

The Influence Of Service Quality, Facilities And Marine Safety On Customer Satisfaction KM Kelud PT Peln

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Abstract. Sea transportation plays a pivotal role in Indonesia's economic growth and national integration. PT Pelayaran Nasional Indonesia (PELNI) is responsible for providing maritime transportation services to various regions throughout the country. As a public service enterprise, PELNI is dedicated to ensuring the provision of reliable and affordable sea transportation services. Furthermore, economic shifts have an impact on PELNI, necessitating a competitive stance and the ability to navigate the current competitive landscape. This study aims to analyze the effect of service quality, facilities, and shipping safety on passenger satisfaction on KM Kelud in PT PELNI sea transportation. The study employs a descriptive quantitative research method with a population of passengers on the KM Kelud PT PELNI ship, comprising a total of 3,865 individuals, with a sample size of 100 respondents. The data collection technique employs a questionnaire that has been validated for reliability and tested for validity. The analytical tool used is SEM PLS 4.0 (Structural Equation Model - Partial Least Square). The findings indicated that service quality, facilities, and shipping safety had a favorable impact on passenger satisfaction on the KM Kelud.

Keywords : service quality, facilities, marine safety, customer satisfaction, maritime transportation

Abstrak. Transportasi laut memainkan peran penting dalam pertumbuhan ekonomi dan integrasi nasional Indonesia. PT Pelayaran Nasional Indonesia (PELNI) bertanggung jawab untuk menyediakan layanan transportasi laut ke berbagai wilayah di seluruh Indonesia. Sebagai perusahaan layanan publik, PELNI berdedikasi untuk memastikan penyediaan layanan transportasi laut yang handal dan terjangkau. Selain itu, pergeseran ekonomi berdampak pada PELNI, sehingga membutuhkan sikap kompetitif dan kemampuan untuk menavigasi lanskap persaingan saat ini. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, fasilitas, dan keselamatan pelayaran terhadap kepuasan penumpang KM Kelud pada transportasi laut PT PELNI. Penelitian ini menggunakan metode penelitian kuantitatif deskriptif dengan populasi penumpang kapal KM Kelud PT PELNI yang berjumlah 3.865 orang, dengan jumlah sampel sebanyak 100 responden. Teknik pengumpulan data menggunakan kuesioner yang telah divalidasi reliabilitas dan diuji validitasnya. Alat analisis yang digunakan adalah SEM PLS 4.0 (Structural Equation Model - Partial Least Square). Hasil penelitian menunjukkan bahwa kualitas layanan, fasilitas, dan keselamatan pelayaran memiliki dampak yang baik terhadap kepuasan penumpang KM Kelud.

Kata Kunci : service quality, facilities, marine safety, customer satisfaction, maritime transportation

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1. Introduction

Marine transportation plays a crucial role in Indonesia's economic development and national integration. As the largest archipelago in the world, Indonesia relies extensively on sea transportation to connect its islands, facilitate trade between regions, and support population mobility. PT. Pelayaran Nasional Indonesia (PELNI) is responsible for providing maritime transportation services to various regions across the country. One of PT. PELNI passenger vessels, the KM Kelud, operates on the route between Jakarta and Batam and onward to Medan. The vessel in question is operated by PT. PELNI for the benefit of Indonesian citizens wishing to undertake journeys between Jakarta and Medan or Batam, and vice versa. Furthermore, as a public service enterprise engaged in the provision of maritime transportation services, PT. PELNI is susceptible to fluctuations in the economic environment. In order to remain competitive and succeed in the highly competitive transportation industry, it is essential to prioritize customer satisfaction. PT. PELNI is required to ensure that customers who utilize its transportation services are satisfied with the services and offerings provided by the company. This is essential to maintain customer loyalty and ensure continued patronage. (Indrasari, 2019) explains that customer satisfaction is the level of a person's feelings after comparing the performance of the services he receives with his expectations. The term "passenger satisfaction" is used to describe the level of satisfaction experienced by passengers with the transportation service they have utilized previously and their intention to utilize the same service again in the future (Setiawan et al., 2024). It can be reasonably assumed that satisfied customers are more likely to become loyal customers. This can have a positive impact on customer retention, as well as on the likelihood of customers recommending the product or service to others. Furthermore, it can facilitate business growth in the long term (Damanik et al., 2024). In order to create a sense of satisfaction among customers using sea transportation services, it is essential to consider a number of key factors. These include the quality of the service provided, the facilities available, and the safety of the shipping process.

Service quality can be defined as the degree of excellence in the provision of services to customers, encompassing both internal and external stakeholders, in accordance with established procedures (Rafi Absari, Thrifty Harianja, 2024). according to opinion (Rezky & Syafar, 2023), The term "service quality" encompasses all actions undertaken by a company to meet the expectations of its customers. The concept of quality is inherently dynamic, encompassing a multitude of elements that collectively shape the experiences of products, services, individuals, processes, and the environment. When these elements align with or exceed expectations, they contribute to an enhanced customer experience, which in turn fosters customer loyalty and retention (Sumual, 2021). The specific forms, types, and benefits of facilities utilized by each company vary. As the number of activities undertaken by a company increases, the range of supporting facilities and services available to enhance the quality of its offerings also expands (Maulidiah et al., 2023). According to (Setianingsih et al., 2024) Facilities are tangible elements that a company provides to enhance customer satisfaction. In a service business, the facilities available to customers are of great importance. It is therefore essential to pay particular attention to the condition of existing facilities,

their interior and exterior design, and their cleanliness, given the close relationship between these factors and the customer experience (Darunanto et al., 2024).

In addition to the provision of facilities that engender a sense of comfort and tranquility for customers, the implementation of marine safety measures on board vessels can provide a sense of security for passengers. The fulfillment of safety and security requirements for the transportation of goods and passengers in waters and ports is referred to as shipping safety (Ramadhan & Pratomo, 2024). It is imperative that the ship's equipment be calibrated to comply with the requisite safety standards, utilized in a manner consistent with its primary operational function, and that the cargo load does not exceed the prescribed load limit. Moreover, the ship's operator must possess the requisite knowledge and expertise to navigate the vessel and be fully cognizant of the designated shipping lane, thereby ensuring the continued safety of all personnel on board (Santoso, 2023). The vessel in question must comply with the requisite standards pertaining to material, construction, building, machinery and electricity, stability, arrangement and equipment, including auxiliary equipment and radio, ship electronics. This is to be evidenced by the requisite certificates following an inspection and testing process based on (UU No.17 tahun, 2008).

The objective of this study was to assess the impact of service quality, facilities, and safety on passenger satisfaction with KM Kelud PELNI sea transportation. In order to enhance the quality of its services, PT. PELNI must first ascertain the level of satisfaction among its passengers with the services it provides.

Service Quality

The quality of service is defined as the quality provided by a company that is intangible but nonetheless contributes towards the objective of delivering a satisfactory service and ensuring customer satisfaction (Millah & Suryana, 2020). According to (Ilahi & Arifuddin, 2023) The quality of service provided by a company is determined by the extent to which the company's actions align with the expectations of its customers. based on the opinion of (Chandra et al., 2020) Service quality can be defined as the actions of an organization or company towards other parties, manifested through the presentation of products or services that align with customer preferences, expectations, and requirements. According to (Tholhah & Narto, 2023) indicators of Service Quality include Tangible (SQ1), Reliability (SQ2), Responsiveness (SQ3), Assurance (SQ4), Empathy (SQ5).

Facility

Based on opinion (Harahap & Pakpahan, 2021) Facilities play a crucial role in influencing consumer perceptions and satisfaction with the services provided. Facilities are important elements of facilities and infrastructure that contribute to the success of an activity or business (Tanjung et al., 2022). Meanwhile, According to (Safitri, 2021) Facilities are all the things that companies provide to make their users feel comfortable, and there are standards for measuring the types of services they provide that impact customer satisfaction. According to (Syafa et al., 2023) Facilities indicators

include Space Consideration/Planning (FC1), Space Planning This element includes Interior and Exterior (FC2), Equipment and Furniture (FC3).

Marine Safety

Based on opinion (Kuncowati et al., 2020) Marine Safety is referred to as a state of fulfillment of safety and security requirements related to travel on waters and ports. Marine safety encompasses all that exists and can be developed on how to prevent accidents while performing marine work (Mursidi et al., 2023). According to (Santosa & Sinaga, 2020) The indicators of Maritime Safety include Security of the Shipping Channel (MS1), Security of the Waters (MS2), Smoothness of Ship Traffic (MS3).

Customer Satisfaction

(Rafqi Ilhamalimy & Mahaputra, 2021) suggests Customer Satisfaction is when the performance of the product/service matches the buyer's expectations. Meanwhile, According to (Rahmah et al., 2021) Customer satisfaction is the level of satisfaction of a customer determined by the gap between performance and expectations they get from a product or service. Customer satisfaction is a customer's response to the service or performance (results) that they have received (Daga, 2017). Based on (Aditia & Suhaji, 2012) Customer Satisfaction Indicators include Feeling Satisfied (CS1), Always Buy Products (CS2), Will Recommend to Others (CS3), Fulfillment of Customer Expectations After Buying Products/Services (CS4).

2. Research Method

This research employs a quantitative approach, utilizing questionnaires distributed via Google Forms as a data collection technique. The data is then processed using SEM-PLS (Structural Equation Model - Partial Least Square) software. This study utilized a population of 3,865 passengers aboard the KM Kelud PT PELNI ship, with a sample size of 100 respondents calculated using the Slovin formula with an error rate of 10% and a significance level of 90%. To determine the requisite sample size, one may utilize the Slovin formula, as follows:

$$n = \frac{N}{1 + N e^2} \quad n = \frac{3.865}{1 + 3.865 (0.10)^2} = 97,47$$

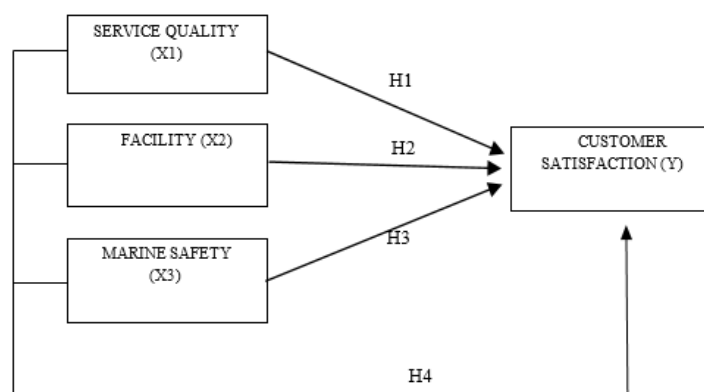


Figure 1. Research Framework

The Influence of Service Quality on Customer Satisfaction

Based on reaserch (Isa et al., 2019) has shown that service quality has a positive effect on customer satisfaction. Good service is service that is provided in a friendly, fair, accurate, and ethical manner to meet the needs and satisfaction of the person receiving it. Thus, customer satisfaction and loyalty will be realized if quality is properly managed. According to previous research, the results show that service quality has a positive and significant effect on customer satisfaction (Aryani et al., 2023). From the research that has been done, it can be concluded that the temporary hypothesis is:

H1: There is a positive influence of service quality on customer satisfaction

The influence of facilities on customer satisfaction

The aspect of service that is concerned with meeting customer needs and wants is known as facilities. In some previous studies belonging to (Yusuf Suhardi, Zulkarnaini, Agustian Burda, Arya Darmawan, 2022) and (Dickdick Sodikin, 2023) shows the results that facilities have a positive and significant influence on customer satisfaction. From this research, it can be concluded that the preliminary hypothesis, that is:

H2: There is a positive influence of facilities on customer satisfaction.

The influence of marine safety on customer satisfaction

People will have a preference for sea transportation that takes into account aspects of safety and good service. Based on research (Dewi, 2023) shows the result that marine safety has a positive influence on customer satisfaction. Other research also supports that marine safety has a positive and significant influence on customer satisfaction ((Riska Angga Dewi, 2023). From this research, it can be concluded that the provisional hypothesis is:

H3: There is a positive influence of marine safety on customer satisfaction.

The Influence of Service Quality, Facilities, Marine Safety on Customer Satisfaction

H4: There is a positive influence of service quality, facilities, and marine safety on customer satisfaction.

H4: it is temporarily suspected that there is a positive influence of service quality variables (X1), facilities (X2), shipping safety (X3) on customer satisfaction (Y).

3. Results and Discussion

A total of 100 respondents were included in the study, all of whom met the following criteria: they were consumers aged 17 and above who had utilized sea transportation services, particularly those provided by KM Kelud, at least once. The data set was divided according to gender, with 51 male respondents and 49 female respondents. The results indicated a slight discrepancy in the number of male and female respondents who utilized KM Kelud's sea transportation services. Although the difference is slight, this data can be interpreted to indicate that KM Kelud attracts

consumers of both genders almost equally. This may be attributed to the quality of service provided and the availability of adequate facilities for all passengers, irrespective of gender.

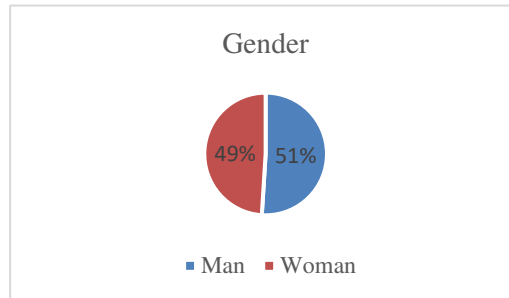


Figure 2. Gender of Respondents

Source: Researcher, 2023

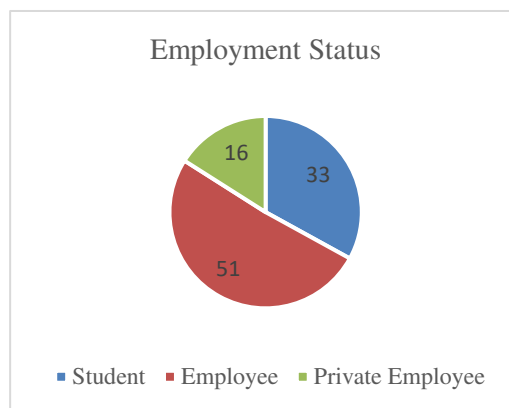


Figure 3. Employment of Respondents

Source: Researcher, 2023

The study population was divided into three categories based on occupation: students ($n = 33$, 30.6%), employees ($n = 51$, 47.2%), and private employees ($n = 16$, 22.2%). The analysis revealed that employees represent the largest group of KM Kelud sea transportation services for the Jakarta-Medan-Batam route. This suggests that the employee group may have a greater need for inter-city travel for work-related or urgent personal reasons. Additionally, the student population demonstrates a notable prevalence, which may be attributed to their necessity to traverse between their academic institution and their place of origin.

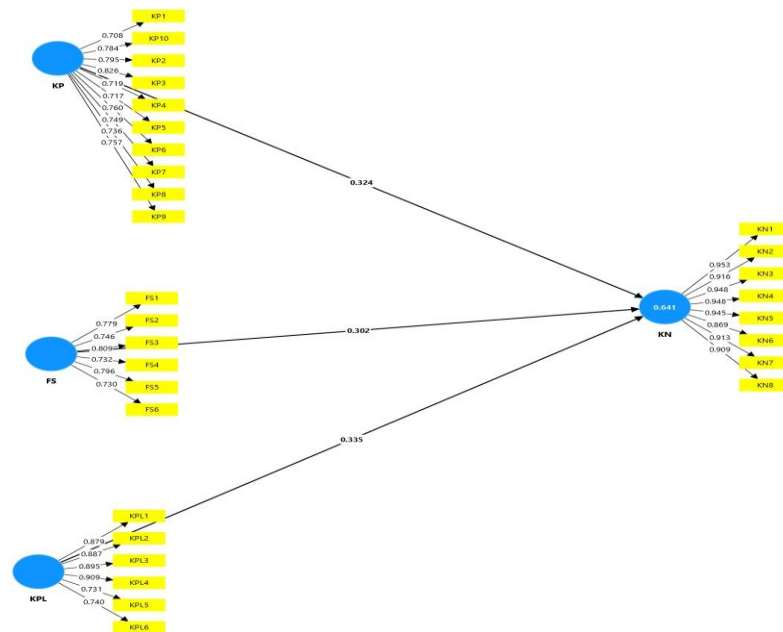


Figure 4. Indicators of The Research

Source: SmartPLS Output, 2023

Figure 4, the results demonstrate that the 30 indicators of the statement of service quality factors, shipping facilities, and safety, as well as customer satisfaction and customer loyalty, have a value greater than 0.70. This indicates that the convergence validity requirements have been met, and alternative methods can also ensure discriminant and convergent validity values. One method that can be employed is to evaluate the Average Variance Extracted (AVE) of each indicator. An AVE value exceeding 0.50 suggests that the model is satisfactory.

Table 1. Validity Test

Variable	Service Quality (X1)	Facility (X2)	Marine Safety (X3)	Customer Satisfaction (Y)	Result
SQ 1	0.708				Valid
SQ 2	0.795				Valid
SQ 3	0.826				Valid
SQ 4	0.719				Valid
SQ 5	0.717				Valid
SQ 6	0.760				Valid
SQ 7	0.749				Valid
SQ 8	0.736				Valid
SQ 9	0.757				Valid
SQ10	0.784				Valid
FC 1		0.779			Valid
FC2		0.746			Valid
FC 3		0.809			Valid

Variable	Service Quality (X1)	Facility (X2)	Marine Safety (X3)	Customer Satisfaction (Y)	Result
FC 4		0.732			Valid
FC 5		0.796			Valid
FC 6		0.730			Valid
MS 1			0.879		Valid
MS 2			0.887		Valid
MS 3			0.895		Valid
MS 4			0.909		Valid
MS 5			0.731		Valid
MS 6			0.740		Valid
CS 1				0.953	Valid
CS 2				0.916	Valid
CS 3				0.948	Valid
CS 4				0.948	Valid
CS 5				0.945	Valid
CS 6				0.869	Valid
CS 7				0.913	Valid
CS 8				0.909	Valid

Source: SmartPLS Output, 2023

A reliability test is a method of determining the dependability of a variable.

Table 2. Reliability Test

Variable	Cronbach's alpha	Rho-A	Composite Reliability	Average variance extracted (AVE)	Result
Service Quality (X1)	0.916	0.920	0.930	0.571	Reliable
Facility (X2)	0.859	0.861	0.895	0.587	Reliable
Marine Safety (X3)	0.917	0.919	0.936	0.711	Reliable
Customer Satisfaction (Y)	0.976	0.978	0.979	0.856	Reliable

Source: SmartPLS Output, 2023

The results of the validity and reliability tests indicate that all indicators utilized in this study are valid, with load factor results exceeding 0.5. Moreover, all tested variables demonstrated reliability, as evidenced by a Cronbach alpha value exceeding 0.70 and an average value exceeding 0.5.

Table 3. R square Test

Variable	R square	R square adjusted
Customer Satisfaction	0.641	0.631

Source: SmartPLS Output, 2023

The R-squared value can be classified as strong (0.75), medium (0.50), or weak (0.25). Table 4.3 illustrates the findings of the bootstrapping method investigation, this reveals the impact of service quality, facilities and cruise safety on customer satisfaction variables. This is evidenced by the R-squared value of 0.641, which accounts for 64.1% of the total influence. It is worth noting that 35.9% of the variables remain unexplained in this study. In conclusion, the impact of service quality, facilities and cruise safety on customer satisfaction is 0.641 or 64.1%, indicating that 35.9% of the variables remain unaccounted for in this study.

Table 4. Hypothesis Test

Path	Original Sample (O)	T Statistics	P Values	Hasil
Service Quality -> Customer Satisfaction	0.324	4.009	0.000	Significant
Facility -> Customer Satisfaction	0.302	3.372	0.001	Significant
Marine Safety -> Customer Satisfaction	0.335	4.364	0.000	Significant

Source: SmartPLS Output, 2023

To test the hypothesis, this study uses the T-statistic value and the T-table. The hypothesis is accepted if the obtained T-statistic value is more significant than the T-table value. Table 4.4 shows the information that can be used to test the research hypothesis.

Table 5. Statistics Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
FC -> CS	0.302	0.299	0.089	3.372	0.001
SQ -> CS	0.324	0.332	0.081	4.009	0.000
MS -> CS	0.335	0.332	0.077	4.364	0.000

Source: SmartPLS Output, 2023

The aforementioned variables, specifically service quality, facilities, and marine safety, have been demonstrated to exert a considerable influence on customer satisfaction. The P-values are all less than 0.05, indicating a statistically significant relationship. The high T-statistics indicate that each variable exerts a strong influence.

Table 6. Simultaneous Test

Path	F-Count	P-Value	Result
Service Quality, Facility, Marine Safety -> Customer Satisfaction	59.880	0.000	Significant

Source: SmartPLS Output, 2023

The results of the data processing indicate that there is a highly significant simultaneous effect of service quality, facilities, and marine safety on customer satisfaction. The F-count value of 59,880 and the P-value of less than 0.001 provide evidence to support the hypothesis that the three variables

have a significant and relevant relationship with regard to the determination of the level of customer satisfaction.

The Influence of Service Quality on Customer Satisfaction.

The results of the statistical tests on the estimated value of the positive impact of service quality on customer satisfaction on KM Kelud sea transportation services indicate that the t-statistic value (4.009) is greater than the table value (1.985) and the p-value (0.000) is less than 0.05. These results indicate that H1 is accepted, as the quality of service has a significant and positive influence on customer satisfaction at KM Kelud. This study demonstrates that the quality of service provided affects customer satisfaction. Specifically, if good service quality can increase customer satisfaction, then it can be concluded that the quality of service provided affects customer satisfaction.

The Influence of Facilities on Customer Satisfaction.

The results of the statistical testing of the estimated value of the positive impact of facilities on customer satisfaction in KM Kelud sea transportation services indicate that the t-statistic value (3.372) is greater than the table value (1.985) and the p-value (0.001) is less than 0.05. In light of these findings, it can be posited that H2 is accepted, as the facilities in question exert a positive and significant influence on customer satisfaction in KM Kelud sea transportation services. It is important to note that the findings of this study indicate that facilities influence customer satisfaction by enhancing the quality of service provided.

The Influence of Maritime Safety on Customer Satisfaction.

The results of the statistical testing of the estimated value of the positive effect of maritime safety on customer satisfaction with KM Kelud transportation services indicate a statistically significant correlation $t(4.364) > t(1.985)$ and $p\text{-value}(0.000) < 0.05$. In light of these findings, it can be concluded that hypothesis H3 is accepted, indicating that customer satisfaction exerts a positive and significant influence on shipping safety in the context of KM Kelud sea transportation services. In other words, the implementation of marine safety measures contributes to a perception of safety among passengers, which subsequently leads to customer satisfaction.

The Influence of Service Quality, Facilities and Safety on Simultaneous Customer Satisfaction.

The results of statistical tests with multiple linear regression models tested in Table 4.5 show that the independent variables together have a significant effect on the dependent variable (because the F-value (59.880) and P-value (0.000) < 0.05). This model indicates that H4 is accepted. Service quality, facilities and safety are important factors that must be properly managed to increase customer satisfaction. These three factors have a significant impact and cannot be ignored in service improvement strategies.

4. Conclusion

Based on the results of data analysis, this study was able to prove that the factors of service quality, facilities, and marine safety have a positive and significant impact on customer satisfaction

with KM Kelud's marine transportation services. In total, these three factors contribute 64.1% to customer satisfaction, which shows the importance of good service quality, adequate facilities and safety aspects in meeting passengers' expectations. The first hypothesis (H1) that service quality has a significant effect on customer satisfaction is supported. Good service quality is able to effectively meet the needs of passengers, thereby increasing their satisfaction. The second hypothesis (H2) regarding the effect of facilities on customer satisfaction is also significant. Adequate facilities play an important role in helping passengers make better decisions, which increases their satisfaction. The third hypothesis (H3) states that maritime safety has a positive and significant effect on customer satisfaction. Maritime safety plays an important role in shaping customers' positive perceptions of marine transportation services. The fourth hypothesis (H4) states that service quality, facilities and safety have a significant effect on customer satisfaction. Overall, this study confirms that the three factors namely service quality, facilities and marine safety are key elements in ensuring customer satisfaction in KM Kelud sea transportation. Strengthening and improving these three areas is expected to continue to meet passengers' expectations and maintain their satisfaction in using this transportation service. Therefore, it is recommended for future researchers to conduct further research by including different variables and expanding the scope of the research area. This will provide a more comprehensive understanding of other factors that may affect customer satisfaction, so that more effective strategies can be developed to improve the quality of marine transportation services.

The findings of this research have significant implications for the management of PELNI companies with the objective of enhancing customer satisfaction on the KM Kelud vessel. By examining the influence of service quality, facilities, and maritime safety, PELNI company can ascertain areas necessitating enhancement and advancement. It is recommended that companies prioritize improvements to onboard facilities and shipping safety. In particular, PELNI companies should prioritize improvements to passenger facilities, including optimization of seat comfort, expansion of clean restroom facilities, and guaranteeing access to adequate medical support. In regard to safety, it is recommended that PELNI companies conduct regular safety drills, ensure the proper maintenance and accessibility of life-saving equipment, and provide clear safety instructions for passengers. The implementation of these improvements will not only enhance the travel experience but also reinforce passenger confidence in the safety and reliability of maritime services. Consequently, this research can furnish empirical data to assist PELNI company management in making strategic decisions aimed at increasing customer satisfaction and loyalty and strengthening the company's reputation in the shipping industry.

This study has several limitations that should be considered when interpreting the results. First, this study focuses only on KM Kelud customers. Therefore, the results may not be applicable to other vessels or routes operated by PT. PELNI or other shipping companies. Second, this research is based on data collected in 2024, which may not reflect changes in customer conditions or perceptions in the future. In addition, the variables analyzed were limited to service quality, facilities, and vessel safety, while other factors that may also affect customer satisfaction, such as ticket prices or promotions, were not included in the search column. Finally, there is a possibility of bias among

respondents, who may provide answers based on their subjective perceptions, which may affect the validity of the data obtained. These limitations should be considered when interpreting the results and designing future research.

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