

CHAPTER I

INTRODUCTION

1.1 Background

At this time, transportation facilities are an inseparable part and are needed by the community in their daily lives. There is a close relationship between transportation and the range and location of human activities, whether goods or services. How big and important the role of transportation is in human life, it can be seen from human efforts to constantly improve and improve the system and carrying capacity.

The better the means of transportation used by humans, the higher the level of human mobility, both individually and socially, the greater the possibility of humans in obtaining a better source of livelihood. In terms of the economy, transportation has a huge influence. The development of the economy towards globalization requires some people to carry out very high mobility, so that people will be more observant in making their choices. Many transport companies offer and seek to seize the interest of consumers to use the products and or services offered from a transportation company.



Figure 1.1 Port Bandar Sri Junjungan

Source: Tribun Pekanbaru Travel

Bandar Sri Junjungan is a port in Dumai and this port is also the only sea transportation access that can carry cars and motorcycles from Dumai to Rupert. This port is one of the mainstays of transportation which is very important for the people of Dumai and Rupert because many traders use this means of transportation to bring their trade goods by car.

Customer satisfaction will be achieved if the quality of the products or services provided by the company is in accordance with the wishes of consumers. According to Indrasari in the book *Marketing and Customer Satisfaction* (2019) Consumer satisfaction is the level of consumer feelings after comparing what he receives and his expectations (Umar, 2005). A customer, if he is satisfied with the value provided by a product or service, is quite likely to be a customer for a long time. This is because the quality of services really depends on who and how the services are provided. Customer satisfaction is the key to the company's success, it is considering that with satisfied consumers, the consumer will be loyal. Therefore, retaining consumers is more important than attracting new consumers. Many factors can affect consumer satisfaction and loyalty in using transportation services, including the quality of service and determining price policies.

The quality of service aimed at attracting consumer sympathy is a staple that must always be maintained by the company. In indrawati (2019) *Service Quality* according to Rambat Lupiyoadi Service quality is how falling the difference between the expectations and reality of customers for the service they receive. Service quality can be known by comparing customers' perceptions of the service they actually receive with the actual service they expect. Quality of Service is the first thing that the company takes seriously, which involves all the resources owned by the company. A quality is said to be good if the service provider provides services that are equivalent to those expected by customers. Thus, achieving customer satisfaction requires a balance between needs and wants and what is given.

In general, consumers prefer products that prioritize convenience. Comfort here will have an impact on passenger satisfaction, namely the comfort environment must be orderly, orderly, provided with a comfortable waiting room clean, tidy, beautiful and healthy environment and equipped with service support facilities such as toilets, places of worship and others. It must also be supported by all elements and employees in the company. On the other hand, sales services, and the operation of ships regularly and on time are also very supportive of customer satisfaction. One form of transportation that works in the field of sea transportation services is Bandar Sri Junjungan Operating Area in Dumai.

The quality of service has a great influence so that Bandar Sri Junjungan must further improve the quality of service as a servant to the state and the community must be able to carry out their duties and responsibilities in providing and improving the level of service to the community. If the services provided to passengers or consumers are not good, it will affect the image of Bandar Sri Junjungan Port itself. To be able to improve the quality of port services, the service facilities provided by port employees in overcoming the condition of passengers at the time of ticket inspection for that the quality of services provided must be in accordance with service standards.

In Fadillah and Haryanti (2021) Facilities can be interpreted as facilities and infrastructure provided by companies in the environment, this is intended to provide the maximum possible service so that customers or consumers feel comfortable and satisfied. Facilities are the main supporting factor in activities. According to Wijaya, suggesting that facilities are something that customers can decide. Quality is based on something that is actual to the customer about the product or service that can be measured based on certain requirements.

In indrawati (2019) Price is the value of a good or service as measured by the amount of money spent by the buyer to obtain a number of combinations and goods or services and services According to William J. Stanton the price is the amount of money (possibly plus several goods) needed to obtain some combination of a product and service that comes with it. Price according to Jerome Mc Cartgy price is what is sacrificed for something.

Many passengers are of the view that the facilities at Bandar Sri Junjungan port are lacking such as queuing and waiting seats are not available. Some passengers who can't stand it linger in the queue place are due to the heat and they have to find a shelter that is not too hot. Some consumers actually only need comfort when sitting and queuing while at the port to wait for the ship and some passengers think that the ticket price is still relatively expensive or not comparable to the existing facilities. The port does not have enough facilities but the price remains high. At a minimum, there is a comfortable seat to wait for the arrival of the ship. Because the main convenience in waiting for the ship is the seat, so that waiting for the arrival of the ship is not too tiring, this is where the need for Bandar Sri Junjungan must improve the quality of service, to balance with the costs or prices that have been incurred so that customers feel satisfied and become loyal.

From the above background, this research will conduct further research with the title: "**The influence of service quality, facilities and price on Passenger Satisfaction with Port Services at Bandar Sri Junjungan Dumai-Rupat**"

1.2 Formulation The Study

Based on the background described above, the problems identified are:
How influence Of Service Quality On Passenger Satisfaction At Bandar Sri
Junjungan Dumai – Rupert

1.3 Purpose of Study

Based on the above formulation the author can state the purpose of this writing is To find out:

1. Effect of service quality on passenger satisfaction Partially
2. Effect of Facility on passenger satisfaction Partially
3. To find out the effect of Price quality on passenger satisfaction Partially
4. To find out the effect of service quality, Facilities and price on passenger satisfaction Simultanly

1.4 Significance of The Study

Each research conducted to obtain benefits that are beneficial to all interested parties. The benefits of this study that the authors expect are as follows:

1. For writers
For the authors of this study, it can trigger and interest the desire to know about passenger satisfaction with the services provided by the port of Bandar Sri Injungan.
2. For Companies
For companies this research can be a consideration that the importance of the meaning of passenger satisfaction with the services provided by the company, and can be information for the company on the more or less the services provided.
3. For other parties
For the community, this research can provide knowledge on the importance of good service to passengers. And it can be a reference material for researchers who want to do further research related to the research title.

1.5 Scope and Limitation of The Problem

In order for this research not to be broad and to make its scope clearer, therefore the following are the limitations of the research problem:

1. This study only focuses on passenger satisfaction with port services at Bandar srijunjungan dumai-rupat
2. This research was conducted on the Dumai community and the data were collected using a questionnaire.

1.6 Writing System

Sistematika pada penelitian pengaruh kualitas pelayanan, fasilitas dan harga terhadap kepuasan penumpang di pelabuhan Bandar Sri Junjungan sebagai berikut:

CHAPTER I: INTRODUCTION

Chapter 1 explains the background of the problem, the formulation of the problem, the objectives and benefits of the research, the scope and limitations of the problem and the systematics of writing the final report.

CHAPTER II: LITERATURE REVIEW

Chapter 2 explains the theoretical basis that will be used in completing the research, both general and specific theories consisting of previous research, theoretical foundations and frameworks of thought.

CHAPTER III: RESEARCH METHODOLOGY

In chapter 3 describes the method of implementing the research completion process, which consists of location, time and research object, types and sources of data, population and samples, sampling techniques, data collection techniques, data processing techniques, scale measurement, validity and reliability testing, methods data analysis, research hypotheses, research models, types

of research, definitions of concepts and operational variables, research schedules and budgets.

CHAPTER IV: RESULTS AND DISCUSSION

Chapter 4 contains the research results and explains the discussion and limitations of the research results. The results of the Thesis are made in the form of tables, graphs, photos/pictures or other forms to make it easier to follow the description of the discussion. Discussion of the results obtained is made in the form of theoretical explanations, both qualitatively, quantitatively and statistically.

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

Chapter 5 contains conclusions from the research and suggestions as a description of the end of the report.