



Effect of Service Quality and Facilities on Customer Satisfaction at Port of Indonesia Benoa Branch

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Abstract

Purpose: This study aims to determine and analyze the influence of service quality and facilities on customer satisfaction, mediated by trust at the Benoa Branch of the Indonesian Port (Persero).

Research Methodology: This research approach uses a quantitative approach that uses numbers and statistics to collect and analyze measurable data. The number of samples for this study was 68 passengers at Benoa Harbor. This study was quantitative and used a questionnaire as a data collection tool. This study uses Partial Least Squares structural equation modeling (PLS-SEM).

Results: The results showed that service quality and trust significantly affected passenger satisfaction, while facilities had no direct effect. Trust also mediated the influence of service quality and facilities on satisfaction.

Conclusions: This study concludes that service quality significantly and positively affects passenger trust and satisfaction at Benoa Port. Facilities significantly influence passenger trust but do not directly affect satisfaction. Trust also has a significant positive effect on passenger satisfaction and mediates the relationship between service quality, facilities, and satisfaction.

Limitations: The study is limited to a single port and a small sample, which may affect generalizability.

Contributions: This study contributes to service management literature by highlighting the mediating role of trust in improving passenger satisfaction at port services.

Keywords: *Benoa Branch, Customer Satisfaction, Facilities, Service Quality*

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1. Introduction

Transportation development aims to connect regions and encourage equitable growth. Sea transportation plays an important role in the smooth running of trade because it has high economic value, including large carrying capacity, and relatively low costs (Purwono et al., 2023). Based on data from the Central Statistics Agency (2023), during January–December 2023, the number of domestic sea transportation passengers reached 19.9 million, an increase of 11.69 percent compared to the same period in 2022 (Eritasari, 2023). In addition, from the goods transportation side, loading and unloading processes were recorded. exports amounted to 1,334,966 tons, and imports amounted to 1,937,367 tons.

To support trade and the loading and unloading process of cargo or people, ports were created as nodal points for the movement of goods where ships can dock, load, and unload goods and forward them

to other areas (Mega2019). Indonesia already has many ports; according to data from the Ministry of Transportation (2024), there are 1,407 ports in Indonesia with different categories. One of the ports in Indonesia is Benoa Harbor, which is located in Denpasar City, Bali. Benoa Harbor is the entrance to the southern Bali area, especially Denpasar City, by sea. This port is listed as a class 1 port with international port status. This port is managed by PT. Indonesian Harbor (Pelindo). Benoa port's status as an international port can be proven by the 52 cruise ships scheduled to arrive in 2024, such as the Norwegian Jewel, Celebrity Millennium, and Oceania Regatta cruise ships. This number is higher than the 48 cruise ships in 2023 (Winarko & Purnomo, 2023).

Based on Pelindo Regional III data, as many as 2,081 foreign tourists disembarked from the 294 m cruise ship and around 2,300 foreign tourists boarded through Benoa Harbor. Data from the Central Statistics Agency (2023) show that every year, there is an increase in the number of passengers arriving and departing from Benoa Harbor. The number of passengers arriving at Benoa Harbor in 2023 will reach 64,093, an increase of 35%. Meanwhile, passengers departing from Benoa Harbor in 2023 will be 47,563, an increase of 39.9%.

To accommodate the increasing number of passengers at Benoa Port, Pelindo, as the port manager, needs to improve the port infrastructure. In general, the Benoa cruise ship passenger terminal is well maintained and in good condition. However, in its development as a "home port" this terminal still does not meet international port standards (Purwono et al., 2023; Sukesi & Khu, 2020). With the less-than-optimal management of Benoa Port, Pelindo needs to pay attention to customer satisfaction. Consumer satisfaction is an emotional response to the evaluation of the consumption experience of a product or service. Satisfaction is the level of a person's feelings after comparing their perceived (performance or results) to their expectations (Supardi et al., 2022). If a consumer is satisfied with the value provided by a product or service, they are very likely to become a long-term customer. Consumer satisfaction is a person's feeling of happiness or disappointment as a result of a comparison between the perceived achievement or service and what they expected (Efnita, 2017; Vebnia et al., 2016).

Consumer satisfaction is an indicator of a business (Sukesi & Khu, 2020). Satisfaction can be influenced by several factors, such as Service Quality, Facilities and Trust. Service Quality is a mismatch between consumer expectations and perceptions. According to Abdullah and Tantri (2019), service quality is the overall characteristics of a good or service that influence its ability to satisfy stated or implied needs. If the service received or perceived is as expected, the service quality is perceived as good and satisfactory. If the service received exceeds customer expectations, the service quality is perceived as ideal. Conversely, if the service received is lower than expected, the service quality is perceived as poor.

Based on the results of an interview with one of the Benoa Port passengers, it was stated that the quality of port services was still lacking (Sinta & Purnomo, 2023; Wijayanto & Purnomo, 2023). This is because the boarding process takes a long time, port officers are limited and less responsive in resolving passenger problems, and there are minimum orders and a complicated order system (Handari et al., 2023; Nurcahyo et al., 2018). The following are the results of the interview regarding the Service Quality of Benoa Port: "This port staff is very limited and less responsive to serving passengers. Many passengers are confused about the ship boarding process."

Apart from the influence of Service Quality, Facility factors can also influence Passenger Loyalty (Mulyadi et al., 2022). Facilities are the infrastructure used to support loading and unloading activities in the port (Handari et al., 2023). According to Government Regulation No. 31 of 2021, Port Facilities are locations that include anchor areas, docks, or places for the operational activities of ships and ports that have received operational permits from the government. Some examples of port facilities are docks, warehouses, parking areas, waiting areas, cranes, and loading and unloading equipment such as forklifts (Laili & Sukesi, 2022; Satria, 2021; Widiyanto et al., 2023).

From the results of an interview with one of the Benoa Port passengers, it was stated that the Benoa Port facilities were still lacking. This is because the Benoa Harbor Waiting Room facilities are still minimal, where the Arrival and Departure Halls are still in the same building (Oetama & Sari, 2017; Pambudi, 2021). In addition, this port does not have tourism accommodation facilities or public transportation. The following are the results of the interview regarding the Service Quality of Benoa Port: "Port facilities are still lacking, sir, especially the passenger waiting room, which is very limited. Many passengers were sitting on the road and on the floor. Apart from that, there is no public transportation, we have to order online motorbike taxis or base taxis to go to Denpasar City."

Apart from being influenced by the quality of service and facilities, satisfaction can also be influenced by trust. Trust is a person's willingness to entrust a company or brand to perform a function (Kotler2020; Sumaryadi & Kusnadi, 2021). The function referred to in this case is the belief regarding the usefulness, benefits, and attitudes of a product or service from a brand or company when used by consumers (Hasan, 2022; Parmenas et al., 2023).

Based on the background of the problem above, it can be seen that Benoa Harbor is one of the important ports in accommodating domestic ships and cruise ships coming to Bali (Ardhianti et al., 2022; Lumi & Yosef, 2022). Therefore, to meet passenger needs, PT. Pelindo needs to pay attention to the factors that influence Customer Satisfaction. This study aims to prove the influence of Service Quality and Facilities on Satisfaction through Trust. Based on the description above, the author is interested in conducting research with the title "The Influence of Service Quality and Facilities on Satisfaction Mediated by Trust at the Port of Indonesia (Persero) Benoa Branch."

2. Literature Review

2.1 Service Quality

Service quality refers to the ability of a service provider to meet or exceed customer expectations. In transportation and port services, service quality is closely related to responsiveness, reliability, assurance, empathy, and physical evidence provided to passengers. Good service quality can be reflected in fast boarding procedures, responsive officers, clear information, and the ability of port staff to help passengers solve service-related problems (Nuraeni et al., 2022; Ricardianto et al., 2022)

In the context of Benoa Port, service quality is important because the port serves domestic passengers and international cruise passengers. When passengers receive services that are fast, reliable, and aligned with their expectations, they are more likely to trust the port operator and feel satisfied with the service experience (Sudono, 2021). Therefore, service quality is expected to influence both passenger trust and passenger satisfaction.

2.2 Facilities

Facilities are physical infrastructure and supporting equipment used to support service activities. In port services, facilities may include waiting rooms, docks, parking areas, public transportation access, passenger terminals, toilets, information centers, and loading or unloading equipment. Adequate facilities help passengers feel comfortable, safe, and supported during the service process (Syahrial & Berlian, 2021).

Facilities are important in shaping passenger perceptions of port service quality. When facilities are complete, clean, accessible, and well managed, passengers may develop stronger trust in the port operator. However, facilities may not always directly create satisfaction if passengers place greater emphasis on service interaction, responsiveness, or trust. Therefore, facilities can influence satisfaction more effectively when they first strengthen passenger trust (Purbianto & Adji, 2021).

2.3 Trust

Trust is the willingness of customers to rely on a service provider because they believe the provider is capable, honest, reliable, and able to deliver services as promised (Al-Adwan & Al-Horani, 2019). In service industries, trust is an important psychological factor because customers often evaluate services based on experience, reputation, and perceived reliability. Trust becomes more important in transportation services because passengers expect safety, certainty, and service consistency (Van Lierop et al., 2018).

In port services, trust can be built through reliable service quality, adequate facilities, clear information, responsive officers, and safe service processes. Passengers who trust the port operator are more likely to feel satisfied because they believe that their needs and expectations will be fulfilled. Thus, trust can act as a mediating variable that strengthens the relationship between service quality, facilities, and satisfaction (Etuk et al., 2021).

2.4 Passenger Satisfaction

Passenger satisfaction refers to the emotional response of passengers after comparing their expectations with the services they receive (Tahanisaz, 2020). Satisfaction occurs when service performance meets or exceeds expectations. In port services, passenger satisfaction may be influenced by service quality, facilities, safety, comfort, ease of access, officer responsiveness, and trust in the port operator (Xu et al., 2019).

Passenger satisfaction is important because it reflects the effectiveness of port service management. Satisfied passengers are more likely to have positive perceptions of the port and may recommend the service to others (Chow et al., 2022). In the case of Benoa Port, improving passenger satisfaction is important because the port functions as one of Bali's important sea transportation gateways (Zhang et al., 2020).

3. Methodology

The research approach is quantitative and uses numbers and statistics to collect and analyze measurable data. The research population comprised passengers at Benoa Harbor. To determine the sample to be taken from the population, a sampling technique is required, namely using the Lemeshow formula to obtain a sample of 68 passengers at the Benoa Harbor. This study was quantitative and used a questionnaire as a data collection tool. The research questionnaire was distributed online (created in Google Form), and the link was distributed to respondents. This study uses Partial Least Squares structural equation modeling (PLS-SEM) (Sugiyono, 2010, 2013).

4. Results and Discussion

4.1 Structural Model Analysis

Model analysis using partial least squares (PLS) using the Smart PLS program is explained as follows:

4.1.1 Outer Model

Outer Model often also called (outer relation or measurement model) specifies the relationship between the variables studied and the indicators.

1. Convergent Validity

The measurement model test via loading factors was conducted to determine the validity of the indicators by examining the convergent validity values of the indicators in the model. The results of the research show that all measurements on each variable are declared valid. As a means of measuring this construct, overall, the indicator items have an Original Sample value of > 0.5 .

2. Discriminant Validity

The research results show that all the forming constructs are stated to have good discriminants. The correlation value of the indicator with the construct must be greater than the correlation value between the indicator and other constructs. Apart from cross loading, discriminant validity measurements can also be carried out using the Average Variance Extracted test. The AVE value for all variables has an AVE value greater than 0.5, which means that all the indicators in each construct converged with other items in one measurement.

3. Composite Reliability

The research results show that the entire construct meets the composite reliability criteria because it has a composite reliability value above 0.60, so that all variables have adequate internal consistency in measuring latent variables/constructs.

4. Cronbach Alpha

The research results show that all variables have high reliability because they have a Cronbach's alpha value above 0.6, so they can be used in research.

4.1.2 Inner Model

The structural model (inner model) describes the causal relationship between latent variables that are built based on the substance of the theory. The test structural model (inner model) was analyzed using procedural assistance bootstrapping on SMART PLS.

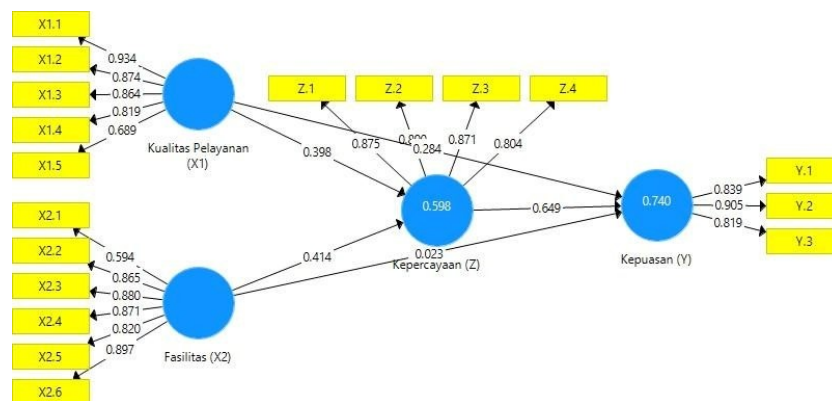


Figure 1. Partial Least Squares Structural Model

Based on Figure 1, it is known that trust is influenced by the Quality of Services and Facilities. Meanwhile, satisfaction is influenced by service quality, facilities, and trust, as shown in the following equation:

$$Z = 0.398X1 + 0.414X2 \quad Y = 0.284X1 + 0.023X2 + 0.649Z$$

In assessing the model with PLS, we start by looking at the R-squares for each dependent latent variable. Changes in the R-squared value can be used to assess the influence of certain independent latent variables on whether the dependent latent variable has a substantive influence. For endogenous latent variables in the structural model, an R2 of 0.67 indicates that the model is "good," an R2 of 0.33 indicates that the model is "moderate," and an R2 of 0.19.

Table 1. R-Square Value

Variable	R Square
Trust (Z)	0.598
Satisfaction (Y)	0.740

Based on Table 1, the Trust (Z) variable has a value of 0.598, indicating that 59.8% of the variation in Trust can be explained by the independent variables in the model, while the remaining 40.2% is influenced by other factors outside the model. Meanwhile, the Satisfaction (Y) variable has an R-Square value of 0.740, meaning that 74.0% of the variation in Satisfaction can be explained by the independent variables in the model, while the remaining 26.0% is influenced by other variables not included in this study.

For the independent variables Service Quality and Facilities, which influence the trust variable, the R2 value is 0.598, which indicates that the model is "Moderate." Meanwhile, the Service Quality, Facilities and Trust variables, which influence the satisfaction variable, have an R2 value of 0.740, which also indicates that the model is "Good." The suitability of the structural model can be determined from Q2, as follows:

$$\begin{aligned}
 Q2 &= 1 - [(1 - R1) * (1 - R2)] \\
 &= 1 - [(1 - 0.598) * (1 - 0.740)] \\
 &= 1 - [(0.402) * (0.260)] \\
 &= 0.896
 \end{aligned}$$

4.2 Hypothesis Test

To answer the hypothesis in this research, hypothesis testing was carried out, the results of which are shown in Table 2 below:

Table 2. Hypothesis Testing Results

Path	Original Sample (O)	Sample Mean (M)	T Statistics	P Values
Service Quality (X1) → Trust (Z)	0.398	0.401	2.789	0.005
Facilities (X2) → Trust (Z)	0.414	0.422	2.922	0.004
Service Quality (X1) → Satisfaction (Y)	0.284	0.288	2.152	0.032
Facilities (X2) → Satisfaction (Y)	0.023	0.019	0.211	0.833
Trust (Z) → Satisfaction (Y)	0.649	0.642	5.598	0.000
Service Quality (X1) → Trust (Z) → Satisfaction (Y)	0.259	0.256	2.535	0.012
Facilities (X2) → Trust (Z) → Satisfaction (Y)	0.269	0.271	2.526	0.012

Source: Appendix 4

The results of the hypothesis testing, shown in Table 4.14 above, show that:

1. Service Quality has a significant influence on trust because the statistical T value is 2,789, which is greater than 1.96.
2. Facilities have a significant influence on Trust, because the statistical T value is 2,922 which means it is greater than 1.96
3. Service Quality has a significant influence on Satisfaction, because the statistical T value is 2,152 which means it is greater than 1.96
4. Facilities do not have a significant influence on satisfaction because the statistical T value is 0.211, which is smaller than 1.96.
5. Trust has a significant influence on satisfaction because the statistical T value is 5,598, which is greater than 1.96.
6. Service Quality has a significant influence on Satisfaction through Trust because the statistical T value is 2.535, which is greater than 1.96.
7. Facilities significantly influence satisfaction through trust because the statistical T value is 2.526,

which is greater than 1.96.

5. Conclusions

Based on the results of data analysis and discussions that have been carried out, several conclusions were obtained in this research, namely: 1) Service Quality has a significant positive effect on Benoa Port Passenger Trust. 2) Facilities have a significant positive effect on passenger trust. 3) Service Quality has a significant positive effect on passenger satisfaction. 4) Facilities have no significant positive effect on passenger trust. 5) Trust has a significant positive effect on passenger satisfaction. 6) Service Quality has a significant positive effect on Satisfaction through Benoa Port Passenger Trust. 7) Facilities have a significant positive effect on satisfaction through Benoa Port Passenger Trust.

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Author Contributions

DM conceptualized the study, designed the research methodology, collected the data, and contributed to data analysis and manuscript preparation. S contributed to research supervision, theoretical development, interpretation of findings, and critical manuscript revision. MMA contributed to the literature review, data processing, manuscript editing, and final review. All authors contributed to the final draft and approved the manuscript for publication.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

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