.3 Research Design

The research design contains steps starting from the preparation stage to the writing and reporting stage of the research results obtained with a plan that includes how to choose the problem under study from reading journals and books related to service marketing, service quality, and satisfaction. customers or passengers. Then conduct a preliminary study by reviewing the research location or commonly called pre-research, then collect data and analyze it so that it is hoped that a conclusion will be drawn about the problem under study.

### 1.4 Instruments and Measurement of Research Variables

The instrument in this study was to use a questionnaire which was carried out by giving several written statements to the respondents to be answered. The scale of measurement in this study is the Likert Scale where respondents express their level of agreement or disagreement regarding various statements including behavior, objects, people, or events that allow respondents to rate items on a scale of five to seven points.

### 1.5 Data Analysis Technique

In this study, descriptive analysis was used to see the demographic characteristics of the respondents. In addition, it is also used to see respondents' perceptions of the variables being tested. Researchers used descriptive methods in analyzing existing data on KMP. Sangke Palangga. Data was obtained through questionnaires from respondents who described thoroughly.

A validity test is a test to determine the accuracy of the instrument in collecting or measuring data. The decision-making criterion for validity is to use the Pearson correlation test by calculating the correlation between the results of each question and the overall results. Question items are said to be valid if the significance level is below 0.1. A reliability test is a test to determine the consistency of the measuring instrument used can remain consistent if the measurement is repeated. Reliability test with Cronbach Alpha test. The basis for decision-making in a variable is said to be reliable if the Cronbach Alpha criterion value is  $> 0.60$ .

This study uses a multiple linear regression model in which there are five independent variables partially and simultaneously on the dependent variable. Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis is used to determine the direction and how much influence the independent variables have on the dependent variable.

## RESULT AND DISCUSSION

### 1.1 Result

Respondents in this study are people who use KMP services. Sangke Palangga at the Bira-Jampea-Labuan Bajo Ferry Port, as many as 100 respondents consisting of several characteristics, namely gender, age, last education, and occupation. From the questionnaires distributed, the customers obtained were as follows:

Table 2. Respondents Based on Gender

Gender	Frequency	Percentage (%)
Male	48	48.0
Female	52	52.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Table 3. Characteristics of Respondents by Age

Age	Frequency	Percentage (%)
< 17 years	13	13.0
18 – 28 years	51	51.0
29 – 40 years	24	24.0
41 – 50 years	10	10.0
> 50 years	2	2.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

The variables used in this study are physical evidence, reliability, responsiveness, assurance, empathy, and passenger satisfaction. These variables will be tested with descriptive statistics.

	N	Minimum	Maximum	Mean	Std. Deviation
Physical Evidence	100	8,00	12,00	10,3400	1,38695
Reliability	100	8,00	12,00	10,3300	1,41461
Responsiveness	100	8,00	12,00	10,4900	1,52086
Guarantee	100	8,00	12,00	10,7300	1,55606
Empathy	100	8,00	12,00	10,4900	1,35210
Passenger Satisfaction	100	24,00	32,00	28,1900	2,61964
Valid N (listwise)	100				

## 1.2 Discussion

The results of this study indicate that physical evidence has a negative and significant effect on passenger satisfaction. This is evidenced by the t-test statistic for the variable physical evidence with a t count of (-4.926) with a significant value of 0.000 less than 0.1 (0.000 < 0.1) and the regression coefficient has a negative value of (-0.925). The results of the hypothesis test showed that the physical evidence variable has a negative and significant effect on passenger satisfaction or in other words H1 is rejected. The lower the quality of physical evidence services, the lower the passenger satisfaction will be. The decrease in physical evidence of service quality will also decrease passenger satisfaction. When the KMP crew. In serving passengers, Sangke Palangga does not provide enough information about passenger needs related to bed, room, and rest facilities and the physical evidence provided is not what is needed by passengers, so it can reduce passenger satisfaction.

Passenger data for 2020 and 2021 during the Covid-9 pandemic, the number of passengers and income has fluctuated. However, the number of passengers in 2020 has low number compared to the number of passengers in 2021 which has a high number. KMP advantage. Sangke Palangga in 2020 is the smallest profit compared to the previous year, namely from 2017 to 2019 and in 2021 due to the Covid-19 pandemic which made things different, especially in services to passengers provided by KMP. Sangke Pallangga PT. ASDP Indonesia Ferry (Persero) Selayar Branch must implement health protocols and have a large-scale social restriction policy. Although KMP. Sangke Palangga experienced a decrease in passengers or has a low number and passenger income in 2020 however, it increased or has a high number in 2021. This is due to easing from the government and passengers are no longer too complicated with travel requirements and have been vaccinated.

Table 2. The Following is Passenger Data for 2020 - 2021

Ship Name	Tracks	Month	Total of Passengers in Year	
			2020	2021
KMP. Sangke Palangga	Bira-Jampea-Labuan Bajo	January	349	461
		February	393	271
		March	672	632
		April	227	659
		May	-	482
		June	970	959
		July	1.561	570
		August	735	733
		September	284	1,264
		October	-	1,345
		November	503	309
		December	670	687
<b>Total Passenger</b>			<b>6,364</b>	<b>8,372</b>

7 The results of this study indicate that reliability has a positive and significant effect on passenger satisfaction. This is evidenced by the t-test statistic for the reliability variable with a t count of (3.035) with a significant value of 0.003 less than 0.1 (0.003 <0.1) and the regression coefficient has a positive value of (0.521). This indicates that the hypothesis that has been determined is supported by the theory, the higher the quality-of-service reliability, the higher the passenger satisfaction will be. So, the second hypothesis (H<sub>2</sub>) states that reliability has a positive and significant effect on KMP passenger satisfaction. Sangke Palangga at the Bira-Jampea-Labuan Bajo Ferry Port or in other words H<sub>2</sub> is accepted.

On the reliability variable, the KMP crew. Sangke Palangga provides a quick response to the needs of passengers during the trip, in serving the KMP crew. Sangke Palangga strives for passenger satisfaction while traveling and returning KMP. Sangke Palangga serves passengers with great care. Therefore, based on the responses of the respondents, it can be seen from the results of the questionnaire that most of the passengers who were respondents in this study agreed or were satisfied with the KMP crew services. Sangke Palangga on the reliability variable. So that most of the respondents perceive that they can be given satisfaction in using KMP services.

The results of this study indicate that responsiveness has a positive and significant influence on passenger satisfaction. This is evidenced by the t-test statistic for the responsiveness variable with a t count of (3.102) with a significant value of 0.003 less than 0.1 (0.003 <0.1) and the regression coefficient has a positive value of (0.466). This indicates that the hypothesis that has been determined is supported by the theory, where the higher the responsiveness and service quality, the higher the passenger satisfaction will be. So, the third hypothesis (H<sub>3</sub>) states that responsiveness has a positive and significant effect on KMP passenger satisfaction. Sangke Palangga at the Bira-Jampea-Labuan Bajo Ferry Port or in other words H<sub>3</sub> is accepted.

On responsiveness variable, KMP crew. Sangke Palangga listens well to passenger complaints, provides solutions to passenger complaints, and is always willing to help passengers. Therefore, based on the respondents' responses, it can be seen from the results of the questionnaire that most of the passengers who were respondents in this study agreed or were satisfied with the quality of service provided by the KMP crew. Sangke Palangga on responsiveness variable. So, most of the respondents perceive KMP. Sangke Palangga has good responsiveness. KMP. Sangke Palangga has good responsiveness where the KMP crew. Sangke Palangga can understand and deal with passenger complaints and is a willingness to help passengers.

The results of this study indicate that guarantees have a positive and significant effect on passenger satisfaction. This is evidenced by the t-test statistic for the responsiveness variable with a t count of (3.204) with a significant value of 0.002 less than 0.1 (0.002 <0.1) and the regression coefficient has a positive value of (0.507). This indicates that the hypothesis that has been determined is supported by the theory, where the higher

the quality of the guaranteed service, the higher the passenger satisfaction will be. So, the fourth hypothesis (H<sub>4</sub>) states that assurance has a positive and significant effect on KMP passenger satisfaction. Sangke Palangga at the Bira-Jampea-Labuan Bajo Ferry Port or in other words H<sub>4</sub> is accepted.

On guarantee variables in dealing with passenger complaints, KMP crew. Sangke Palangga gave a good explanation and gave a sense of security for the safety of passengers while on the way and the polite and friendly attitude shown by the KMP crew. Sangke Palangga to every passenger. Therefore, based on the respondents' responses, it can be seen from the results of the questionnaire that most of the passengers who were respondents in this study strongly agreed or were very satisfied with the quality of service provided by the KMP crew. Sangke Palangga on collateral variables. So, most of the respondents perceive KMP. Sangke Palangga has a good guarantee. KMP. Sangke Palangga which has a good guarantee will affect passenger satisfaction. In this case, KMP. Sangke Palangga has tried to provide a good quality guarantee service in serving and convincing passengers.

## CONCLUSION

This research is expected to provide input and considerations for KMP. Sangke Palangga, PT. ASDP Indonesia Ferry (Persero) Selayar Branch is related to further increasing passenger satisfaction while still paying attention to service quality. This is related to the physical evidence that has a negative and significant effect on passenger satisfaction, while reliability has a positive and significant effect on passenger satisfaction, responsiveness has a positive and significant effect on passenger satisfaction, assurance has a positive and significant effect on passenger satisfaction and empathy has a positive and significant effect on satisfaction passenger.

Respondents perceive KMP. Sangke Palangga has good quality physical evidence, reliability, responsiveness, assurance, and empathy. KMP. Sangke Palangga who has physical evidence, reliability, responsiveness, assurance, and empathy will affect passenger satisfaction. The existence of good and quality service can lead to satisfaction for passengers. Quality provides a special impetus for passengers to establish long-term mutually beneficial relationships with the company.

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