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**The Influence of Service Quality on Passenger Satisfaction At
Pt. Pelni Murhum Baubau**

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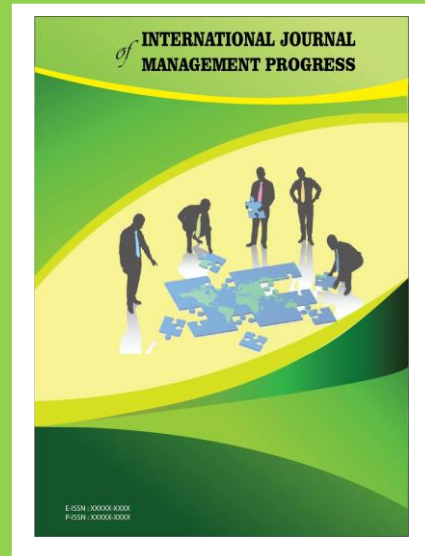
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The Influence of Service Quality on Passenger Satisfaction At Pt. Pelni Murhum Baubau

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Abstract: The purpose of this study is to determine and analyze the effect of service quality on passenger satisfaction of PT. PELNI Murhum Baubau port. The sample is determined by using the Slovin formula. Methods of data collection using a questionnaire. The data analysis method is simple linear regression analysis. The data instrument test uses validity, reliability, coefficient of determination test and partial t test. Based on the results of the data in this study, all data were declared valid and reliable. The conclusion that can be drawn is the result of the value of Tcount (7.701) > Ttable (2.010) and the significant value is less than 0.05, then H0 is rejected and Ha is accepted. This means that service quality has a positive and significant effect on passenger satisfaction. The value of R Square is 0.937 which indicates that the Y variable, namely passenger satisfaction, is strongly influenced by the X variable by 93.7% and the rest is influenced by other dimensions that are not investigated further in this study.

Keywords: *Service quality, Passenger Satisfaction, PT. PELNI.*

1. Introduction

As the largest archipelago country in the world, Indonesia has more than 17,000 islands with 95,181 km long coastline of the country's area which is a maritime area. Sea transportation is a vital element in the life of the nation in fostering the unity and integrity of the Indonesian nation as an archipelagic country. In addition, the role of sea transportation is certainly the main means of realizing inter-island connectivity in Indonesia (Astri, 2020).

Buton Island is located in the southeastern peninsula of the island of Sulawesi. This island is flanked by the ocean, namely the Banda Sea to the north and east, then the Flores Sea to the south, while to the right are the Buton Strait and the Gulf of Bone. In terms of national location, Baubau City is a connecting area between the Western Regions of Indonesia (KBI) and the Eastern Region of Indonesia (KTI). In addition, for the people of the Historic area (Buton Regency, Muna Regency, Wakatobi Regency, Bombana Regency, Buton Tengan Regency and South Buton Regency). The city of Baubau, which is located in the Baubau Strait and is the southeastern mouth of the Bone Bay Sea Region, is in a shift in the epicenter of the marine economy in the pacific region as the future for the growth of Eastern Indonesia (Wikipedia. <https://id.m.wikipedia>).

The port is an integral part of the national port system in order to realize reliable and highly capable port management which ultimately guarantees national efficiency that has global competitiveness in order to support national and regional development. In this case the port can create safe, orderly and smooth sea transportation. provide loading and unloading facilities and information systems that are adequate and able to provide good service to users of port services (Astri, 2020).

Companies are required to always improve service quality by always paying attention to what the needs and expectations of customers and consumers are. How do they design services for passengers so that consumers are always satisfied with the services offered by the company

PT. PELNI Indonesia as a public service company providing marine transportation services has also been affected by the economic shock. In conditions of very tight competition in the transportation business, maintaining customer satisfaction is a good step to remain competitive and dominate the existing competition. With the current implementation of development, service continues to play an important role as one of the sectors that is currently receiving very serious attention from the government, this is indicated by the ease of procuring ships and adequate facilities to facilitate relations between producer regions and user areas in consumer areas. more (Astri, 2020).

Creation of quality services plays an important role in shaping passenger satisfaction, besides that it is closely related to creating profits for the company. The higher the quality of the services provided by the company to its passengers, the higher the satisfaction felt by the passengers. By creating service quality, it is hoped that there will be no more customers who feel disappointed over the low service quality. The high or low quality of service is presented by shipping resource factors and the interaction of activities that are driven through certain processes or procedures in utilizing existing resources (Astri, 2020).

Passengers who feel service satisfaction will benefit PT. PELNI is able to increase customer loyalty to PT. PELNI, conversely the dissatisfaction experienced by consumers/passengers can damage the image of PT. PELNI in the eyes of the public, especially for prospective service users. Service quality based on the findings of previous researchers provides evidence that there is a significant influence between service quality on customer satisfaction (Rizan and Andika, 2011).

Good service is a service that is able to provide satisfaction to consumers. Such as greeting customers when they come and asking for their needs, providing fast and precise service to customers, by delivering clear information. Polite behavior from counter staff when serving consumers is also very important and ready and responsive to respond to requests and complaints from consumers, so that consumers feel valued and cared for.

PT. The Indonesian National Shipping (Pelni) Baubau Branch is a mode of transportation that is always needed by the community, especially the people of Baubau City and its surroundings. In line with the times, consumer demand in the form of ferry transportation services will develop, especially ship facilities, ship crew services, waiting room facilities, and passenger comfort. Therefore, the company as a land that provides products and services is required to develop in order to meet the demands of passengers, a potential passenger likes or dislikes something offered to them depending on the purchase motive (the customer's buying motives), the consumer's buying motive is a rational motive. and emotional motives, rational motives in the form of facilities, services, promotions and ticket prices. While emotional motives are motives related to individual emotions such as pride, sense of security, practicality, comfort and others. This is what can influence passenger interest in the ships provided by PT Pelayaran Nasional Indonesia (Pelni) Baubau Branch.

2. Literature Review

Service Quality

According to Tjiptono (2012) stated that service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires (Lesmana and Ratnasari, 2019). Service quality is an important component that must be considered in providing excellent service. Service quality is a central point for companies because it affects consumer satisfaction

and customer satisfaction will arise if the quality of service is provided properly (Aria and Atik, 2018).

Every consumer must have an understanding and knowledge of the service aspects of a product. This is what influences the choice of a consumer in choosing a product or a company that distributes it. To design an effective marketing strategy, marketers must understand the process of understanding consumers, so they can design marketing information appropriately. This requires consideration of consumer characteristics and the environment in which consumers are exposed to information (J. Paul Peter, 2013)

Consumer Satisfaction

Consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and well fulfilled (Tjiptono, 2012). Meanwhile, according to Kotler and Keller (2012) satisfaction is a person's feeling of pleasure or disappointment that arises after comparing between the performance (or results) of the product that is thought of against the expected performance (or results). If performance fails to meet expectations, consumers will be dissatisfied. If performance matches consumer expectations, consumers will be satisfied. According to Bachtiar in Sunarti (2017) consumer satisfaction is a positive feeling of consumers related to products/services while using or after using services or products (Sunarti, 2017).

Consumer satisfaction should be the main goal of marketing activities in a company. All parts of the company must play a role in creating customer satisfaction through the provision of quality services. High profits due to high total sales will only be achieved if consumers are willing to make repeated purchases and increase the quantity of their purchases.

Consumer Expectations

Expectations are estimates or levels of customer confidence about the service they will receive. This understanding is based on the view that expectations are standard predictions that consumers make when making purchases (Astri, 2020). Customer expectations are customer beliefs before trying or buying a product, which is used as a standard or reference in assessing the product's performance (Olson and Dover quoted by Istiatin, 2015). In terms of reaching an agreement, for example: the nature of the specific expectation standards, the number of standards used, as well as the source of expectations

Indicators of Consumer Satisfaction

According to Kotler in the book of principles of marketing, that person's feeling of pleasure or disappointment arises after comparing perceptions or responses to the expected product performance. The term customer satisfaction is visible consumer action, related to a product or service. Consumer satisfaction is the result of the accumulation of consumers or customers in using products and services at the company. the indicators are: 1) Satisfied feeling, 2) Always use services, 3) Will recommend to others, dan 4) Fulfillment of expectations after using services (Astri, 2020).

3. Methodology

The sample is part of the number of characteristics possessed by the population (Sugiyono, 2010). The sample in this study amounted to 54 passengers of PT. PELNi Murhum Baubau Harbor using the slovin formula. The type of data used in this research is quantitative. Sugiyono (2012) suggests quantitative research, as a research method based on the nature of positivism, which is used to examine certain populations and samples, data collection uses research instruments, data analysis is quantitative in nature with the aim of testing established hypotheses. Data is the information needed for decision making. Obtained by measuring the

value of one or more variables in a sample or population, the types of data can be divided into two types (Soeratno, 2018), namely: Primary data and Secondary data.

The data collection method used in this study is a questionnaire. Questionnaires are one of the crucial instruments in collecting research data, especially primary data collection. Questionnaires are considered important in gathering information that secondary data cannot answer. With a questionnaire we can also get data from a large sample of people. The data collection is also relatively fast because the researcher does not need to be present when filling out the questionnaire.

The data analysis method used in this study is simple linear regression analysis, according to Mulyono (2019) simple regression analysis aims to determine the effect of a variable on other variables. Simple linear regression analysis is the relationship between one independent variable (X) and the dependent variable (Y). The simple linear regression formula is as follows $Y = a + bX$

Note: a = constant value

Y = Dependent Variable (dependent variable), namely customer satisfaction

X = Independent Variable (independent variable), namely service quality

Validity Test

This validity test is carried out to measure whether the data that has been obtained after the research is valid data or not, using the measuring instrument used, namely (questionnaire).

Reliability Test

The reliability test is the extent to which measurement results using the same object will produce the same data.

Partial T test

The t test is used to analyze the independent variables on the dependent variable partially. The t test is used to determine whether the independent variables partially (individually) have a significant effect on the dependent variable. If the significance number is > 0.05 then H_0 is accepted, if the significance value is < 0.05 then H_0 is rejected, the allowed alpha limit is 10% or 0.1

Coefficient Determinancy Test R^2

The determinant test is an analysis to find out how much influence the independent variables have on the dependent variable from service quality to passenger satisfaction.

4. Results and Discussion

4.1 Results

Analysis of Respondents' Responses to Statements on Service Quality Variables

Based on data from the results of filling out a questionnaire about service quality. The following table shows the frequency of service quality variable items:

Table 1. Respondents' Responses Based on Service Quality Variable Statements							
Statement	Dimensi	Information					Total
		SB	B	CB	KB	TB	
Statement 1	Frequency	9	10	11	15	9	54
	percent (100%)	16,66	18,51	20,37	27,77	16,66	100%
Statement 2	Frequency	5	15	16	13	5	54
	percent (100%)	9,25	27,77	29,62	24,07	9,25	100%
Statement 3	Frequency	9	10	16	16	3	54

	percent (100%)	16,66	18,51	29,62	29,62	5,55	100%
Statement 4	Frequency	9	28	10	4	3	54
	percent (100%)	16,66	51,5	18,51	7,40	5,55	100%
Statement 5	Frequency	9	28	7	7	3	54
	percent (100%)	16,66	51,85	12,96	12,96	5,55	100%
Statement 6	frequency	9	25	14	2	4	54
	percent (100%)	16,66	46,30	25,92	3,70	7,40	100%
Statement 7	Frequency	7	9	11	23	4	54
	percent (100%)	12,96	16,66	20,37	42,60	7,50	100%
Statement 8	Frequency	10	21	11	7	5	54
	percent (100%)	18,51	38,88	20,37	12,96	9,25	100%
Statement 9	Frequency	10	24	13	4	3	54
	percent (100%)	18,51	44,44	24,07	7,40	5,55	100%
Statement 10	Frequency	9	22	13	5	5	54
	percent (100%)	16,66	40,74	24,07	9,25	9,25	100%

Based on table 4.2.2 it can be explained that the respondents' responses to the statement items on the service quality variable are as follows:

Tangibles 1) Of the 54 respondents who responded to statement 1 "Adequate waiting room/chairs", there were 9 (16.66%) respondents who said it was very good, 10 (18.51%) respondents said it was good, 11 (20.37%) respondents stated that it was quite good, 15 (27.77%) respondents said it was not good, and 9 (16.66%) respondents said it was not good and 2) Of the 54 respondents who responded to statement 2 "Good arrangement of the exterior and interior of the port", there were 5 (9.25%) respondents who said it was very good, 15 (27.77%) respondents said it was good, 16 (29.62%) respondents said it was quite good, 13 (24.07%) respondents said it was not good, and 5 (5.55%) respondents said it was not good.

Reliability Of the 54 respondents who responded to statement 1 "Responsible for the safety and comfort of passengers", 9 (16.66%) respondents said it was very good, 10 (18.51%) respondents said it was good, 16 (29.62%) respondents said it was quite good, 16 (29.62%) respondents said it was not good, and 3 (5.55%) respondents said it was not good, and 2) Of the 54 respondents who responded to statement 2 "Giving individual attention to passengers", 9 (16.66%) respondents said it was very good, 28 (51.5%) respondents said it was good, 10 (18.51%) respondents said quite good, 4 (7.40%) respondents said it was not good, and 3 (5.55%) respondents said it was not good.

Responsiveness Of the 54 respondents who responded to statement 1 "The ability of port employees to respond quickly to complaints conveyed by passengers", 9 (16.66%) respondents said it was very good, 28 (51.85%) respondents said it was good, 7 (12.96%) of respondents said it was quite good, 7 (12.96%) respondents said it was not good, and 3 (5.55%) respondents said it was not good, and 2) Of the 54 respondents who responded to statement 2 "the ability of the port to be responsive in dealing with problems that arise", 9 (16.66%) respondents said it was very good, 25 (46.30%) respondents said it was good, 14 (25.92%) of respondents said it was quite good, 2 (3.70%) respondents said it was not good, and 4 (7.405) respondents said it was not good.

Assurance Of the 54 respondents who responded to statement 1 "Exact departure and arrival time", 7 (12.96%) respondents said it was very good, 9 (16.66%) respondents said it was good, 11 (20.37%) respondents said it was enough good, 23 (42.60%) respondents said it was not good, and 4 (7.50%) respondents said it was not good, and 2) Of the 45 respondents who

responded to statement 2 "cleanliness and tidiness of the port and employees", 10 (18.51%) respondents said it was very good, 21 (38.88%) respondents said it was good, 11 (20.37%) respondents said quite good, 7 (12.96%) respondents said it was not good, and 5 (9.25%) respondents said it was not good.

Emphaty Of the 54 respondents who responded to statement 1 "conduct effective communication with passengers", 10 (18.51%) respondents said it was very good, 24 (44.44%) respondents said it was good, 13 (24.07%) respondents said quite good, 4 (7.40%) respondents said it was not good, and 3 (5.55%) respondents said it was not good, and 2) Of the 54 respondents who responded to statement 2 "knowledge of staff skills", 9 (16.66%) respondents said it was very good, 22 (40.74%) respondents said it was good, 13 (24.07%) respondents said it was quite good, 5 (9.25%) respondents said it was not good, and 5 (9.25%) respondents said it was not good.

Analysis of Respondents' Responses to Each Statement on the Passenger Satisfaction Variable

Based on data from the results of filling out a questionnaire about passenger satisfaction. The following table shows the frequency of passenger satisfaction variable items:

Table 2. Respondents' Responses to Statements of Passenger Satisfaction

Statement	Dimensi	Information					Total B
		SB	B	CB	KB	SB	
Statement 1	Frequency	7	21	16	7	3	54
	percent (100%)	12,96	38,88	29,62	12,96	5,55	100%
Statement 2	Frequency	4	14	9	21	6	54
	percent (100%)	7,40	25,92	16,66	38,88	11,11	100%
Statement 3	frequency	3	20	19	7	5	54
	percent (100%)	5,55	37,03	35,18	12,96	9,25	100%
Statement 4	frequency	5	24	14	6	5	54
	percent (100%)	9,25	44,44	25,92	11,11	9,25	100%
Statement 3	frequency	8	22	15	5	4	54
	percent (100%)	14,81	40,74	27,77	9,25	7,40	100%
Statement 6	frequency	5	25	15	6	3	54
	percent (100%)	9,25	46,29	27,77	11,11	5,55	100%
Statement 7	frequency	26	12	9	7	-	54
	percent (100%)	48,14	22,22	16,66	12,96		100%
Statement 8	frequency	10	19	17	4	4	54
	percent (100%)	18,51	35,18	31,48	7,40	7,40	100%
Statement 9	frequency	8	13	12	17	4	54
	percent (100%)	14,81	24,07	22,22	31,48	7,40	100%
Statement 10	frequency	9	21	13	7	4	54
	percent (100%)	16,66	38,88	24,07	12,96	7,40	100%

Based on the table above, it can be explained that the respondents' responses to the statement items on the passenger satisfaction variable are as follows:

- 1) Of the 54 respondents who responded to statement 1 "Appearance and tidiness, as well as the cleanliness of the officers", 7 (12.96%) respondents said it was very good, 21 (38.88%) respondents said it was good, 16 (29.62%) respondents who said it was quite good, 7 (12.96%) respondents who said it was not good, and 3 (5.55%) respondents who said it was not good.

- 2) Of the 54 respondents who responded to statement 2 "Security and comfort provided by officers while on the ship", 4 (7.40%) respondents said it was very good, 14 (25.92%) respondents said it was good, 9 (16.66%) respondents said it was quite good, 21 (38.88%) respondents said it was not good, and 6 (11.11%) respondents said it was not good.
- 3) Of the 54 respondents who responded to statement 3 "Convenience in the ticket purchasing system", 3 (5.55%) respondents said it was very good, 20 (37.03%) respondents said it was good, 19 (35.18%) respondents said it was quite good, 7 (19.26%) respondents said it was not good, and 5 (9.25%) respondents said it was not good.
- 4) Of the 54 respondents who responded to statement 4 "Attitudes and responses of officers to passenger complaints", 5 (9.25%) respondents said it was very good, 24 (44.44%) respondents said it was good, 14 (25.92%) respondents said it was quite good, 6 (11.11%) respondents said it was not good, and 5 (9.25%) respondents said it was not good.
- 5) Of the 54 respondents who responded to statement 5 "the friendliness of the staff in providing services", 8 (14.81%) respondents said it was very good, 22 (40.74%) respondents said it was good, 15 (27.77%) respondents said it was quite good, 5 (9.25%) respondents said it was not good, and 4 (7.40%) respondents said it was not good.
- 6) Of the 54 respondents who responded to statement 6 "availability of appropriate ship facilities" 5 (9.25%) respondents stated very well, 25 (46.29%) respondents stated good, 15 (27.77%) respondents stated quite well, 6 (11.11%) respondents said it was not good, and 3 (5.55%) respondents said it was not good.
- 7) Of the 54 respondents who responded to statement 7 "recommend others for the services provided," 26 (48.18%) respondents said it was very good, 12 (22.22%) respondents said it was good, 9 (16.66%) of respondents stated that it was quite good, 7 (19.26%) of respondents stated that it was not good.
- 8) Of the 54 respondents who responded to statement 8 "inviting other people to use the same service", 10 (18.51%) respondents said it was very good, 19 (35.18%) respondents said it was very good, 17 (31.48%) of respondents said it was quite good, 4 (7.40%) respondents said it was not good, and 4 (7.40%) respondents said it was not good.
- 9) Of the 45 respondents who responded to statement 9 "services provided are in accordance with expectations", 8 (14.81%) respondents said it was very good, 13 (24.07%) respondents said it was good, 12 (22.22%) respondents said it was quite good, 17 (31.48%) respondents said it was not good, and 4 (7.40%) respondents said it was not good.
- 10) Of the 54 respondents who responded to statement 10 "Availability of facilities in accordance with passenger expectations", 9 (16.66%) respondents stated very well, 21 (38.88%) respondents stated good, 13 (24.07%) respondents said it was quite good, 7 (19.26%) respondents said it was not good, and 4 (7.40%) respondents said it was not good.

Data Instrument Test Results

1) Validity test

In the statistical product and service solution (SPSS) program using the correlation technique. Data is said to be valid if the results of the $R_{\text{count}} > R_{\text{table}}$ test use a significant level of 0.05% with a total of 54 respondents.

Table 3. Summary of Service Quality and Satisfaction Validity Tests Passenger

Variabel	No	r (hitung)	r (tabel)	Status
Service Quality (Y)	1	0,542	0,268	Valid
	2	0,682	0,268	Valid
	3	0.789	0,268	Valid
	4	0,753	0,268	Valid

	5	0,734	0,268	Valid
	6	0,785	0,268	Valid
	7	0,701	0,268	Valid
	8	0,751	0,268	Valid
	9	0,746	0,268	Valid
	10	0,736	0,268	Valid
Passenger Satisfaction (Y)	1	0,763	0,268	Valid
	2	0,624	0,268	Valid
	3	0,811	0,268	Valid
	4	0,797	0,268	Valid
	5	0,791	0,268	Valid
	6	0,801	0,268	Valid
	7	0,721	0,268	Valid
	8	0,869	0,268	Valid
	9	0,529	0,268	Valid
	10	0,799	0,268	Valid

From Table 3 it can be concluded that the results of the Validity Test for the effect of service quality on passenger satisfaction are stated to be valid because all items have R_{count} greater than R_{table} .

2) Reliability Test

The reliability test used is the Cronbach's Alpha analysis technique. A questionnaire is said to be reliable if it has $\text{Alpha} > 0.60$. The results of the reliability test can be seen in table 4.3.2 that all statement items regarding service quality on passenger satisfaction have $\text{Alpha} > 0.60\%$ so that it can be concluded that the measuring instrument is stated to be reliable and can be trusted.

Table 4. Service Quality Variable Reliability Test Results

Cronbach's Alpha	N of Items
.895	10

From the results of this analysis, an alpha value of 0.895 can be obtained from a total of 10 statement items. As can be seen from Table 4.3.2, the Cronbach's Alpha value of the service quality variable whose value is tested is 60%, it can be concluded that the effect of service quality has a reliability value that meets the requirements and is declared reliable.

Table 5. Reliability Test Results for Passenger Satisfaction Variables

Cronbach's Alpha	N of Items
.911	10

From the results of this analysis, it can be seen that the alpha is 0.911 out of a total of 10 items. It can be seen from Table 4.3.2 that the Cronbach's Alpha value of the passenger satisfaction variable tested is greater than 60%, so it can be concluded that passenger satisfaction has reliability value that meets the requirements and is declared reliable.

3) Simple Linear Regression Analysis

This simple linear regression analysis is used to determine the influence of the independent variable (free) on service quality (X) and on the dependent variable (tied) on passenger satisfaction (Y). By using the help of the SPSS Statistics program.

Tabel 6. Results of Simple Linear Regression Analysis

		Coefficients ^a						
		Unstandardized		Standardized				
		Coefficients		Coefficients		Collinearity Statistics		
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	37.230	5.009		17.433	.000		
	Service Quality	5.103	.431	9.097	7.701	.003	1.000	1.000

a. Dependent Variable: passenger satisfaction

Based on the output results from a simple linear regression analysis, the regression equation is obtained as follows: By using the formula:

$$Y = a + bx + e$$

Get the equation

$$Y = 37.230 + 5.103 X$$

Where is the equation that is:

- A constant of 37.230 means that the consistency value of the service quality variable is 37.230.
- The regression coefficient X of 5.103 states that for every 1% addition of the Turst value, the value of service quality increases by 51.03%. The regression coefficient is positive. So it can be said that the direction of the influence of variable X on variable Y is positive

Based on the significant value of the Coefficients table, a significance value of 0.000 < 0.5% is obtained. So it can be concluded that the service quality variable (X) has an effect on the passenger satisfaction variable (Y).

4) Coefficient of Determination (R²)

Tabel 7. Koefisien Determinasi

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.979 ^a	.937	.968	8.602

a. Predictors: (Constant), service quality

b. Dependent Variable: passenger satisfaction

Based on the provisions of whether or not the influence is strong, the results of the R value in Table 4.10 are 0.979 which indicates that there is a strong influence where the X variable affects passenger satisfaction by 97.9%. The R Square value is 0.937 which indicates that the Y variable, namely passenger satisfaction, is strongly influenced by the X variable of 93.7% and the rest is influenced by other dimensions which are not examined further in this study.

5) Partial T test

Based on statistical calculations using the SPSS Statistics 23 for Windows program, the following results are obtained. Determining the significance direction (α) and Ttable The significance level in this study was 5% or 0.05. The t distribution table is searched at $\alpha = 5\%$ with degrees of freedom.

$$T_{\text{tabel}} = (\alpha/2 : n-k-1)$$

$$= (0,05/2 : 50-1-1)$$

$$= (0,025 : 48)$$

$$= (2,010)$$

Based on the T_{table} value distribution table, it can be seen that the T_{table} value is 2.010. By determining T_{count} using the SPSS Statistics 23 For Windows program. Based on table 4.9 it is known that the value of T_{count} at 2.010 service quality variable is 7,701. Test criteria H_0 is accepted (H_a is rejected), if $T_{count} < T_{table}$ means that service quality does not have a significant positive effect on passenger satisfaction and H_0 is rejected (H_a is accepted), if T_{count} is more $> T_{table}$ means service quality has a significant effect on passenger satisfaction. The conclusion that can be drawn is the result of the value of T_{count} ($7.701 > T_{table}$ (2.010)), then H_0 is rejected and H_a is accepted. This means that service quality has a significant effect on passenger satisfaction with a significance level of 5%. So the higher the quality of service, the higher the passenger satisfaction. Vice versa, the lower the service quality, the lower the passenger satisfaction.

4.2 Discussion

Based on the results of this study, it shows that service quality has a positive and significant influence on passenger satisfaction as indicated by the simple linear regression equation, namely $Y = 37.230 + 5.103$ with the regression coefficient t_{count} obtained for T_{count} ($7.701 > T_{table}$ (2.010)). This shows that the regression coefficient is significant, so that H_a is accepted in this study

The results of this study are in line with research conducted by Muhammad Isa, S.T., M.M. H. Aswadi Lubis, S.E., M.Sc. and Marliana Caniago, S.E with the title Effect of Service Quality on Passenger Satisfaction Using PT. ASDP Indonesia Ferry (Persero) Sibolga Branch (2019), Fitriyah Astri, with the title The Influence of Service Quality on Passenger Satisfaction PT. PELNI Port of Dede ToliToli (2020) and Abin Saripudin, Wawan Oktariawan and Nunung Kurniasih, with the title Effects of Service Quality on Customer Satisfaction at Saung Manglid Restaurant (2021), which also shows that service quality affects passenger satisfaction.

Based on the t test shows that the T_{count} is 7,701 greater than the T_{table} of 2,010 at a significance rate of 5%. Thus the significance level between service quality and passenger satisfaction is 7.433. And the results of the analysis obtained a significant level of $0.003 < 0.05$. Thus it is concluded that the service quality variable (X) has a significant positive effect on passenger satisfaction variable (Y).

The results of this study are in line with research conducted by Muhammad Isa, S.T., M.M. H. Aswadi Lubis, S.E., M.Sc. and Marliana Caniago, S.E with the title Effect of Service Quality on Passenger Satisfaction Using PT. ASDP Indonesia Ferry (Persero) Sibolga Branch (2019), Fitriyah Astri, with the title The Influence of Service Quality on Passenger Satisfaction PT. PELNI Port of Dede ToliToli (2020) and Abin Saripudin, Wawan Oktariawan and Nunung Kurniasih, with the title The Effect of Service Quality on Customer Satisfaction at Saung Manglid Restaurant (2021), which also shows that the service quality variable (X) has a significant positive effect on the passenger satisfaction variable (Y).

The results of this study are generally in line with the theories put forward by many marketing management experts and previous researchers. In other words, this study reinforces previous theories which state that passenger satisfaction will be greatly influenced by the quality of service received from the company.

The R Square value in this study is 0.937 which indicates that the Y variable, namely passenger satisfaction, is strongly influenced by the X variable of 93.7% and the rest is influenced by other factors which are not examined further in this study.

5. Conclusion

Based on the results of research and data analysis obtained from service quality on passenger satisfaction at PT. PELNI Murhum Buabau Port, it can be concluded that the quality

of service provided by PT. PELNI Murhum Baubau Port has been satisfactory for passengers, as evidenced by several indicators of service quality used by so many respondents who answered well, research shows that service quality has a positive and significant influence on passenger satisfaction.

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