

The Effect of Service Quality on Passenger Satisfaction at PT. Indonesian National Shipping (PELNI) in Jayapura City

Mesak Rumsowek¹ , Roland Everson Binur²  and Lazarus Ramandei³  

¹Lecture at Public Administration Study Program, Cenderawasih University of Jayapura City, Papua Province, Indonesia

³Lecture at Urban and Regional Planning, Cenderawasih University of Jayapura City, Papua Province, Indonesia

✉ **Corresponding Author:** Lazarus Ramandei, **E-mail:** ramandeylaz@gmail.com

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ABSTRACT

The objectives of this study are 1) to determine the effect of service quality on passenger satisfaction at PT Pelayaran Nasional Indonesia (PELNI) Jayapura City, 2) knowing the efforts made in improving service quality on passenger satisfaction at PT Pelayaran Nasional Indonesia (PELNI) Jayapura City. This type of research uses quantitative methods. The total population for this study amounted to 424 people. The number of samples taken in this study was 30 people. Sampling was done using a random sampling method. Based on the author's results, it concerns the quality of passenger service at PT. The Indonesian National Shipping in the city of Jayapura, the quality of service provided to passengers/customers, both in terms of physical form, empathy, responsiveness, reliability and assurance so that the quality of service needs to be improved, and the company must pay attention to things that are considered important by customers who use the services of PT. Pelni, so that customers feel satisfied. Conclusion of passenger satisfaction at PT. The Indonesian National Voyage (PELNI) of Jayapura city has been accomplished well. This is evident from the respondent's answer to the answer category (yes) at the highest level as well. This means that with regard to passenger / customer satisfaction, it turns out that it has given the trust to passengers.

1. Introduction

Reformation in Indonesia has been going on for more than a decade, but the form slogan results have not shown any significant changes, especially in the bureaucracy's body. The spirit of reform, which wanted to achieve governance free from the elements of corruption, collusion and nepotism (KKN), could not at all be realized due to weak supervision and the lack of regulations governing state institutions. Many officials in government agencies or state-owned enterprises are proud and casually carry out KKN. This is partly due to the absence of rules / new accountability that encourages every government agency or institution to report every activity or state budget. This condition is one of the main factors of the bad bureaucracy in Indonesia.

Often in everyday life, people tend to make stereotypes (nicknames) or negative sigma against government services, where government services tend to be of poor quality and poor quality. This can be listened to through a number of complaints submitted to officials who provide information to the public (Media observation data for December 2020). One of the complaints expressed regarding services by government officials is that it is convoluted, and the behavior of individual officials is less friendly. Such conditions require apartment care so that people get excellent service quality. Keprimaan in offering services to groups that will get recognition for the quality of service that satisfies service users (customers).

The era of transparency and information technology development has made society more critical. This condition requires agencies / organizations to accommodate and anticipate the public's desire to obtain quality services. PT Pelayaran Nasional Indonesia (PT PELNI) is a state-owned company (BUMN). A limited liability company is a state-owned company in the form of a

limited liability company (PT) whose capital / shares are at least 51 percent owned by the government, with the aim of pursuing profit. The image of BUMN has always been considered corrupt and too relaxed. The negative impression has already stuck in the minds of the Indonesian people. A decades old legacy image that should be changed. Therefore, to achieve a positive identity or company.

PT Pelayaran Nasional Indonesia (PELNI) is a state-owned company engaged in shipping. To implement government policy, a branch office of PT. Pelni in several ports in Indonesia, including in Jayapura. PT. Pelni has a hope of "Being a Resilient Shipping Company and Customer Choice and providing comfort for the community". And one of the things that has been done is "Increasing the contribution of income to the State, employees and playing a role in environmental development and services to the community." PT. PELNI still has obstacles in providing services and processing systems for ticket sales, information delivery and can overcome obstacles that often occur lack of information regarding ship departure schedules, as well as matters relating to the inadequate information provided to the public, through mass media, radio, print media and installed reservoirs. Not all prospective passengers always read the newspaper or listen to the radio. The results of researchers' observations show the lack of facilities provided to ship passengers, namely: (a). Passengers are still often disappointed because of inadequate facilities such as the bed ordered not in accordance with what they want, besides that the ship also loads more passengers than the ship's capacity so that it can cause passengers to accumulate and scatter in the aisles of the ship which should be a road facility for the passengers. passengers are used as a resting place. (b). PT PELNI in providing services to passengers is not in accordance with existing procedures because there are still many brokers selling beds on board, so passengers are often complicated by the conditions they face while travelling on the ship.

Therefore, to find out that the company image has not shown the achievement of satisfactory service quality to passengers at PT PELNI, a survey on consumers is needed. This public service aims to describe the characteristics of the services provided by PT PELNI's passenger ship customers, public perceptions and expectations of the image of the service quality of PT PELNI's passenger ships, knowing external factors and internal factors with consumer perceptions of the service image of PT PELNI passenger ships and the level of consumer expectations. On the image of PT PELNI's passenger ship service. Consumers using PT PELNI's passenger ship to the form of service.

Hardiyati and Khasanah (2010) Analysis of the Influence of Service Quality on Customer Satisfaction Using the Services (Villa) Agro Tourism, The Pagilaran Garden. In testing the classical assumptions, the regression model is multicollinearity-free, heteroscedasticity does not occur, and is normally distributed. Each variable that has the most influence individually is the assurance variable with a regression coefficient of 0.316, then tangible with a regression coefficient of 0.271, then followed by responsiveness with a regression coefficient of 0.201 and reliability with a regression coefficient of 0.197. In contrast, the variable with the most influence low in empathy, with a regression coefficient of 0.165. Zafirah (2014) Analysis of Service Quality on Customer Satisfaction at Lion Air Airline at Mutiara SIS Al-Jufri Airport, Palu. The t-test results show that the five independent variables (X) partially influence the variable (Y) customer satisfaction. And the variable that has the most dominant influence in determining customer satisfaction is Responsiveness, with a beta coefficient value of 0.258. Indriaty and Rahardjo (2010) Analysis of the Effect of Service Quality Level of Public Health Centers on Consumer Satisfaction in a case study at Gunung pati Public Health Center Semarang. By using multiple methods, it can be concluded that the direct evidence variable has a positive and significant effect, reliability has a positive but insignificant effect on customer satisfaction. Guarantee has a positive but not significant effect on customer satisfaction. Responsiveness has a positive but not significant effect on customer satisfaction, empathy has no positive and insignificant effect on customer satisfaction.

2. Literature Review

2.1 Quality of Service

Two main factors affect service quality: expected services and perceived services, because service quality is centred on fulfilling customer desires and delivery accuracy to balance customer expectations (Sriwidodo & Indriastuti, 2012). For this reason, in assessing service quality, five dimensions need to be considered: First, tangible, which includes physical facilities, equipment, employees and communication facilities. Second, Empathy, which includes ease in making relationships, good communication, personal attention, and understanding customers' needs. Third, responsiveness, namely the staff's desire to help customers provide responsive services. Fourth, reliability, which is the ability to provide immediate, accurate, reliable, and satisfactory services. Fifth, assurance, which includes knowledge, ability, decency, and trustworthiness that staff must possess, must be free from danger, risk, and doubt (Marlius, 2018). Meanwhile, Tjiptono (2014) concluded that the image of good service quality is not based on the service provider's point of view but is based on consumers' perceptions (service users).

2.2 Public Services

Public service basically involves a very broad aspect of life and is one of the elements that encourages changes in the quality of local government (Mulyadi, 2016). In-state life, the government has the function of providing various public services needed by

the community, starting from services in the form of regulations or other services in order to meet community needs in the fields of education, health, utilities, and others. To realize good governance, in carrying out public services, local governments must also provide broad opportunities for citizens and the public to gain access to public services based on the principles of equality, transparency, accountability and justice (Cahyadi, 2016). Dwiyanto (2005) states that there are several considerations why public services are a strategic point to initiate good governance in Indonesia.

2.3 Customer Satisfaction

According to Tjiptono (2014), a business's purpose is to create satisfied customers. The creation of customer satisfaction can provide benefits, including the relationship between the company and customers being harmonious, providing a good basis for repeat buyers and creating customer loyalty, and forming a word of mouth recommendation that is beneficial for the company.

Satisfaction is the level of a person's feelings after comparing the perceived performance/results with expectations (Kreitner & Kinicki, 2005). Kreitner and Kinicki (2005) also argue that job satisfaction is an affective or emotional response to aspects of work. Research results at Cornell University developed a Job Descriptive Index (JDI) to assess a person's job satisfaction with five job dimensions, namely: job, wages, promotions, co-workers, and supervision.

Tjiptono (2014) states that conceptually, satisfaction is the result of purchases and usage obtained from comparisons made by buyers of rewards and purchase costs with anticipated consequences. Operationally, satisfaction is similar to attitude, where the assessment is based on various attributes.

Customer satisfaction is a level where customers, needs, wants, and expectations of customers can be met, resulting in repeat purchases or continued loyalty. Engel, Roger and Miniard said that satisfaction is a post-consumption evaluation to select several alternatives in order to meet expectations. Nasution (2006) states that satisfaction is achieved when quality meets and exceeds consumer expectations, wants and needs. Conversely, if the quality does not meet and exceed consumers' expectations, wants, and needs, satisfaction is not achieved. Consumers who are not satisfied with the goods or services they consume will look for other companies to provide for their needs.

3. Methodology

3.1 Types of Research

This type of research uses quantitative methods. Descriptive research is research that aims to provide a description or description of the social phenomenon or phenomenon under study by describing the independent variables, either one or more (independent) variables based on the indicators of the variables studied without making comparisons or linking the variables studied for exploration. or classification by describing a number of variables with respect to the variable under study.

3.2 Population and Sample

This research was carried out at the PELNI office and Jayapura city port, therefore, to find out the quality of passenger services. Sugiyono (2010) states that a population is a group that is of interest to researchers where the generalization of research results will be applied. In this study are service users who have knowledge related to this research. Based on the understanding above, the writer can formulate that what is meant by population is the whole object that has specific characteristics to be studied. In relation to this research, what is meant by population is all passengers.

So that the total population is 424 people, for the purposes of this study and according to the authors to be more representative, the sample set is part of the population so that the total sample size is 30 people. Sampling was done by using a random sampling method.

3.3 Data Collection Techniques

Primary data, namely data obtained directly from respondents, each of which can be explained as follows: a) Observing (complete observation) data collection by directly observing a number of references relating to the research topic and taking notes; b) Interviews are data collection techniques carried out by direct questioning with informants or to predetermined informants to obtain information about the quality of service for passenger goods and services provided by PT PELNI to consumers, c) Documentation is a method used to provide documents - documents using accurate evidence from specific sources of information from essays or writings, books, and laws, d) Questionnaires are data collection techniques that are carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2010). Secondary data, namely data obtained through library research (library research), obtain a theoretical basis, namely by reading various literature or books, magazines and relevant materials relating to the issues discussed.

3.4 Data Processing Techniques

The data processing methods used in this study are: a) Editing; namely checking the completeness of the respondent's answers, examining the consistency of answers, and selecting questionnaires so that the data is ready to be processed, b) Coding, which is to classify all answers or data from respondents according to their type and distribution (according to the specified code), c) Taling, namely categorizing the answers from respondents and get according to their respective proportions/frequencies, d)

Tabulation, namely identifying, breaking down each question item in the form of a frequency distribution. To tabulate the data in question, then the formula used is as follows (Anto, 1986):

$$p = \frac{f}{n} \times 100$$

Information:

P = Percentage N = Sample

F = Frequency 100 = Constant value

3.5 Data analysis technique

To analyze data from the research results, the technique I use is quantitative descriptive analysis techniques, using frequency tables. Analysis is an activity after data from all respondents, or other data sources have been collected. According to Sugiyono (2010), data analysis activities are grouping data based on variables from all respondents, presenting data from each variable studied, performing calculations and answering problem formulations and performing calculations to test the hypotheses that have been proposed. The data analysis technique that the writer uses is descriptive data analysis.

4. Results and Discussion

4.1 Variable Quality of service

For the purposes of analysis, a table recapitulation of the variable quality of passenger service as a whole will be presented, the data that has been collected from the parameters / sub-indicators of service quality, namely the following indicators: Physical Form (Tangibles), Empathy indicators (Empathy), Responsiveness indicators (Responsiveness), Reliability indicators and Assurance indicators. Thus it will be easy to find out the highest and lowest numbers for each category of answers that exist on the basis of these calculations. Then a more detailed analysis will be made of the total number of scores for each category of the existing answers.

Table 1. Recapitulation of Service Quality Variables

| No | Indicator | Category Answer | | Total |
|----|----------------------------------|-----------------|----------------|------------------|
| | | Yes | No | |
| 1 | <i>Physical Form (Tangibles)</i> | 26 (81%) | 6 (19%) | 32 (100%) |
| 2 | <i>Empathy</i> | 29 (91%) | 3 (9%) | 32 (100%) |
| 3 | <i>Responsiveness</i> | 26 (81%) | 6 (19%) | 32 (100%) |
| 4 | <i>Reliability</i> | 15 (47%) | 17 (53%) | 32 (100%) |
| 5 | <i>Assurance</i> | 22 (69%) | 10 (31%) | 32 (100%) |
| | Total | 24 (75%) | 8 (25%) | 32 (100%) |

Based on table 1 above, the recapitulation of indicators for the variable quality of passenger service shows the results based on the average number known from 32 respondents that for the yes category, the score was 22 (75%) then for the answer category did not get a total score of 8 (25%). Thus it can be concluded that the quality of passenger service at PT. The Indonesian National Voyage (PELNI) in Jayapura city has done well. This is evident from the answers of respondents in the yes answer category 24 (75%) while the answer category did not only get a total score of 8 (25%).

4.2 Customer satisfaction variables

As well as service quality, to find out the extent of customer satisfaction at PT. Pelni Kota Jayapura, then the following authors present data recapitulation of customer satisfaction variables which are reflected from a number of scores for each parameter of the indicators of the satisfaction variable, namely the indicators are Polite behavior, How to convey something related to what should be received by the person concerned, Delivery time is appropriate and in a friendly manner

TABLE 2. Recapitulation of Customer Satisfaction Variables

| NO | INDICATOR | Answer Category | | Total |
|----|--|-----------------|----------------|------------------|
| | | Yes | No | |
| 1 | Polite behavior | 28 (88%) | 4 (12%) | 32 (100%) |
| 2 | How to convey something related to what should be received by a person with a defiance | 21 (66%) | 11 (34%) | 32 (100%) |
| 3 | Timing of delivery | 22 (69%) | 10 (31%) | 32 (100%) |
| 4 | In a friendly manner | 28 (88%) | 4 (12%) | 32 (100%) |
| | Total | 25 (78%) | 7 (22%) | 32 (100%) |

Furthermore, based on table 2 above, for the recapitulation of indicators for the variable quality of passenger service, it shows the results based on the known average number of 32 respondents, it is known that for the yes category, the score was 25 (78%) then for the answer category did not get a total score of 7 (22 %). Thus, conclusions can be drawn regarding passenger satisfaction at PT. The Indonesian National Voyage (PELNI) of Jayapura city has been accomplished well. This is evident from the respondents' answers in the yes answer category getting a total score of 25 (78%) while for the answer category not only getting a total score of 7 (22%).

Based on a list of questions distributed to 32 respondents regarding indicators relating to service quality, the results obtained are that the quality of service provided can give satisfaction to passengers is in the high category (yes), namely with a percentage level of 24 (75%). Thus, it can be said that the quality of service provided to passengers/customers, both in terms of physical form, empathy, responsiveness, reliability and assurance, so that the quality of service needs to be improved. So, the company must pay attention to things that are considered important by customers who use the services of PT. Pelni, so that customers feel satisfied. When customer satisfaction has been created, trust in customers will also be created, carried out at PT. Indonesian National Shipping (PELNI) so that it can encourage and facilitate all activities optimally.

Furthermore, the existing data on the customer satisfaction variable based on the score in table 2, the recapitulation of the customer satisfaction variable for the yes answer category obtained a high score of 25 (78%). With the number of scores above, it can be said that there is a significant relationship between the service quality variable and the passenger/customer satisfaction variable. This relationship can be seen from the table grouping the respondents' answers about the two variables referred to, namely the variable service quality with the passenger satisfaction variable. The yes answer category for each of these variables has the highest number of scores compared to the no answer category. Thus, the authors can say that the variable quality of service has been carried out well and consequently, there is a significant correlation to customer/passenger satisfaction who is given trust as well.

5. Conclusion

Based on the author's results, it concerns the quality of passenger service at PT. The Indonesian National Shipping in the city of Jayapura, the quality of service provided to passengers/customers, both in terms of physical form, empathy, responsiveness, reliability and assurance so that the quality of service needs to be improved, and the company must pay attention to things that are considered important by customers who use the services of PT. Pelni, so that customers feel satisfied. When customer satisfaction has been created, trust in customers will also be created, carried out at PT. Indonesian National Shipping (PELNI) can encourage and expedite all activities providing optimal services. Passenger satisfaction at PT. The Indonesian National Voyage (PELNI) of Jayapura city has been accomplished well. This is evident from the respondent's answer to the answer category (yes) at the highest level as well. This means that with regards to passenger/customer satisfaction, it turns out that it has given the trust to passengers.

With the service quality of PT PELNI's passenger ship services in the eyes of service users who can pay attention to delays in departing and arriving schedules, they still often occur, unsecured ship safety and over baggage Over baggage often occurs due to negligence from the PT PELNI service system for passenger luggage and lack of management for goods management. indicates that PT PELNI's service system is less tightened.

Meanwhile, regarding customer satisfaction, among others, the efforts of PT. PELNI in increasing passenger satisfaction concerning polite behavior, the employee has provided good behavior to customers, and this must be maintained and enhanced in a way that employees must be more sensitive to consumer wants and needs, as well as how to convey something related to what should be received by the person concerned, appropriate delivery time and friendliness so that communication between employees and customers feels comfortable and satisfied using the services of PT. PELNI, and wishes to return to using the services of PT. PELNI, because the better the quality of service in consumers eyes and the higher the level of satisfaction obtained by consumers, the better the company's image in the community.

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