Customer Satisfaction, Revisit Intention and Promoting Ferry Transportation

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ABSTRACT

This study aims to prove the research model about the relationship between customer satisfaction, revisit intention and words of mouth. The literature review used begins with marketing management, then the dynamics between the variables raised. The research method chosen is a quantitative approach; the object of this research is at the Hunimua-Waipirit port, Maluku, Indonesia, and with a research sample of 75 people, then analyzed using SMART PLS. The results obtained indicate that customer satisfaction, words of mouth and revisit intention are related to one another. Customer satisfaction will affect revisit intention, customer satisfaction will affect words of mouth, and words of mouth affect revisit intention.

Introduction

The port is physically and in reality, used as a place for ships to dock, a place for passengers to ride and descend, vehicles and an area for loading and unloading of goods or logistics. Every time company run a business, and there must be competition in marketing products, both products or services. In the aim of winning competition, customer satisfaction in products and services are considered important factors, namely one factor that determines the success in winning the competition in products consume. In general, consumers prefer to choose and use service products that provide relatively more significant benefits. Therefore, every consumer in deciding to choose or buy a product will be influenced by how the product offered may provide benefits or satisfaction for consumers.

Maluku Province is one of the archipelago provinces in Indonesia because it consists of many islands, both small and large islands. To connect one island to another
and to support community activities, it is necessary to have transportation to reach these areas and islands. One of the modes of transportation that is the leading choice for the people of Maluku because may connect between these islands is to use ferry transportation. The mode of transportation for crossing the ferry should have and provide services and the availability of adequate facilities to provide a sense of security and comfort and satisfaction for service users.

Consumer satisfaction is the level of consumer feelings after comparing what he received and what he expected (Umar, 2005: 65). Efforts to be able to provide satisfaction to service users are the goals or desires of every company. Because with the satisfaction obtained by consumers, a consumer may become loyal customers and in the long term. By reusing products or services that have been used or felt, of course, will be one of the most influential factors for the survival of the company.

Customer satisfaction defines as gap between the reality and the expectations of customers for the services they receive or receive. Satisfaction is an unseen feeling by which a person states the results of a comparison of the performance or service received or expected (Lupiyoadi, 2001).

To measure or find out how far the level of customer or customer satisfaction is, there are several ways or steps including by using the guidelines for 5 (five) dimensions of service quality, including, Tangibles (physical evidence), Reliability, Responsiveness (Responsiveness), Empathy (Empathy), Assurance (Guarantee) or better known as SERVQUAL. Five dimensions, the customer assessment of the performance of a company obtain then, the level of satisfaction found.

Yi, Wan, Haldorai, Rahman, Haque, Haibin, and Shengnan (2018) state that a study on how to increase the use of public transportation uses the SERVQUAL (five-dimensional) approach. Yin et al. (2018) argue, to change the perception of transportation users from private vehicles to public vehicles, one must be able to make users believe that public transportation will be the same as private vehicles. However, studies that address how to make private vehicle users feel comfortable when using public transportation at the same time have not widely studied. For example, when, in
the mode of transportation, transportation from island to island is using ships, and transporting private vehicles or other four-wheeled vehicles.

In another study that raises the issue of ferry transportation, the Social Research Institute (in Zakaria, Nasir, Nasir, Shafie, Ayub, Mazlan and Suhainai, 2018) states the convenience of having a relationship with the environment. On the other hand, safety is also a guarantee that the facilities provided in transportation feasible crossings for its users. Thus, ferry transportation is transportation that ideally provides comfort and safety for its users.

People who use the ferry crossing mode of transportation are those who come from Ambon Island with the aim of Seram Island or vice versa in Maluku Province. With the existence of ferry transportation prepared by ASDP, of course, it provides many benefits for the people of Ambon City and Central Maluku Regency and West Seram Regency, and East Seram Regency.

The phenomenon in the field shows that even though the community has benefited from the process of ferry transportation, there is a need for improvement or improvement in distribution services using the ferry mode. Thus, the researcher sees that customer satisfaction is an exciting research topic.

This study will describe the needs of passengers regarding the ASDP Ferry boat transportation service for the Hunimua - Waipirit route, describes through five service dimensions (SERVQUAL) at Hunimua port, the service dimension at Waipirit port and the service dimension on the ferry.

Analysis of the quality of passenger service needs to carry out because so far in ASDP, especially the Hunimua - Waipirit route, there has been no attempt to measure passenger satisfaction with service users. By knowing that excellent service is an expectation for the creation of a sense of satisfaction for consumers so that the assessment of products or services from consumers who have met expectations, especially in ferry transportation services, allows the company to win the competition. In this research, several problems formulate as follows:

1. How will customer satisfaction affect revisit intentions?
2. How does customer satisfaction affect messages conveyed by word of mouth?
3. How the message conveyed by word of mouth will influence revisit intentions.

**Literature Review**

Marketing is one of the main activities that a company needs to do, both a goods company and a service company, to maintain the viability of its business because the company is directly related to consumers and directly related to the market. Tjipto (2006) defines marketing as "a social management process in which a person or group receives what they need from a creator and provides and exchanges everything of value with other people or groups". Marketing is a social and managerial process in which individuals and groups must create, deliver and share valuable products with other parties according to their needs (Kotler, 2002). This definition of marketing is based on key concepts that include needs, wants, and requirements.

Saleh (2016) found important findings throughout journals focusing marketing, researchers neglect important marketing theory: ethics in marketing, marketing in an international setting, relationships between marketing and social responsibility, marketing in service, marketing and competitiveness in organization, and customer relationship management. Marketing, has undergone an extensive research, and it is still important to develop and broaden marketing strategy knowledge (Morgan, Whittler and Feng, 2018).

Marketing management is the process of planning and implementing the conception of pricing, promotion and distribution of ideas for goods and services to produce exchanges that meet individual and organizational goals (Kotler, 2002). This definition is a process that includes planning analysis, implementation and control of the idea of goods and services that marketing management base on the idea of exchange and the goal is to produce the satisfaction of the various parties involved.

**Service: A Concept**

The service sector significantly affects a country, because the services obtained from services affect the smoothness and mobility of a person is facing an increasingly complex business world with a high level of competition. Even today, the demand for services is increasing, along with our economy. The definition of services is as follows:
1. Service is activity by one party to another, it is intangible and does not result in any ownership or may or may not be related to physical products (Kottler, 2000 in Tjiptono and Chandra, 2005).

2. Services are all economic activities results are not physical products, which consume at the same time as time produced and provide added value (for example, comfort, entertainment, pleasure or health) or solutions to problems faced by the consumer. (Lupiyoadi, 2001).

Fast or slow growth in the service sector is highly dependent on customer assessments of the performance offered by service providers.

**Service Characteristics**

Services have unique characteristics that distinguish services from goods, so it is necessary to adjust marketing strategies for these characteristics. According to Kottler (in Supranto, 2006) services have 4 (four) main characters, including:

1. Intangible
   
   A service has an intangible nature, cannot be felt and enjoyed before a consumer purchase it

2. Inseparable (Inseparability)
   
   In general, services are produced (generated) and felt at the same time, and if someone wants to deliver to another party, he or she will still be part of the service.

3. Diversity
   
   Services are constantly changing, depending on who the service provider is, the service recipient and the conditions under provide service

4. Not durable (Perishability)
   
   The durability of a service depends on an organization created by various factors.
Between services and goods, has different strategy. Service, shows application of specialized skills and knowledge through deeds, processes, and performance (Vargo and Lusch, 2004)

**Service Quality: A Concept**

According to Tjiptono (2006), service quality is the fulfilment of customer needs and desires and the accuracy of their delivery to match customer expectations. According to Parasuraman and Zeithmal (1988), service quality identifies by comparing consumers' perceptions of the service received with the service that consumers expect on the service attributes of a company.

According to Kotler (2002), there are five determinants of service quality, namely Tangible, Reliable, Responsiveness, Assurance, Empathy (SERVQUAL). The following is an explanation of each of the criteria:

a. **Tangible (Form)** Physical evidence is the ability of a company to show its existence to external parties (consumers, suppliers). The appearance and ability of the company's physical facilities and infrastructure and the surrounding conditions are clear evidence of the services provided by the service providers.

These dimensions of physical evidence include:

1. State of the art equipment, equipment and technology,
2. Condition of facilities, comfort, the flexibility of business premises and cleanliness of the building (place of business),
3. The layout of the equipment and goods which are the facilities,
4. The condition of the company’s human resources and the alignment of physical facilities with the types of services provided by the provider.

b. **Empathy.** Empathy is giving sincere and individual or personal attention to customers by trying to understand consumer desires. Where a company expect to have an understanding and knowledge of customers, understand specific customer needs, and have a comfortable operating time for customers.
These dimensions of empathy include:
1. The attention of company employees to consumers,
2. Ease of getting service,
3. Understanding consumer needs or complaints,
4. Employees are serious in providing services to customers.

c. Reliability. Reliability, namely the ability to provide the service as promised reliable and accurate, consistent and conformity to service. Performance must be per customer expectations.

These dimensions of reliability include:
1. Punctuality of service under regulations,
2. The conformity of the service implementation with the procedures established all customers without any errors,
3. Providing various services as promised,
4. An employee he high sympathetic and accurate attitude is given by to the customer.

d. Responsive (Responsiveness). Responsiveness, namely the willingness of employees and employers to help customers and provide services quickly and accurately to customers by delivering clear information and hearing and resolving complaints submitted by consumers. Leaving consumers to wait without any apparent reason causes negative perceptions of service quality.

This dimension of responsiveness includes:
1. Clarity of information on service delivery time,
2. Speed and accuracy in administrative services,
4. Employee's time to respond appropriately to customer requests.

e. Assurance. Certainty or assurance, namely in the form of knowledge, courtesy and the ability of company employees to foster customer confidence and trust in promises made by the company.

This dimension of certainty includes several components:
1. Communication
2. Credibility or trust in the company, for example, reputation, achievements
3. Security
4. Competence, the knowledge possessed by employees,
5. Manners

**Aim of Service Quality Measurement**

Quality measurement is vital for all companies in both product and service fields. Here are some of the objectives of measuring service quality that need to be known (Wima, 2012):

a. Every activity or service action by a service provider organization needs to be measured to detect, find out the real achievements achieved concerning the vision, mission, and service objectives of the organization. Often the organization does not optimally achieve the expected performance, not because of limitations or organizational capabilities, but because the organization does not pay enough attention to measuring the performance of its services, so the organization does not understand achievements and what has not yet achieved. As a result, the organization runs without clear improvement goals.

b. Measurement is not only crucial for knowing performance, but also ensuring about work patterns, work standards, or the process of how a service takes place. With the measurement, it will be easier to clarify whether the standards established can be adequately implemented at the operational level, whether the use and utilization of resources for service processes has been effective and
efficient, whether the implementers have compliance and commitment following the existing service orientation. Data and information provide the right understanding for the organization to carry out the learning and development process.

c. Organizations need to know perceptions of all parties involved, especially the users served, of the organization, this is because it is not typical for a single perception developed by a service provider organization to differ or even conflict with the user. Therefore, it is necessary to measure the user's perception of organizational success.

d. Policies taken by organizations in improving service quality can only be justified if they are on the excellent quality measurement results that the policies taken are following what the organization has to do.

Customer Satisfaction

Customer satisfaction is the feeling of happiness or disappointment; someone comes from a comparison of his performance impressions or results of a product and its expectations. If it falls below expectations, the customer is not satisfied, can harm the company, namely, it can reduce the number of customers and cause customers to no longer be interested in using company services that it will reduce company profits (Kotler, 2000).

The creation of customer satisfaction can provide several benefits, among others, a harmonious relationship between the company and its consumers provides a reasonable basis for repurchasing and the creation of customer loyalty. It forms a word-of-mouth recommendation that is beneficial for the company (Tjiptono, 1996).

Measurement of Consumer Satisfaction

According to Tjiptono (2007), four methods in measuring customer satisfaction, are: 1) complaints and suggestions system, 2) mysterious shopper, 3) lost customer analysis, 4) customer satisfaction survey. Generally, most research on customer satisfaction uses survey methods, either via post, telephone, e-mail, or direct
interviews (McNeal and Lamb in Peterson and Wilson, 1992). Through the survey, the company will get feedback and feedback directly from customers and also provide a positive signal that the company pays attention to its customers.

**Framework**

In achieving good service quality, according to Kottler (in Supranto, 2006), five dimensions determine the quality of service, namely: comfort, responsibility, accessibility, safety and physical evidence. Customers or passengers will respond or evaluate the quality of services provided by the company.

Quality of service received is defined as the actual benefits felt by customers or passengers. In contrast, they are calculating the level of customer satisfaction by comparing the customer or passenger ratings of the company's performance level with the level of expectations or interests of passengers. The level of importance and expectations of customers must be following the implementation or performance of the company, so the company must pay attention to things that are considered necessary by customers so that customers or passengers are satisfied.

Research Hypothesis

The model used in this study is a replication of the model that has been applied by Yi, et al. (2018) of the research objectives and the conceptual framework on customer satisfaction built, several research hypotheses made supported by the following theories;

Several typologies of loyalty fundamentally based on attitude relationships to behaviour (Day, 1969; Backman and Crompton, 1991; Pritchard et al. 1992; Dick and Basu 1994; Baloglu, 2001) they propose false loyalty. False loyalty, is a repeated purchases are attributed to these factors, 1) convenience of time, 2) monetary rewards, 3) possibility of substitution presence or limited information on substitution, and the presence of psychological costs resulted from unwillingness to re-purchase (Oppermann, 2000a).

Satisfaction has a positive influence on subsequent activity, such as consumer’s purchase behavior (Anderson and Sullivan, 1990; Cronin and Taylor, 1992; Fornell, 1992; Keaveney, 1995; Oliver, 1980; Oliver and Swan, 1989). Perceived quality will affect customer satisfaction, which in turn will results in intentions. Intentions resulted from a satisfied customer can be a positive word of mouth, and considered as recommendations or decision to do further visits to the destination (Brady and Robertson, 2001). Relationship between past visits activity and intention to return may create consequences of routine behaviour (Woodside and MacDonald, 1994; Oppermann, 2000b; Odin et al., 2001)

Customer evaluate their feelings service received, and thus customer satisfaction will based on perceived gap exist between expectations and actual performance (Meshack and Datta, 2015). Therefore, expectations should influence by personal needs, responsiveness, and empathy (Saha and Theingi, 2009).

H1: Customer satisfaction affects revisit intention
Satisfied and loyal customers engage in word of mouth that benefits the company (Bitner 1990; Bloch et al. 1986; Hunt 1977; Oliver 1980; Reicheld and Sasser 1990). The actions "Willingness to Recommend" and "Recommending to others" are widely used in the practice of assessing the impact of the overall level of customer satisfaction. Oliver and Swan (1989) and Schlesinger and Heskett (1991) found a relationship between CS-WOM. Holmes and Lett (1977) found that satisfied customers engaged more word of mouth than dissatisfied customers. Word of mouth found to occur as a result of greater satisfaction with complaint handling (TARP 1981).

Word of mouth is crucial for service providers whose offerings are primarily intangible and customer will re-consider to use the service based on experience or trust they feel in their mind. In this service, customers rely heavily on the advice and suggestions of other people who have experienced the service. When using this a kind of services, it is assumed consumers will trust each other more than they trust communications from the company (Ng et al., 2011). Katz and Lazarsfeld (1955) found WOM more effective than newspaper and magazine advertising, personal selling, printed information and as practical like radio advertising, therefore WOM is considered as relevant and timely updated, driven by customer needs and growing exponentially, for example, someone tells a story to five people, they each tell it to five more people, who tell it to five more after it (Cengiz and Yayla, 2007).

H2: Customer satisfaction affects the message conveyed by word of mouth.

Word of mouth affect revisiting intentions. Thus, satisfied customers will recommend the service to their friends, because they believe what they think is best, others will feel the same and on the other side they as the satisfied customer will also willing to revisit and use the same service (Cantallops and Salvi, 2014). Kim and Lee (2011) found word of mouth increased return to visit intentions. Kim et al. (2009) empirically suggest that customer transferred information to another person recognizes as an essential antecedent for future behavioural intentions to revisit.
H3: Effect of messages conveyed by word of mouth on revisit intention

Method

The quantitative approach places emphasis on numerical analysis of the phenomenon under study. So that it becomes more planned, structured and systematic, clearly visible from the beginning to the end of the study, this quantitative approach is used to identify all concepts that are the research objectives (Maltora, 2010).

Explanatory research is the opinion of Singarimbun and Effendi (1995) is a study that explains the causal relationship between research variables and hypothesis testing. The approach or method used in this type of explanatory research is the survey method.

The observation technique uses a time horizon which is cross-section/one-shot, namely information or data obtained in the field as a result of research carried out in a specified period, namely 2020.

The quantitative analysis of this research uses the Partial Least Square-Structural Equation Modeling (PLS) analysis approach which can explain the relationship between several variables (including latent variables) and the ability to perform factor analysis, regression analysis and path analysis in one test. A latent variable is that the type of variable cannot be measured directly must arrange to construct with dimensions.

The source of data and information uses in this research is primary data. The PLS Path Modeling model evaluation consists of 2 stages, namely the inner model evaluation and the outer model evaluation.

Result and Discussion

From the results of the survey distribution for two weeks, from May 1 - 14, 2020, 78 respondents participated. Of all the respondents involved, the majority were men and ranged in age from 20 years and over. All respondents are ASDP Ferry service
customers, and the majority have used this service more than five times a month to fulfill their personal needs, this is the primary need to use this service besides other needs.

**Table 5. Validity and Reliability**

<table>
<thead>
<tr>
<th></th>
<th>Cronbach's Alpha</th>
<th>rho_A</th>
<th>Composite Reliability</th>
<th>Extracted (AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer satisfaction</td>
<td>0.965</td>
<td>0.969</td>
<td>0.967</td>
<td>0.517</td>
</tr>
<tr>
<td>Revisit intention</td>
<td>0.795</td>
<td>0.924</td>
<td>0.865</td>
<td>0.682</td>
</tr>
<tr>
<td>Words of Mouth</td>
<td>0.908</td>
<td>0.909</td>
<td>0.942</td>
<td>0.845</td>
</tr>
</tbody>
</table>

Based on the AVE value, all variables are declared valid (> 0.5), then from the Composite Reliability value, all variables are declared reliable (> 0.6). This model can explain revisit intentions of 0.473 and words of mouth of 0.470. Then, seen from the Heretroit-Monotrait Ratio (HTM), all constructs are said to be unique (<0.9), as follows

**Table 6. Correlations**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revisit intention → Customer satisfaction</td>
<td>0.58</td>
<td></td>
</tr>
<tr>
<td>Words of Mouth → Customer satisfaction</td>
<td>0.713</td>
<td></td>
</tr>
<tr>
<td>Words of Mouth → Revisit intention</td>
<td>0.68</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Original Sample (O)</td>
<td>Sample Mean (M)</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>---------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Customer satisfaction →</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revisit intention</td>
<td>0.236</td>
<td>0.260</td>
</tr>
<tr>
<td>Customer satisfaction →</td>
<td></td>
<td></td>
</tr>
<tr>
<td>words of mouth</td>
<td>0.686</td>
<td>0.685</td>
</tr>
<tr>
<td>Words of Mouth →</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revisit intention</td>
<td>0.504</td>
<td>0.491</td>
</tr>
</tbody>
</table>

Based on the above results, all relationships between variables are significant (t statistic > 1.96). Then, from the P-Values value, it can be concluded that all hypotheses are accepted.

**H1: Customer satisfaction affects Revisit intention**

**H2: Customer satisfaction affects the message conveyed by word of mouth.**

Accepted

**H3: Words of Mouth → Revisit intention**

The results of this study indicate that all hypotheses are proven. In the first hypothesis, customer satisfaction affects revisit intentions. With the condition, comfort, when the community is at the port and on the ship, is guaranteed, the port is accessible, there are security and responsive officers.

Then, for the second hypothesis, too, that customer satisfaction will affect words of mouth. With the condition, matters related to comfort, accessibility, security and responsive officers can work well and cause people to convey others voluntarily.

Finally, the third hypothesis i words of mouth affect revisit intentions. On condition, the things that the community do are positive things that are voiced to others,
especially being able to persuade close people to use the ASDP ferry crossing services, this will have an impact on the public's desire to use ferry services. ASDP ferry back in the future.

Conclusion

This study seeks to see whether there is a relationship between customer satisfaction, words of mouth and revisit intention. The results of this study indicate that there is a positive and significant relationship. Based on data collection through questionnaires in the specified time period, it was found that customer satisfaction, words of mouth and revisit intention are related and mutually influencing. This shows that the desire of customers to revisit Hunimua-Waipirit route, largely based on the satisfaction with the services received as well because of the testimonials of their customers who have previously used the ferry service. The results of this study highlight the importance of ferry services for the Hunimua-Waipirit route to create a feeling of satisfaction among consumers, because whatever they feel will have an impact on the information that will be shared with relatives, or people known to consumers who will use ferry crossing services. the Hunimua-Waipirit route.

References


Saleh, Mahmoud. (2016). Themes and Topics of Research in Marketing: A Content Analysis of the Articles Published in Three Marketing Journals. 7. 10.5430/ijba.v7n1p12.


Appendix 1. Operationalization
<table>
<thead>
<tr>
<th>Variables</th>
<th>Dimension(s)</th>
<th>Items</th>
</tr>
</thead>
</table>
| Revisit intentions| N/A          | 1. I will use the services at this port if the service quality is good  
                      2. I will consider the desire to use the existing services at this port because of previous experience  
                      3. I will consider reusing existing services at this port even if there is an unpleasant experience |
| Customer satisfaction | Convenience at the Harbor | 1. Comfortable waiting room facilities  
                      2. Clean port toilets  
                      3. The parking space is spacious and clean  
                      4. Cool waiting room air  
                      5. There are facilities for the elderly, disabled people  
                      6. The port is always clean  
                      7. Informative boat timetable information  
                      8. The accuracy of the ferry schedule on time |
|                   |               | 1. Comfortable boat accommodation facilities  
                      2. The condition of the boat toilet is clean  
                      3. Space for the loading of vehicles on a ship that is spacious and clean  
                      4. The air of the ship's passenger room is cool  
                      5. There are boat facilities for the elderly, disabled people  
                      6. The condition of the ship is always clean |
| Accessibility      |               | 1. Easy to get public transportation  
                      2. Access to affordable terminals  
                      3. Cheap Fares  
                      4. Easy to purchase tickets |
| Security           |               | 1. Feel safe at the Harbor  
                      2. Feel safe on the Ship  
                      3. Feel safe at night |
| Responsive         |               | 1. The officer informs the service user when the service will carry out  
                      2. Officers are always willing to help service users |
| Words of mouth | N/A | 1. Share positive things about the service with others  
2. Recommend to someone who asks me about this crossing service  
3. Invite friends and relatives to make the crossing using the ASDP ship.  
3. Officers respond to your request immediately |