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THE EFFECT OF SERVICE QUALITY ON USER SATISFACTION OF ROLL ON ROLL OFF (RO-RO) SHIPS

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ABSTRACT

The purpose of this study was to determine the effect of service quality on the satisfaction of service users. Tangibles, Responsiveness, Reliability, Assurance, and Empathy were some of the assessment indicators utilized. This study was conducted at PT. Jembatan Nusantara, which is located at the crossing port of the Air Putih-Selari River in the Bengkalis Regency. The quantitative data from this study was collected from a primary data source, or data that was gathered directly from the subject of the study. Users of the Air Putih-Selari River (RO-RO) ships service made up the entire study population. The questionnaire utilized for data collection in this study was given to the users of two PT. Jembatan Nusantara-owned operating ships, and samples were taken using the incidental sampling technique, which relies on chance encounters between potential respondents and the researcher. There is total of 200 respondents made up this study's sample. The researcher utilized SPSS V.22.00 as a statistical tool. The analytical methods utilized were the t test, correlation coefficient, determination coefficient, simple linear regression test, validity test, reliability test, and simple test. According to the study's findings, there was a relationship between service quality (X) and service user satisfaction (Y), with a correlation coefficient of 89.9%, a coefficient of determination of 79.4%, and a significance level of 0.05 for the t test results.

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1. INTRODUCTION

Bengkalis Regency is one of the regencies in Riau province, Indonesia. Its territory includes the eastern part of the island of Sumatra and parts of the archipelago, with an area of 7,793.93 km2. The district capital is located in Bengkalis, specifically on the island of Bengkalis that separates it from Sumatra. Because the island of Bengkalis is separated from the island of Sumatra by sea, we must take a sea crossing transportation method to travel to the island to visit there. The port of Air Putih-Selari River, which uses Roll On Roll Off (RO-RO) ships, is one of the numerous ports on the island of Bengkalis that connect Bengkalis to other areas.

Service quality is the foundation that can affect the satisfaction of the crossing service users. As a result, the party providing the crossing transportation services must have excellent service quality standards in an effort to raise the satisfaction of crossing service users. The people of Bengkalis Island immensely need the Air Putih-Selari River Crossing Port given the situation of the island, which is separated from the island of Sumatra. There is a lot of hope that the government and companies will provide the Bengkalis citizens with high-quality services, allowing people to feel satisfied when using the services.

According to Parasuraman, who was quoted by Lupiyoadi (2001), the definition of quality of service (Service Quality) is "how much is the difference between reality and consumer expectations for the services they receive or get." The Bengkalis Regency Transportation Service is one of the service providers participating in pursuing the satisfaction of the crossing service users at the Air Putih-River Selari Crossing Port. The second one is a partnership between a company and the Bengkalis Regency Transportation Service.

There is other four docks at the crossing ports between Air Putih and Selari River. The four docks connect the ship's route from the Selari River Harbor to the Air Putih Port, where two of them are at the Selari River Port and the other two are at the Air Putih Port. Researchers also discovered information about

the relevant ticket pricing at the port, in addition to facilities and infrastructure. You can find the ticket prices here:

Table 1:
List of Ticket Prices at the Air Putih-Selari River Crossing port.

No.	Group	Type of Service			
		Sail Service (Rp)	**Port Service** (Rp)	**Insurance Service** (Rp)	**Total Price** (Rp)
1.	Passenger				
	a. Adult	6.100	2.000	400	8.500
	b. Children	3.800	2.000	200	6.000
	c. Special	4.300	2.000	200	6.500
2.	Vehicle				
	a. Group I (Bike)	2.400	500	100	300
	b. Group II				
	1. General	6.800	1.000	200	8.000
	2. Special	6.300	1.000	200	7.500
	c. Group III (Motorcycle Cart)	13.300	2.000	200	15.500
	d. Group IV				
	1. Passenger vehicles	103.500	3.000	2.500	109.000
	(Sedan/Similar)	108.000	3.000	2.500	114.000
	2. Freight Vehicle				
	e. Group V	205.000	4.000	3.000	212.000
	1. Passenger Vehicle (Medium Bus)	161.000	4.000	3.000	168.000
	2. Freight Vehicle (Medium Truck)				
	f. Group VI	284.000	4.000	3.000	291.000
	1. Passenger Vehicle (Large Bus)				
	2. Freight Vehicle (Large Truck)	272.000	4.000	3.000	279.000
	g. Group VII	290.000	5.000	3.000	298.000
	h. Group VIII	403.000	5.000	3.000	411.000

In addition to the Department of Transportation, another entity collaborates with the Government/Department of Transportation of Bengkalis Regency to provide crossing services. This party is a company that offers ships services for trips from Air Putih port to Selari River port or the other way around. When the vehicle and passengers enter the Roll On Roll Off ship, the company assumes control of the service function, meaning that the ship service will immediately fall under the supervision or control of the ship company that is currently operating.

PT. Jembatan Nusantara Bengkalis Muda Branch is one of the companies that works with the Bengkalis Regency Transportation Department to offer excellent crossing services. The government presently employs PT. Jembatan Nusantara to provide Roll On Roll Off (RO-RO) ships transportation for citizens traveling from Air Putih Port to Selari River Port or vice versa. When a ships service user is aboard a ship that is in service, PT. Jembatan Nusantara is in charge of providing the services. More specifically, the company is in charge of offering a high-quality service to ship passengers who are using the crossing service.

It is important for transportation companies to have excellent service quality standards in order to maximize customer satisfaction when meeting the demands of sea transportation. Service quality is the

foundation that can determine how satisfied customers are with these services. For business continuity, there's a need to make the necessary efforts to improve the service quality system since good service quality increases the value offered to customers.

PT. Jembatan Nusantara must be aware of the dimensions of service quality, which are Tangible, Reliability, Responsive, Assurance, and Empathy, in order to be able to determine the levels of user satisfaction with the RO-RO Ship Service that is being run by the company. By understanding the service quality dimensions, it is possible to determine whether the current level of service is enough or needs to be improved. This is done to ensure that passengers using the Roll On Roll Off ship service offered by the company will be satisfied.

According to the above description, it is recommended that researchers to study "The Effect of Service Quality on User Satisfaction of Roll On Roll Off (RO-RO) Ship Services for the Air Putih-Selari River at PT. Jembatan Nusantara, Bengkalis Muda Branch". The variables proposed in this study are the five dimensions of service quality described by Kotler (2005:123): Tangible, Reliability, Responsive, Assurance, and Empathy.

2 METHODS

The researcher utilized descriptive research methods combined with quantitative research methods. The quality of service and crossing service users are the main data sources utilized in this study, which were obtained through surveys. The associative explanatory survey method was chosen because the researcher would then collect samples from the existing population. This study then utilized hypothesis testing to try and explain the causal relationship between the variables (which are associative). Besides the aforementioned things, this study has little understanding of the research situation. The individual user of the crossing service provided by PT. Jembatan Nusantara, Bengkalis Muda branch, is the analytical unit in this study. A scale range table will be prepared as a reference before analyzing the descriptive analysis of this study. 100 respondents made up the sample for this study, and there were 5 different possible responses (Strongly Agree, Agree, Moderately Agree, Disagree, Strongly Disagree). The study was conducted at PT. Jembatan Nusantara, which is located at the port between Air Putih and Selari River. The crossing port is situated on Jalan Air Putih in the Riau province's Bengkalis District, more specifically on Bengkalis Island across from the Pakning River.

Population and Sample

All passengers that crossed from Air Putih to Selari River aboard a Ship operated by PT. Jembatan Nusantara made up the study's total population. In 2020, ±178,320 people used the KMP Swarna Putri to go between Air Putih and Selari River, while ±174,783 people used the KMP Persada Nusantara. The researchers in this study narrowed the population of all ±178,320 users of the KMP Swarna Putri service and all ±174,783 users of the KMP Persada Nusantara service by calculating the sample size, which is done using the Slovin technique in accordance with Sugiono (2011:87). This study utilized the Slovin technique because sampling requires a representative sample size in order for the findings to be generalizable. Calculating the sample size does not require a table of samples and can be accomplished using straightforward formulas and calculations.

The Slovin formula for determining the sample is as follows:

$$n = \frac{N}{1 + Ne^2}$$

Description:

N = Sample size/number of respondents

N = Population size

E = Percentage of tolerance for sampling error accuracy that can still be tolerate; e=0,1

In the Slovin formula, there are the following provisions:

The value of e = 0.1 (10%) for a large population.

The value of e = 0.2 (20%) for a small population.

So, the range of samples that can be taken from the Solvin technique is between 10–20% of the study population.

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Due to the large number of people that utilize the 2 ships run by PT. Jembatan Nusantara that provide crossing service between Air Putih and Selari River, it was decided that the study population were passengers who used the KMP. Swarna Putri and KMP. Persada Nusantara for crossing services.

The KMP. Swarna Putri has a total population of 178,320, thus the percentage of allowances used is 10%, and the calculation results can be rounded up to achieve conformity. Therefore, the calculations to determine the study sample on the KMP. Swarna Putri were as follows:

$$n = \frac{178.320}{1 + 178.320\ x\ 0.1^2}$$

$$n = \frac{178.320}{1 + 178.320\ x\ 0.01}$$

$n = \frac{178.320}{1+1.783,2}$ $n = \frac{178.320}{1.784,2}$ = 99,94

Adjusted by the researcher to 100 respondents.

The KMP. Persada Nusantara has a total population of 174.783, thus the percentage of allowances used is 10%, and the calculation results can be rounded up to achieve conformity. Therefore, the calculations to determine the study sample on the KMP Persada Nusantara were as follows:

$$n = \frac{174.783}{1 + 174.783\ x\ 0.1^2}$$

$$n = \frac{174.783}{1 + 174.783\ x\ 0.01}$$

$$n = \frac{174.783}{1 + 1.747,83}$$

$$n = \frac{174.783}{1.748,83}$$

= 99,94

Adjusted by the researcher to 100 respondents.

Hypothesis test

The t statistic test essentially demonstrates the extent of an independent variable's individual influence on the explanation of the dependent variable. The test for the null hypothesis (H_0), which states that an independent variable does not significantly explain the dependent variable, is whether a parameter (β_1) is equal to zero, or $H_0 : \beta_1 = 0$. The alternative hypothesis (H_a) states that a variable's parameter is not equal to zero, or $H_0 : \beta_1 \neq 0$, and that this indicates that the variable significantly explains the dependent variable. The following criteria were used to make decisions when the significance level (α) = 0.05:

The following criteria used to determine the decision-making basis:

a. If the significant level t count > 0.05 or t count < t table, then H_0 is accepted.
b. If the significant level t count < 0.05 or t count > t table, then H_0 is rejected.
c.

3. RESULTS AND DISCUSSIONS

Table 2:
Respondents by Age

Age Classification	Frequency (person)	Precentage (%)
15 – 25	14	7
26 – 35	64	32
36 – 45	117	58,5
> 45	5	2,5
Total	**200**	**100**

According to table 2, crossing service users aged 15-25 years were 14 people in total or 7%. Those aged 26-35 years were 64 people, or 32%, while those aged 36-45 years were 117 people or 58.5%, and lastly, those aged > 45 years were 5 people or 2.5%. Therefore, at the time the author distributed the

surveys, the users of the Air Putih-Selari River RO-RO Ship run by PT. Jembatan Nusantara, Bengkalis Muda Branch, were most likely between the ages of 36 and 45.

Table 3:
Respondents by Gender

Gender Classification	Frequency (person)	Precentage (%)
Male	128	64
Female	72	36
Total	**200**	**100**

According to table 3, there are 128 male consumers, or 64% of all consumers, and 72 female consumers, or 36% of all consumers. Therefore, at the time the author distributed the surveys, the users of the Air Putih-Selari River RO-RO Ship run by PT. Jembatan Nusantara, Bengkalis Muda Branch, were most likely male.

Table 4:
Respondents Based on Education Level

Education Level Classification	Frequency (person)	Precentage (%)
Elementary School	5	2,5
Junior High School	18	9
Senior High School	48	24
Diploma	59	29.5
Bachelor (S1)	67	33.5
Master (S2)	3	1,5
Total	**200**	**100**

According to table 4, it can be seen that there are 5 service users who have an elementary education, or 2.5%, 18 people, or 9% of them, have a junior high school education, while 48 people, or 24%, have a high school education. There is a total of 59 people with a diploma, or 29.5%, and 67 people have a Bachelor's degree (S1) or 33.5%, while as many as 3 people or 1.5% hold a Masters's education. Therefore, at the time the author distributed the surveys, the users of the Air Putih-Selari River RO-RO Ship run by PT. Jembatan Nusantara, Bengkalis Muda Branch, were most likely has bachelor's degree (S1).

Table 5:
Respondents by Occupation

Occupation Classification	Frequency (person)	Precentage (%)
Unemployeed	20	10
Self-employeed	50	25
Civil Servants	47	23,5
Students	83	41.5
Total	**200**	**100**

According to table 5, the service users who do not work or are unemployed are as many as 20 people or 10%; 50 people or 25% of them are self-employed; and 47 people or 23.5% of them work as civil servants; while 83 people, or equal to 41.5% of them, are students. Therefore, at the time the author distributed the surveys, the users of the Air Putih-Selari River RO-RO Ship run by PT. Jembatan Nusantara, Bengkalis Muda Branch, were most likely students.

Table 6:
Respondents Based on the Ships

Ships Classification	Frequency (person)	Precentage (%)
KMP. Swarna Putri	100	50
KMP. Persada Nusantara	100	50

Total	200	100

According to table 6, the service users who became respondents in this study were 100 people (50%). Therefore, at the time the author distributed the surveys, the users of the Air Putih-Selari River RO-RO Ship run by PT. Jembatan Nusantara, Bengkalis Muda Branch are as many as 200 people.

Data Validity Test Results

A measuring instrument's validity is determined by how well it can measure the desired outcome (a measure is valid if it successfully measures the phenomenon). A questionnaire's validity is evaluated using the data validity test (Syofiyan Siregar, 2013)

There were 31 questions in total, and the respondent was required to answer every questions. According to the researcher's analysis of the variables, the validity test results for the question instrument could be seen from the output correlations of each statement and question item when compared to the r_{table} as follows:

r_{table} df = N – 2 : alpha
df = 200 – 2 : 0.05
df = 198 : 0.05
df : 0.1166

Description: n = Sample numbers,
1 = Constant

Table 7: Validity Test Results for Service Quality (X)

Variable	Item	Rcount	Rtable	Description
X	KP 1	0.949	0.1166	VALID
	KP 2	0.545	0.1166	VALID
	KP 3	0.554	0.1166	VALID
	KP 4	0.559	0.1166	VALID
	KP 5	0.638	0.1166	VALID
	KP 6	0.934	0.1166	VALID
	KP 7	0.949	0.1166	VALID
	KP 8	0.942	0.1166	VALID
	KP 9	0.624	0.1166	VALID
	KP 10	0.401	0.1166	VALID
	KP 11	0.824	0.1166	VALID
	KP 12	0.741	0.1166	VALID
	KP 13	0.949	0.1166	VALID
	KP 14	0.949	0.1166	VALID

Table 8: Validity Test Results for Service User Satisfaction (Y)

Variable	Item	Rcount	Rtable	Description
Y	KPJ 1	0.935	0.1166	VALID
	KPJ 2	0.870	0.1166	VALID
	KPJ 3	0.756	0.1166	VALID
	KPJ 4	0.699	0.1166	VALID
	KPJ 5	0.935	0.1166	VALID
	KPJ 6	0.937	0.1166	VALID
	KPJ 7	0.788	0.1166	VALID
	KPJ 8	0.926	0.1166	VALID
	KPJ 9	0.870	0.1166	VALID
	KPJ 10	0.699	0.1166	VALID
	KPJ 11	0.783	0.1166	VALID
	KPJ 12	0.752	0.1166	VALID
	KPJ 13	0.775	0.1166	VALID
	KPJ 14	0.870	0.1166	VALID
	KPJ 15	0.935	0.1166	VALID
	KPJ 16	0.756	0.1166	VALID
	KPJ 17	0.699	0.1166	VALID

The data in Table 7 and 8 show that the r_{count} for all values of the instrument of the statement that the researcher has proposed is higher than the r_{table} value for the statement/question instrument that the author uses and distributes through questionnaires to respondents, where the number of statements for the Quality of Service (X variable) is 14 and the Service User Satisfaction (Y variable) is 17. These variables are declared valid. The r_{table} value, which is 0.1166, is derived from the table r validity with the number of data points in this study at N = 198 and the significance level used is α = 5% (0.05). Since the total of the answers (r_{count}) for all statement instruments is greater than the table, all statement instruments for variables X and Y are VALID.

Data Reliability Test Results

Statistical testing is used to measure reliability. The Alpha-Cronbach technique is a method or formula that can be used to assess the reliability of a study instrument. If the reliability coefficient is greater than 0.60, the criteria for a study instrument are considered reliable (Syofiyan Siregar, 2013). The following is an interpretation of the reliability test results:

Service Quality Data Reliability Test Results (X)

Table 9: Reliability Statistics

Cronbach's Alpha	N of Items
,942	14

Service User Satisfaction Data Reliability Test Results

Tabel 10: Reliability Statistics

Cronbach's Alpha	N of Items
,970	17

Tables 9 and 10 above show that the Cronbach's Alpha correlation values for variables X and Y are 0.942 and 0.970, respectively, on the basis of the reliability scale. Given that the Cronbach's Alpha value for variables X and Y is ≥ 0.60, the statement instrument for X and Y is classified as being reliable based on this value.

The data obtained from the statement instruments in this study was qualified and deserving of further analysis based on the findings of the validity and reliability tests discussed above, which found that all the statement instruments used to measure all the variables studied in this study were all declared valid and reliable.

Simple Linear Regression Analysis Test Results

Simple linear regression analysis is the type of regression analysis utilized in this study. Only one independent variable and one dependent variable are utilized in simple linear regression. Predicting or estimating the value of the dependent variable, which is influenced by the independent variable, is the purpose of using this method. The following model indicates the regression equation for testing the proposed hypothesis:

$$Y = a + bX$$

Where:

Y	=	Satisfaction of RO-RO service users
A	=	Constant
bX	=	Service quality regression coefficient
e	=	Confounding variables

These are the results of the regression test that was conducted:

Table 11: Simple Linear Regression Analysis Test Results

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	42,747	5,269		8,113	,000
Service Quality (X)	,494	,088	,372	5,645	,000

a. Dependent Variable: Service User Satisfaction (Y)

Based on table 11 above, the simple linear regression equation is as follows:

$$Y = 42.747 + 0.494X$$

From the equation above, the constant value (a) is 42,747, denoting that in the absence of any influence from service quality, service user satisfaction will remain constant at 42,747 units. Meanwhile, for each additional unit of service quality, the satisfaction of service users will rise by 0.494 units. Therefore, if the other variables are assumed to be constant, service user satisfaction will improve by 0.494 units if the independent variable, namely service quality, has increased by 1 unit.

The analysis above demonstrates that there is a positive and significant effect on the service quality of the RO-RO Crossing Service on the satisfaction of service users. This indicates there has been an improvement in service quality at the PT. Jembatan Nusantara, Bengkalis Muda Branch. Likewise, if the quality of RO-RO crossing services declines, satisfaction will decline as well. This is evidenced by the positive regression coefficient of 0.494, which indicates a relationship between service quality and customer satisfaction for RO-RO Ship Crossing Service from PT. Jembatan Nusantara, Bengkalis Muda Branch.

Hypothesis Testing Results

T Test (Partial Test)

The T test is utilized to determine whether an independent variable significantly affects the dependent variable or not (Sugiyono, 2014). The t-test was carried out by comparing the t_{value} with the t_{table} to determine the impact of the independent variable on the dependent.

Test criteria with two tails are: (Arif Pratisto, 2004)

If $t_{count} < t_{table}$ (Positive t_{table}) then H_0 is accepted

or $t_{count} > t_{table}$ (Positive t_{table}) then H_0 is rejected.

Based on significance:

If the significance > 0.05, then H_0 is accepted.

If the significance < 0.05, then H_0 is rejected.

The t statistical test was used to evaluate the first independent variable's effects on the dependent variable, and the results are shown below (Sugiyono, 2014), and it is well known that the following equation's t_{table} value at a significance level of 5% is:

T table = n –k - 1 : alpha/2
= 200 – 2 - 1 : 0.05/2
= 198 : 0.025
= 0.67573

Description: n = Sample number
1 = Constant

The hypotheses proposed in this study are:

Ho: there is no significant effect of service quality on service user satisfaction

Ha : there is a significant effect of service quality on service user satisfaction

The results of the hypothesis in this study obtained from the results of data processing using SPSS are as follows:

Table 12: Hypothesis Testing Results

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	42,747	5,269		8,113	,000
Service Quality (X)	,494	,088	,372	5,645	,000

a. Dependent Variable: Service User Satisfaction (Y)

From table 12 above, it can be seen that the value of t_{count} (5.645) > t_{table} (0.67573) and, based on the probability that the value of sig.t is (0.000) < (0.05), the hypothesis statement (Ha) is accepted. According to the test results, service quality significantly influences service user satisfaction. In line with the description above, the hypothesis indicates that the quality of service for RO-RO Ship service users is greatly affected by five indicators, namely Responsiveness, Tangible, Reliability, Assurance, and Empathy, which is favorably appreciated by service users of RO-RO ship run by PT. Jembatan Nusantara, Bengkalis Muda Branch. It has been said that the RO-RO ship's service quality made a highly positive contribution to service user satisfaction. Although the survey's findings also indicated that customers thought the quality of the service was excellent, customers still believed it still needed to be improved. PT. Jembatan Nusantara Bengkalis Muda Branch must continually improve its services in order to increase service user satisfaction.

Coefficient of Determination Test Results

In simple linear regression, the coefficient of determination (R) test is used to estimate the percentage contribution of the independent variable's (X) influence on the dependent variable (Y) partially, whereas (R^2) is used to estimate the percentage contribution of the independent variable's (X) influence on the dependent variable (Y) simultaneously. This percentage shows how much the independent variable can explain the dependent variable. The better the independent variable is at predicting the dependent variable, the higher the coefficient of determination (Santoso, 2000). The results of the coefficient of determination (R) calculation are shown in the table:

Table 13: Test Results for the coefficient of determination (R)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,891[a]	,794	,789	,710

a. Predictors: (Constant), Service Quality (X)
b. Dependent Variable: Service User Satisfaction (Y)

According to Table 13, the coefficient of determination test (R^2), service quality contributes 0.794, or 79.4%, to service user satisfaction, with the remaining 20.6% being influenced by other factors that the researchers did not focus on in this study. The value of the influence of X on Y in this study is very high, indicating that the level of service quality has a significant impact on customer satisfaction. Customer satisfaction will increase if every staff member implements and adheres to service quality standards appropriately.

The correlation coefficient, which also occurs along with the coefficient of determination, demonstrates the significance of the relationship between the independent variable of Service Quality and the dependent variable of Service User Satisfaction. The R value (correlation coefficient), which is equal to 0.891, shows a strong connection between the independent variable, service quality, and the dependent variable, service user satisfaction. The association between service quality and service user satisfaction, is positive, indicating that if the independent variable (service quality) is increased, so will the level of service user satisfaction.

Based on the analysis of the data, it is evident that customers will be more satisfied with PT. Jembatan Nusantara Bengkalis Muda Branch's services if they perform well in terms of all dimensions of service quality, including Tangible, Reliability, Responsiveness, Assurance, and Empathy. The correlation coefficient test (R) of 0.891, or 89.9%, serves as evidence of the previous statement. Therefore, it can be inferred that there is a very significant correlation between service user satisfaction and all the dimensions, such as Tangible Reliability, Responsiveness, Assurance, and Empathy.

4. CONCLUSIONS

According to respondents' responses to the variable indicators of service quality and service user satisfaction, Air Putih-Selari River RO-RO Ship Service from PT. Jembatan Nusantara, Bengkalis Muda Branch falls into the very good category, but needs to be improved and maintained once more to be at its best. The value of tcount (5.645) > ttable (0.67573) can be observed from the results of simple linear regression calculations and the results of hypothesis testing, and based on the probability that the value of sig.t is (0.000) < (0.05), indicating that the hypothesis statement is accepted. According to the findings of these tests, the customer satisfaction level of Air Putih-Selari River RO-RO ship services from PT. Jembatan Nusantara Bengkalis Muda Branch is significantly impacted by the service quality, with an effect of 79.4% and a correlation of 89.9%.

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