THE INFLUENCE OF SERVICE QUALITY, FACILITIES, AND PRICE ON PASSENGER SATISFACTION AT BANDAR SRI JUNJUNGAN DUMAI – RUPAT

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ABSTRACT

This study aims to determine the effect of service quality, facilities and prices on passenger satisfaction at the port of Bandar Sri Junjungan Dumai. This study used a quantitative method using the sampling technique in this study as many as 100 respondents, data processing using the SPSS 26 application with multiple linear regression analysis testing which included validity tests, reliability tests, T-tests, F-tests, and the coefficient of determination. The results showed that service quality and facilities had no positive and significant effect on service quality but price had a positive and significant effect on passenger satisfaction.

Keywords: service quality, facilities, price, passenger satisfaction

INTRODUCTION

At this time, transportation facilities are an inseparable part and are needed by the community in their daily lives. There is a close relationship between transportation and the range and location of human activities, whether goods or services. How big and important the role of transportation is in human life, it can be seen from human efforts to constantly improve and improve the system and carrying capacity.

The better the means of transportation used by humans, the higher the level of human mobility, both individually and socially, the greater the possibility of humans in obtaining a better source of livelihood. In terms of the economy, transportation has a huge influence. The development of the economy towards globalization requires some people to carry out very high mobility, so that people will be more observant in making their choices. Many transport companies offer and seek to seize the interest of consumers to use the products and or services offered from a transportation company.

Bandar Sri Junjungan is a port in Dumai and this port is also the only sea transportation access that can carry cars and motorcycles from Dumai to Rupat. This port is one of the mainstays of transportation which is very important for the people of Dumai and Rupat because many traders use this means of transportationto bring their trade goods by car.

Customer satisfaction will be achieved if the quality of the products or services provided by the company is in accordance with the wishes of consumers. According to Indrasari in the book Marketing and Customer Satisfaction (2019) Consumer satisfaction is the level of consumer feelings after comparing what he receives and his expectations (Umar, 2005). A customer, if he is satisfied with the value provided by a product or service, is quite

likely to be a customer for a long time. This is because the quality of services really depends on who and how the services are provided. Customer satisfaction is the key to the company's success, itis considering that with satisfied consumers, the consumer will be loyal. Therefore, retaining consumers is more important than attracting new consumers. Many factors can affect consumer satisfaction and loyalty in using transportation services, including the quality of service and determining price policies.

The quality of service aimed at attracting consumer sympathy is a staple that must always be maintained by the company. In indrawati (2019) Service Quality according to Rambat Lupiyoadi Service quality is how falling the difference between the expectations and reality of customers for the service they receive. Service quality can be known by comparing customers' perceptions of theservice they actually receive with the actual service they expect. Quality of Service is the first thing that the company takes seriously, which involves all the resources owned by the company. A quality is said to be good if the service provider provides services that are equivalent to those expected by customers. Thus, achieving customer satisfaction requires a balance between needs and wantsand what is given.

In general, consumers prefer products that prioritize convenience. Comfort here will have an impact on passenger satisfaction, namely the comfort environment must be orderly, orderly, provided with a comfortable waiting room clean, tidy, beautiful and healthy environment and equipped with service support facilities such as toilets, places of worship and others. It must also be supported byall elements and employees in the company. On the other hand, sales services, and the operation of ships regularly and on time are also very supportive of customer satisfaction. One form of transportation that works in the field of sea transportation services is Bandar Sri Junjungan Operating Area in Dumai.

The quality of service has a great influence so that Bandar Sri Junjungan must further improve the quality of service as a servant to the state and the community must be able to carry out their duties and responsibilities in providing and improving the level of service to the community. If the services provided to passengers or consumers are not good, it will affect the image of Bandar Sri Junjungan Port itself. To be able to improve the quality of port services, the service facilities provided by port employees in overcoming the condition of passengers at the time of ticket inspection for that the quality of services provided must be in accordance with service standards.

In Fadillah and Haryanti (2021) Facilities can be interpreted as facilities and infrastructure provided by companies in the environment, this is intended to provide the maximum possible service so that customers or consumers feel comfortable and satisfied. Facilities are the main supporting factor in activities. According to Wijaya, suggesting that facilities are something that customers can decide. Quality is based on something that is actual to the customer about the product or service that can be measured based on certain requirements.

In indrawati (2019) Price is the value of a good or service as measured by the amount of money spent by the buyer to obtain a number of combinations and goods or services and services According to William J. Stanton the price is the amount of money (possibly plus several goods) needed to obtain some combination of a product and service that comes with it. Price according toJerome Mc Cartgy price is what is sacrificed for something.

Many passengers are of the view that the facilities at Bandar Sri Junjungan port are lacking such as queuing and waiting seats are not available. Some passengers who can't stand it linger in the queue place are due to the heat and theyhave to find a shelter that is not too hot. Some consumers actually only need comfort when sitting and queuing while at the port to

wait for the ship and some passengers think that the ticket price is still relatively expensive or not comparable to the existing facilities. The port does not have enough facilities but the price remains high. At a minimum, there is a comfortable seat to wait for the arrival of the ship. Because the main convenience in waiting for the ship is the seat, so that waiting for the arrival of the ship is not too tiring, this is where the need for Bandar Sri Junjungan must improve the quality of service, to balance with the costs or prices that have been incurred so that customers feel satisfied and become loyal.

The purpose of this study is to find out how much influence service quality, price and facilities have on passenger satisfaction and the contribution of this study helps companies to know how much influence service quality has on passengers.

METHOD

Data and Sample

According to Cooper et al (2003) in Sugiyono (2019:126) states that "population is the total collection of elements about which we wish to make some inference... A population element is a subject on which the measurement is being taken. It is the unit of study". The population is the entire element that will be used as a generalization area. The population element is the whole subject to be measured, which is the unit under study. The population in this study were all passengers who had used the services of the Bandar Sri Junjungan port.

According to Sugiyono (2019) Sample is part of the number and characteristics possessed by the population. If the population is large, and it is impossible for the researcher to study everything in the population, for example due to limited funds, manpower and time, the researcher can use a sample taken from that population. What is learned from the sample, the conclusions can be applied to the population. Samples taken from the population must be truly representative (representing). The number of samples in this study is 100 respondents.

Measure

This study operationalizes three variables, namely independent variables and one dependent variable. In this study, the variables of service quality, facilities, and price are independent variables (dependent). Meanwhile, the passanger satisfaction variable is the dependent variable. This study, each variable is measured by indicators that have been developed in previous research. service quality, price, and passenger satisfaction are measured using the measurement concept of Indrasari (2019) while facilities use the measurement concept of Krisdayanto et al (2018). all indicators are measured on a scale of 1-5.

Data Analysis

Data analysis in this study used multiple linear regression analysis. Based on Ghozali (2011), the model goodness-of-fit test can be used as a measure of the accuracy of the sample regression function in estimating the actual value statistically. The goodness-of-fit test can be measured using R square and F test statistics. R square shows the ability of the independent variables to explain the dependent variable, and the F test statistic proves that all independent variables included in the model influence the dependent variable. The test criteria are classified if the P value > 0.05 proves that the analysis method used is in

accordance with the research model. While the P value <0.05 indicates that the analytical method used is not suitable for research.

Ghozali (2011) states the t-test statistic is a statistical test to test the effect of independent variables individually in explaining the content of the dependent variable. The t-statistic test can be used to reflect how the independent variable itself affects the dependent variable with the assumption of free constraints. With the criteria, if t-value> of t-table and significant <0.05 then the variables of service quality, facilities, and price affect to passenger satisfaction. If the t-value < t-table and significance> 0.05, then the service quality, facilities, and price variables have no effect on passenger satisfaction.

RESULTS AND DISCUSSION

The following are the results of the validity test conducted by calculatingusing SPSS and matching using R-table. From Data Processed SPSS 26 it can be seen that the calculated r-value on the service quality variable indicator is 0.712 while the Rtable value is 0.195 which means 0.712 > 0.195, but there is one indicator whose statement is only two while the other indicator has three statements because one statement on the price variable indicator is invalid therefore omitted. for later items, 47 other items or indicators have R-value > r-table values, so all items have a match or validity.

Table 1. The Number of Responden Based on Service Quality Variable

Variables		Indicator	r-value	r-table
Service Quality	Tangible	X1.1	0, 712	0, 195
		X1.2	0, 701	0, 195
		X1.3	0, 482	0, 195
	Assurance	X1.4	0, 643	0, 195
		X1.5	0, 768	0, 195
		X1.6	0, 759	0, 195
	Responsivenes	X1.7	0, 690	0, 195
		X1.8	0, 709	0, 195
		X1.9	0, 716	0, 195
	Reliability	X1.10	0, 797	0, 195
		X1.11	0, 791	0, 195
		X1.12	0, 831	0, 195
	Emphaty	X1.13	0, 779	0, 195
		X1.14	0, 767	0, 195
		X1.15	0, 835	0, 195
Facilities	Room planning	X2.1	0,810	0, 195
		X2.2	0,691	0, 195
		X2.3	0,799	0, 195
	Fixtures/furniture	X2.4	0,806	0, 195
		X2.5	0,759	0, 195
		X2.6	0,732	0, 195
	Lighting	X2.7	0,789	0, 195
		X2.8	0,719	0, 195
		X2.9	0,772	0, 195
	Color	X2.10	0,516	0, 195
		X2.11	0,382	0, 195
		X2.12	0,656	0, 195

Continued Table 1

Variables		Indicator	r-value	r-table
Price	Affordability	X3.1	0,857	0, 195
		X3.2	0,883	0, 195
		X3.3	0,825	0, 195
	Price compliance with product quality	X3.4	0,835	0, 195
		X3.5	0,866	0, 195
		X3.6	0,806	0, 195
	Price competitiveness	X3.7	0,798	0, 195
		X3.8	0,746	0, 195
	Price conformity to benefits	X3.9	0,891	0, 195
		X3.10	0,887	0, 195
		X3.11	0,902	0, 195
	Prices can influence consumers in making decisions	X3.12	0,803	0, 195
		X3.13	0,868	0, 195
		X3.14	0,867	0, 195
Passenger satisfaction	Emotional	Y1	0,721	0, 195
		Y2	0,826	0, 195
		Y3	0,833	0, 195
	Cost	Y4	0,820	0, 195
		Y5	0,323	0, 195
		Y6	0,756	0, 195

Source: Processed Data 2022

The reliability test is used to determine the consistency of the measuring instrument that is usually used by the questionnaire, which means whether the measuring instrument gets consistent measurement results if this deduction is repeated repeatedly. A method often used in research to measure scales is cronbach alpha, here are the results of its reliability test:

Table 2 The Number of Responden Based on Service Quality Variable

No	Variables	Cronbach alpha	Information
1	Quality of Service	0,937	Reliable
2	Facilities	0,906	Reliable
3	Price	0,969	Reliable
4	Penumpaang satisfaction	0,799	Reliable

Source: 2022 Processed Data in SPSS 26

From the table 4.11 it can be seen that the value of cronbach alpha is greater than 0.60 if the value of cronbach alpa is greater than 0.60 it can be said that the questionnaire is reliable. In the service quality variable the value of cronbach alpha is 0.937 which means 0.937 > from 0.60 as well as the subsequent items whose cronbach alpha value is greater than 0.60 and it shows that all items are reliable. The distribution of dots around the diagonal line by following the direction of the diagonal line

indicates that the regression model is normally distributed. From The multicollinearity test of the SPSS data above, it shows that all research variable instruments can be declared not to be multicollinearity. With its tolerance value, the service quality variable is $0.323 > 0.10$ and the VIF value is $3.092 < 10$ as well as other variables whose tolerance value is greater than 0.10 and the VIF is smaller than 10.

Based on a randomly distributed data plot image which means that heteroskedasticity does not occur and the data is above and below 0 on the Y axis with an irregular pattern. Researchers concluded that there was no heteroscedasticity in linear regression models. The regression model in this study is valid and feasible to use to qualify classical assumptions to predict passenger satisfaction with the quality of service, facilities, and prices at the port.

In this study, the coefficient of determination (R Square is 0.543) and this is the square of the correlation coefficients. This shows that the variables of service quality, facilities, and prices affect passenger satisfaction by 54.3% while the remaining 45.7% is explained by other variables. Then the F-value38,085 with an F-table value of 2.69 and the significance level is 0.000 less than 0.05, then H0 is rejected and H4 is accepted, it can be concluded that the quality of service, facilities, and prices can simultaneously have a significant effect on passenger satisfaction at the port of Bandar Sri Junjungan.

Table 2. T-test statsistic

Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	0.957	0.254		3.763	0
	X1_Service_ Quality	0.225	0.118	0.233	1.917	0.058
	X2_Facilities	0.145	0.123	0.147	1.175	0.243
	X3_Price	0.347	0.078	0.436	4.452	0

Based on the results obtained it can be explained about linear multiple regression analysis that:

1. The constant value is 0.957 can be interpreted if there is no change in the variable service quality, facilities, and price are 0 then passenger satisfaction is 0,957.
2. Service quality value ($\beta 1$) = 0.225 can be interpreted if the quality of service increases by 1 point then passenger satisfaction will increase by 0.225 points assuming other independent variables are constant. The positive efficiency value which means that the quality of service and passenger satisfaction has a positive influence.
3. The value of the facility ($\beta 2$) = 0.145 can be adjusted if the facility increases by 1 point then passenger satisfaction will increase by 0.145 points assuming other free variables are constant. Positive coefficient values mean that facilities and passenger satisfaction have a positive influence.
4. Price value ($\beta 3$) = 0.347 can be interpreted as if the price variable increases by 1 point then passenger satisfaction will increase by 0.347 points assuming other variables are constant. Positive coefficient values mean that variable prices and passenger satisfaction have a positive influence.

Based on the table by observing rows, T columns, and sigs. The quality of service can be known as the value of the influence or value of the discrepancy of variable service quality on passenger satisfaction (H1). The variable quality of service (X1) shows that it has no significant effect on passenger satisfaction so H0 is accepted and H1 is rejected from the hypothesis. Based on the table above, it can be concluded that the effect of variable facilities on passenger satisfaction (H2). Variable facilities (X2) have no significant effect on passenger passability. We can see from the table that the significance value of the facility variable is $0.277 > 0.05$ then H0 is accepted and H2 is Rejected from the Hypothesis. Based on the table above, it can be concluded that the effect of variable prices on passenger satisfaction (H3). Variable price (X3) has a significant effect on passenger satisfaction. This can be seen from the table above which shows the significance value is smaller than 0.05, the significance value of the price variable is $0.00 < 0.05$ from this it can be concluded that H0 is rejected and H3 is accepted from the hypothesis. And it can be concluded again that the price can affect passenger satisfaction.

CONCLUSION

From the results of tests conducted between the variables of service quality and passenger satisfaction in Bandar sri junjungan dumai it is known that the service capacity does not have a positive and significant effect partially on passenger satisfaction. The facilities have no positive and significant effect partially on passenger satisfaction. The price has an effect partially positive and significant on passenger satisfaction. service quality, facilities, and price have effect significantly on passenger satisfaction at Bandar Sri Junjungan.

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