

CHAPTER I

INTRODUCTION

1.1 Background

Transportation is a very important this in economic activity in a country. Without transportation as a means of support, it cannot be expected to achieve maximum and satisfactory results for economic development in the country. This is related to Indonesia's geographical conditions which require the availability of adequate means of transportation, both land, sea and air transportation. Given the importance of transportation, this can be used as an opportunity for entrepreneurs to open a business in the transportation sector, thus it is not surprising that from year to year the business of transportation services in Indonesia is growing more and more.

The more transportations businesses in Indonesia, the difficult and competitive it is for transportations business to continue to serve in competitive conditions. Every company, especially transportation, is expected to be able to provide more services than competitors consistently with the ultimate goal of meeting or exceeding target customer expectations. If this has been done successfully then customer satisfaction will be achieved. Customer satisfaction will occur after obtaining and use the product or service in accordance with the desired expectations. Customer satisfaction itself is considered as an indicator of business success in the future.

Customer satisfaction programs are relatively expensive and do not generate profits in the short term, but the results can be reaped in the long term and these benefits can last a long time. Customer satisfaction can be identified by comparing the perceptions of customers for the service receive or obtain with the actual customer service expect or want. Thus customer satisfaction can be defined how

far the difference between reality and customer expectations for the services receive or obtain.

Indonesia is an archipelagic country, where in order to carry out community activities, it is necessary to have means of transportation that connect one area to another. Shallu (2013) One of the sea transportation that is widely used by consumers or passengers is the ferry. Fast ferry is a kind of sea transportation that can be used as passenger and goods transportation by using certain routes or routes. The advantage offered by using the ferry is that passengers will cross to areas limited by waters or sea.

The Importance of the Bengkalis-Malaysia Fast Ferry Transport, a transport between Bengkalis in Indonesia and Malaysia is an important route for cross-border mobility and regional connectivity. A study of the factors that influence Users' interest in using this ferry transportation service can provide an overview of improving quality and making it easier for people to work abroad, take vacations, and seek medical treatment in Malaysia.

One of the factors that have an influence significant in the user's decision is advertisement. Effective advertising can deliver relevant and interesting information Users, thus it can influence their decision to use the ship certain ferries. Besides advertising, prices is also an important influencing factor user preferences. Fast ferry ticket prices can be a determining factor in choosing fast ferry to be used. Besides that, Electronic Word of Mouth (eWOM) or recommendations from others through the platform digital can also have that influence significant in the user's decision.

However, despite the importance of these factors, there is no specific research examines the influence of advertising, Price Perception, and eWOM for Fast Ferry Users between Bengkalis and Malaysian. Therefore, this research to fill this knowledge and investigated the effect of advertising, price, and eWOM on Users' decisions to use the fast ferry.

Consumer interest is inseparable from opinions and reviews from several other Users or word of mouth (WOM). Thureau et al. (2009) stated that "This form of word-of-mouth is an important factor in shaping consumer behavior." With

recommendations or reviews given by other consumers, for example in a sharing review platform or community, it is undoubtedly able to influence consumer interest in making decisions to buy a product or service.

The rapid advances in technology, especially in the internet network, have made it possible to have word of mouth communication which is not only a form of personal communication, but is also able to become WOM communication through online media called Electronic Word of Mouth (eWOM). eWOM communication can be done by utilizing social media such as Facebook, Kaskus, Blogs, Videos, and other electronic-based forums. In the case of fast ferry, eWOM communications can be found in sosial media reviews.

Thus on the problems previously described, this made the Researcher interested in conducting research on: **"The Influence of Advertising Attractiveness, Price Perception and Electronic Word of Mouth (eWOM) on User Interest in Fast Ferry Bengkalis-Malaysia"**.

1.2 Formulation of the Problem

Based on the identification of the problems above, the main problems of this research are:

1. Does the advertising attractiveness have a significant effect on the interest of Bengkalis-Malaysia fast ferry users?
2. Does price perception have a significant effect on interest in users of the Bengkalis-Malaysia fast ferry?
3. Does Electronic Word of Mouth have a significant effect on user interest on the Bengkalis-Malaysia fast ferry?
4. Do advertising attractiveness, price perceptions and electronic word of mouth simultaneously affect user interest in fast ferry Bengkalis-Malaysia?

1.3 Purpose of Study

The main objective of this research is to examine the Influence of Advertising Attractiveness, Price Perception and Electronic Word of Mouth (eWOM) on User Interest in the Bengkalis-Malaysia Fast Ferry. Specifically, the objectives of this research are:

1. To find out the effect of advertising attractiveness on user interest in fast ferry Bengkalis-Malaysia.
2. To determine the effect of price perceptions on user interest in fast ferry Bengkalis-Malaysia.
3. To determine the effect of electronic word of mouth on user interest in fast ferry Bengkalis-Malaysia.
4. To determine the effect of advertising attractiveness, price perception and electronic word of mouth simultaneously on user interest in fast ferry Bengkalis-Malaysia.

1.4 Significance of the Study

Based on the research objectives to be achieved, this research is expected to have benefits, both directly and indirectly, as follows:

1. For Academics,
This research is expected to be a reference for further research in the development of knowledge, especially in the field of marketing.
2. For Researchers
This research is expected to train The Author knowledge so that the author can continue to explore knowledge and information about things that the author has never known, both theoretically to be studied and in good writing and through this research can also be a graduation requirement to graduate and get a bachelor's degree (one) at The Author campus.
3. For Companies
This research is expected to be able to describe the influence of advertising attractiveness, price perception, and electronic word of mouth (eWOM) on

user interest and be able to provide considerations for companies to determine the right strategy.

1.5 Scope and Limitation of the Problem

Based on the problem above, the author can identify the scope of this reasearch, namely The Influence of Advertising Attractiveness, Price Perception and Electronic Word of Mouth (eWOM) on User Interest in Fast Ferry Bengkalis-Malaysia. In this study only User Interest in Fast Ferry Bengkalis-Malaysia.

1.6 Writing System

The systematics of writing the research “The Influence of Advertising Attractiveness, Price Perception, and Electronic Word of Mouth (EWOM) on Bengkalis-Malaysia Ferry Users” are as follows:

CHAPTER 1: INTRODUCTION

In CHAPTER 1, this will explain the background, formulation of the problem, purpose of the study, significance of the study, scope and limitation of the problem, and the author’s own systematics.

CHAPTER 2: LITERATURE REVIEW

In CHAPTER 2, this will explain the the theoretical basis that will be used to complete the case study through both general theory and special theory consisting of previous research and theoretical basis.

CHAPTER 3: RESEARCH METHODOLOGY

In CHAPTER 3, this chapter describe the research implementation method, which consist of the research, types and sources of data, data collection techniques, data analysis methods, types of research, as well as research schedules and budgets.

CHAPTER 4: RESULTS AND DISCUSSION

In CHAPTER 4, in this chapter the author will describe the discussion of the results of research analysis that has been carried out by interviews, observations, and other sources.

CHAPTER 5: CONCLUSION AND SUGGESTIONS

In CHAPTER 5, in this chapter the author will describe the conclusions and obtained from the discussion and suggestions that will be submitted by the author.