

## **Effect of Service Quality, Orientation Services and Pricing on Loyalty and Customer Satisfaction in Marine Transportation Services**

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**ABSTRACT:** *This study aimed to analyze the influence of service quality, service orientation and pricing towards customer satisfaction, analyzing the effect of quality of service, service orientation and price to customer loyalty and analyze the influence of satisfaction on customer loyalty. The research was conducted at PT Pelindo IV Makassar by establishing samples of 250 respondents by formula Slovin. Data from the questionnaires were analyzed using Structural Equation Model using AMOS assistance 18. Findings from structural analysis indicate a good fit for the proposed model. The study found the quality of the service has negative direct effect and not significant on customer loyalty. Meaning that service quality indicators such as responsiveness, tangibles, empathy, reliability and assurance given by the officer marine transportation is not applied properly, so as not to contribute to increase customer loyalty. The service orientation is directly having no significant negative effect on customer loyalty. Meaning that the service orientation indicator based on the dimensions of empowerment services, technology, failure recovery, vision and communication service standards are less applicable to the purpose of service, so as not to contribute to increase customer loyalty. Quality of service has a positive and not significant effect on loyalty through customer satisfaction. Meaning that service quality indicators applied is not yet optimal affect customer loyalty, so the quality of service should be improved through the fulfillment of customer satisfaction first, because the quality of service is applied for is not contribute to an increase in customer loyalty. Implications for theory and practice are discussed.*

**KEYWORDS:** *servqual, service orientation, price, satisfaction and loyalty*

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### **I. INTRODUCTION**

Services are by their very nature intangible and thus their assessment and subsequent evaluation cannot be achieved prior to their consumption; this justifies their classification as “experience” products (Nelson, 1974). This results in high uncertainty in customers’ minds, forcing them to concentrate on certain quality signals or service attributes to decrease information asymmetries. Relationship marketing has thus emerged as an exciting area of marketing that focuses on building long-term relationships with customers and other parties. In the relationship marketing literature there is a general agreement that the quality and the satisfaction of the relationship between buyer and seller are important determinants of the permanence and intensity of the relationship and the success of the firm (Berry, 1995; Goff *et al.*, 1997). Although academics and practitioners recognize the importance of the relationship between the involved parties, there is little empirical evidence regarding the quality and the satisfaction of the relationship. This relationship quality may become a prerequisite to satisfaction (Caceres and Paparoidamis, 2007). However, in long-term relationships perceived satisfaction and perceived quality tend to merge into an overall evaluation of relationship satisfaction (Leverin and Liljander, 2006).

Indonesia as the largest archipelago in the world consisted of 17 058 islands with a total area of 735 355 square miles where two-thirds of its area is water area. This fact makes Indonesia called as a maritime country. Therefore, sea transport has a very important role in Indonesia. Not only as a means of connecting from one area to another, but also as a means of transport of national and international trade. Under these conditions, marine transportation as part of the national transportation system needs to be developed properly to support economic growth. If marine transportation is disrupted the national economy will also be affected. Indonesia has 2,392 official ports and many more unofficial ports (one port in every 40 Kilometers) (Ministry of Transportation of the Republic of Indonesia, 2014). In recent years, it has often happened boat accident. In fact, if the government and the authorities pay attention to the problems that often arise in marine transportation, marine accidents can be minimized. Marketing management shipping services often face problems related to low levels of passenger loyalty. Expectancy value is not proportional with the reality in using the shipping services. The level loyalty and satisfaction of the customer are decreased as the quality of service is not accordance with. High prices are the factor causing the passenger has not been satisfied so that they possess a low loyalty in using the services provided by the PT. Pelindo IV Makassar. Low customer loyalty for using the services of shipping can be seen from the number of passengers.

Low levels of customer loyalty demonstrated by the intensity of the use of shipping services which are repeated, low provision of recommendation or suggestion by one customer to another, a view of customers who tell positively perceived service, customers are not motivated to tell a friend or colleague to use shipping services ships. The following table 1 below shows the data of departure and arrival of domestic passenger ships as customers in the three companies at PT. Pelindo IV Makassar within the last five years:

Table 1.  
Departure and arrival of the Domestic Passenger Ship of PT.Pelindo IV Makassar (2009- 2013)

Company	2009		2010		2011		2012		2013	
	Passenger	%	Passenger	%	Passenger	%	Passenger	%	Passenger	%
PT. Pelni										
➤ Departure	436.187	0.00	331.647	23.97	421.220	21.26	474.148	11.16	432.587	8.76
➤ Arrival	289.804	0.00	239.529	20.99	312.543	23.36	333.329	6.24	298.842	11.54
PT. Dharma L. Utama										
➤ Departure	39.679	0.00	42.017	5.56	33.356	20.61	47.828	30.26	30.141	36.98
➤ Arrival	36.240	0.00	44.429	18.43	34.358	22.67	51.242	32.95	31.484	38.56
PT. Prima Vista										
➤ Departure	5.389	0.00	12.715	57.62	11.004	13.56	10.933	0.64	34.728	68.52
➤ Arrival	8.801	0.00	10.331	14.81	10692	3.38	12.700	15.81	32.160	60.51

Source: PT. Pelindo IV Makassar (2014)

Table 1 above shows the inconsistency of mean between the departure and arrival passengers, these conditions show the lack of satisfaction and loyalty of passengers who use the services of shipping at PT.Pelindo IV Makassar. Poor of Marketing management services affect customer loyalty and satisfaction levels. Orientation services that do not fit the purpose and high service pricing is a result of the inferior quality of service (Rangkuti, 2009: 12). The main considerations that affect the level of passenger loyalty include: customer satisfaction, service quality, service orientation and pricing in determining the type of service used. Customer loyalty services in accordance with the intensity of service usage, recommending it to other customers, delivering a positive thing, prioritizing selection of services used (Kotler and Keller, 2010: 141).

The tendency of customers who often complain, protest and complain is a form of disappointment over the dissatisfaction of services received. It can be seen from the provision of services which are less facilities available, contact services which are less transparent and procurement of equipment and supplies services are not available. This dissatisfaction resulted in customers choosing services repeatedly, informing perceived service to others, getting negative picture of the perceived service and do not choose a less good services as a priority (Utari, 2004: 133). To improve customer satisfaction impacting high loyalty, thus efforts to do is to provide services to customers in excess of the desired expectations. The high satisfaction leads to high customer loyalty, while the opposite is dissatisfaction becomes the factors causing low customer loyalty (Parker and Mathews, 2001: 87).

## II. REVIEW OF LITERATURE AND HYPOTESIS TESTING

### 2.1. Service Quality, Satisfaction and Customer Loyalty

Service quality has many benefits, such as providing a competitive advantage to a business, establishing customer satisfaction and customer loyalty and contributing to its image (Bloemer *et al.*, 1998). The application service quality that is applied by the shipping services company shows low service quality. Poor-quality services can be seen from the five dimensions: less responsive, less of physical evidence, service is not match the capabilities, services that are not responsive and there is no assurance. Services provided by the cruise ship officers are still lacking in quality. This gives effect to the level of customer satisfaction and loyalty. Efforts should be made by the company to improve the quality of service performed by increasing responsiveness, tangible, empathy, reliability and assurance as the dimensions of quality of service (Berry and Parasuraman, 2001: 96).

The achievement of service quality is pivotal for organizational growth. The extent of service quality has been assessed by measuring a difference between customer expectations and perceptions with a service (Berry *et al.*, 1989). The lower difference in customer expectations and perceptions has been attributed to high quality of service. Contemporary researchers have stressed the need to achieve service quality standards in an effort to increase sales and profits (Kassim and Abdullah, 2010). Parasuraman *et al.* (1988) pioneered the service quality research and proclaimed that perceived service quality is based on multi-dimensional factors. Their research spell out five dimensions of service quality that constitute SERVQUAL and include: tangibility, reliability, responsiveness, assurance, and empathy. The traditional items of SERVQUAL such as; Reliability, Tangibility and Assurance have been acknowledged to significantly contribute to customer satisfaction in service settings (Chowdhary and Prakash, 2007).

Conceptualizations of the perceived quality of products and services differ little in the extant literature, but an essential aspect of this concept is the process of evaluating the products and services offered by a particular company for excellence against alternatives provided by competitors (Han and Ryu, 2006). Such quality generally involves two major facets, namely core-product and service-product performances (Bitner, Booms, and Tetreault, 1990). Quality of core product indicates the performance of the basic product relative to its value (Clemmer, 1990) while service-product quality suggests the performances derived from interactions with service personnel (Price, Arnould and Deibler, 1995)

Causes of the company's success is inseparable from the form of services provided to create customer satisfaction and loyalty, a few things that need to be improved, among others, service orientation and pricing as variables that influence directly on customer satisfaction and loyalty. Quality of service quality, service orientation that fits the purpose and affordable pricing give positive and significant impact on the fulfillment of customer satisfaction and loyalty (Rangkuti, 2009: 69). Previous research found an inconsistency in the findings explain the influence of service quality on customer satisfaction and loyalty (Basuki Ali, 2006; Jerald Greenberg, 2008; Sebastian Daimon, 2011; Richard Marvind, 2011; Harry Marcelino, 2011; Abdul Qadir Djaelani, 2011). Customer satisfaction is positively and significant affect the customer loyalty (Norizan and Asiya, 2010). There has been a debate in explaining the effect of satisfaction on loyalty. Providing evidence that satisfaction has a negative effect and insignificant on customer loyalty (Komunda and Osarenkhoe, 2012). Functionally, the dimensions of satisfaction has no significant influence on customer loyalty (Abu-ELSamen *et al.*, 2011; Ramli and Sjahrudin, 2015)

**H<sub>1a</sub>** Service quality has a significant positive effect on customer satisfaction

**H<sub>1b</sub>** Service quality has a significant positive effect on customer loyalty

## **2.2. Service Orientation, Satisfaction and Customer Loyalty**

Service orientation affects customer satisfaction and loyalty. Service orientation which is inconsistent with the purpose of service due officers who have not been empowered well, service which do not using appropriate technology, services that are not oriented to the failure recovery services, vision services that are not clear and less integrated communications services leads to lower service orientation resulting in low customer satisfaction and loyalty. One effort that can be used to improve the weaknesses and shortcomings of service orientation is by implementing integrated service that always give priority to the customer satisfaction and loyalty. They explicitly noticed, that this is a greatly overlooked fact in the literature. For them satisfaction with the purchase (sales) and the product were found to be determinants of service (after-sales) loyalty. In particular, few studies have examined the nature of the relationship between product and purchasing satisfaction and customer service loyalty (Huber *et al.*, 2015).

Service quality is critically important in providing a competitive advantage to a company, as it is influential on various factors such as customer satisfaction (Amin *et al.*, 2013), loyalty (Kim *et al.*, 2013). In the literature, there are few differences in the perception of service quality by researchers. Berry *et al.* (1988) identified service quality as the comparison of a customer's specific expectations/requests regarding service with the performance after use of that service. Parasuraman *et al.* (1994) identified service quality as the perception of the customer after the act of purchasing. Zeithaml and Bitner (2000) identified quality of service as the long-term cognitive evaluation of business service offerings by customers.

Building a good service orientation can be done by empowering the service, using the appropriate technology of services, improving service recovery, clarifying vision of services and improving communication services (McKenna 2004: 169). An understanding of existence of the service orientation affects customer satisfaction and loyalty. Empirical evidence shows that there are inconsistencies in findings about the effect of service orientation towards customer satisfaction and loyalty (Basuki Ali, 2006; Jackson Joseph, 2008; Sebastian Daimon, 2011; Richard Marvind, 2011; Abdul Qadir Djaelani, 2011).

**H<sub>2a</sub>** Service orientation has a significant positive effect on customer satisfaction

**H<sub>2b</sub>** Service orientation has a significant positive effect on customer loyalty

## **2.3. Pricing, Satisfaction and Customer Loyalty**

The low customer satisfaction and loyalty due to higher pricing. As a result, customers often complain and protest against price increases imposed by the company. Customer dissatisfaction occurs when the company raised prices without cutting costs, granting discounts and special discounts. The dissatisfaction caused by these factors triggers low customer loyalty. Establishment of the price rise toward customer satisfaction and loyalty can be minimized by providing compensation prices increase the sale value and customer satisfaction. (Ritzer, 2008: 63). Some previous researchers provide evidence that inconsistent in explaining the effect of price on customer satisfaction and loyalty (Basuki Ali, 2006; Jerald Greenberg, 2008; Sebastian Daimon, 2011; Richard Marvind, 2011; Harry Marcelino, 2011; Joseph Jackson, 2008; Abdul Qadir Djaelani, 2011).

- H<sub>3a</sub>** Prices has a significant positive effect on customer satisfaction  
**H<sub>3b</sub>** Prices has a significant positive effect on customer loyalty

#### **2.4. Satisfaction and Customer Loyalty**

Customer satisfaction is important for companies to make profits in the face of increasingly fierce competition to maintain the viability of the company. Correspondingly, customer satisfaction should be kept and maintained sustainably. The fact shows that the services provided by the company shipping services mostly do not provide fulfillment of customer satisfaction. It can be seen from the customer dissatisfaction over service provision which is not in accordance with facility services, the lack in intertwining contact service. This is the cause of customer dissatisfaction that have an impact on the level of customer loyalty. The low customer loyalty on marine transportation service is often due to the customer does not get a satisfactory service. This indicates that the level of loyalty have a relationship with the customer satisfaction. Loyalty is an influential element. Customer satisfaction has a great influence in determining the level of customer loyalty. Customer satisfaction is a consideration to be observed in view of its impact on customer loyalty (Silvadas, 2000: 49). Empirical evidence suggests that there is influence between customer satisfaction and loyalty (Silvadas, 2000; Utari, 2004). The high satisfaction perceived influence on high customer loyalty. Customers have a loyalty corresponding usage intensity back services, recommend to other customers, delivering a positive thing, prioritize selection of services used (Kotler and Keller, 2010: 14).

- H<sub>4</sub>** Customer satisfaction has a significant positive effect on customer loyalty

### **III. METHODS**

#### **3.1. Data collection**

Data was obtained from all passengers who get service from PT.Pelindo IV Makassar in February to April 2014. The samples used in this study was accidental sampling (Sugiyono, 2014). Management of the data in this study used Structural Equation Modeling so that the number of samples taken from a population is determined by 5-10 times the number of variables used in the design analysis, and at least 200 samples (Hair et al., 1998) and in this study the number of samples used for 250 passengers, with a return rate of 76%. The survey questionnaire had three major sections (description of the research, questions relating to study variables, and questions to collect demographic information). Based on the existing literature, well-validated measurement items for study constructs were adopted and included in the questionnaire. Multi-item and seven point, Likert-type scales from "Extremely disagree" (1) to "Extremely agree" (5) were consistently utilized to measure study variables.

#### **3.2. Construct measures**

Various kinds of items statements used in this study has also been used in previous studies. Some of which have been adapted to the context of this research. Quality of service measurement refers to the five dimensions of service quality, namely; responsiveness, tangible, empathy, reliability and assurance (Berry and Parasuraman, 2001: 96), integrated service orientation always give priority to the customer satisfaction and loyalty (Lucas and McKenna, 2004: 169), the compensation price increase the sale value and customer satisfaction (Ritzer, 2008: 63), customer satisfaction (Parker and Mathews, 2001: 87), and customer loyalty (Kotler and Keller, 2010: 141).

### **IV. RESULTS AND ANALYSIS**

Prior to data analysis, the values of skewness and kurtosis were examined. This investigation found that several variables include significant skewness problems. These values were transformed to be appropriate for data analyses. SPSS and AMOS 18 were used to analyze the data. A measurement model was initially conducted before estimating the structural model. The test results after the evaluation of the structural model found that the model is said to Structural models observational Correspond to the data if the Chi-square is small and non-significant at  $\alpha = 0,05$  (50) or  $67.504 \leq 108.94$ ; the probability value  $0.052 \geq 0.05$ ; CMIN/DF  $1.073 \leq 2.00$ ; GFI  $0.950 \geq 0,90$ , AGFI  $0.912 \geq 0.90$ ; TLI  $0.985 \geq 0.95$  and CFI  $0.987 \geq 0.95$ ; and RMSEA  $0.017 \leq 0.80$ . Criteria for the model fit tests performed by comparing the cut-off value of goodness of fit index obtained from the estimation of the existing models that meet the criteria (Hair, 2006; Arbuckle, 1997), referring to the results of Goodness of fit, thus hypothesis testing can be shown in the following table:

**Table 2.**  
**Hypothesis Test on Direct Effect and Total Effect**

Hypo.	Exogenous Variables	Endogenous Variables	Standardized			
			Direct Effect	Total Effect	P-value	Annotation
H <sub>1a</sub>	Servqual (X <sub>1</sub> )	Satisfaction (Y <sub>1</sub> )	0.747	0.747	0.017	Significant
H <sub>1b</sub>	Servqual (X <sub>1</sub> )	Loyalty(Y <sub>2</sub> )	-0.321	0.490	0.339	Not Significant
H <sub>2a</sub>	Serv.Orientation(X <sub>2</sub> )	Satisfaction (Y <sub>1</sub> )	0.618	0.618	0.034	Significant
H <sub>2b</sub>	Serv.Orientation (X <sub>2</sub> )	Loyalty (Y <sub>2</sub> )	-0.191	0.480	0.542	Not Significant
H <sub>3a</sub>	Price (X <sub>3</sub> )	Satisfaction (Y <sub>1</sub> )	0.419	0.419	0.022	Significant
H <sub>3b</sub>	Price (X <sub>3</sub> )	Loyalty (Y <sub>2</sub> )	0.329	0.584	0.028	Significant
H <sub>4</sub>	Satisfaction (Y <sub>1</sub> )	Loyalty (Y <sub>2</sub> )	1.086	1.086	0.000	Significant

Source: Data processing (2015)

Table 2 shows that, on the whole there is a five-lane models have a significant influence. There are two paths that show significant results. The interpretation of Table 2 for the direct effect can be explained as follows: (H<sub>1a</sub>) service quality has a significant positive effect on customer satisfaction with value equal to 0.017 probability value of <0.05 and the value of the direct effect of 0747 (supported); (H<sub>1b</sub>) quality of services and no significant negative effect on customer loyalty with value probability value equal to 0339> 0.05 and the value of the direct effect of -0321 (rejected); (H<sub>2a</sub>) service orientation and significant positive effect on customer satisfaction with value equal to 0.034 probability value of <0.05 and the value of the direct effect of 0618 (supported); (H<sub>2b</sub>) service orientation and no significant negative effect on customer loyalty with value probability value equal to 0.542> 0.05 and the value of the direct effect of -0191 (rejected); (H<sub>3a</sub>) prices and significant positive effect on customer satisfaction with value equal to 0.022 probability value of <0.05 and the value of the direct effect of 0419 (supported); (H<sub>3b</sub>) prices and significant positive effect on customer loyalty with value equal to 0.028 probability value of <0.05 and the value of the direct effect of 0329 (supported); (H<sub>4</sub>) customer satisfaction has a positive and significant impact on customer loyalty with value equal to 0.000 probability value of <0.05 and the value of the direct effect of 1086 (supported).

**Table 3.**  
**Hypothesis Test on indirect Effect**

Independent Variable	Intervening Variable	Dependent Variable	Standardized	Annotation
Servqual (X <sub>1</sub> )	Satisfaction (Y <sub>1</sub> )	Loyalty (Y <sub>2</sub> )	0.811	Not Significant
Serv.Orientation (X <sub>2</sub> )	Satisfaction (Y <sub>1</sub> )	Loyalty (Y <sub>2</sub> )	0.671	Significant
Price (X <sub>3</sub> )	Satisfaction (Y <sub>1</sub> )	Loyalty (Y <sub>2</sub> )	0.255	Significant

Source: Data processing (2015)

Furthermore, in Table 3 for the indirect effect can be explained that service quality has a positive impact and no significant effect on loyalty through satisfaction with value for the indirect effect by 0811; service orientation has a positive and significant impact on loyalty through satisfaction with value for the indirect effect by 0671; and the price has a positive and significant impact on loyalty through satisfaction with value for the indirect effect by 0255.

## V. CONCLUSION AND RECOMMENDATIONS

Based on the analysis of the results of research and discussion, it was concluded that the quality of service has a positive and significant impact on customer satisfaction. In accordance with the form of services provided by the marine shipping services officer who causes fulfillment customer satisfaction. Service orientation has a positive and significant impact on customer satisfaction, appropriate application service dimension, so that customers feel satisfied with the services provided by the marine transportation service officer. Price has a positive and significant impact on customer satisfaction, so that customers get a cheap ticket. Affordable prices led to customer satisfaction fulfillment. Quality of service does not have a significant negative effect on customer loyalty, but it gives a positive and significant value on loyalty through customer satisfaction. Service orientation do not have a significant negative effect on customer loyalty, but positive and significant effect on loyalty through customer satisfaction. Price has a positive and significant impact on loyalty through customer satisfaction. Customer satisfaction has a positive and significant impact on customer loyalty. This is consistent with the perceived level of satisfaction that give effect to foster customer loyalty.

Results of this study makes several recommendations, among others; quality of service in order to continue to be addressed, improved and optimized form of service. The recommendation is realized in the form of fast service response, provide physical facilities and infrastructure facilities are complete and available, following customer complaints, serve with the best service reliability front lines. Improving services through process improvement orientation. Running the service with good vision and create good communication. Always put pricing policies that favor to the customer by making a breakthrough that gives representative rebates. Offering a discount price rebates in accordance with the number of ticket purchase and perform a special price cut for the customer representative. Recommend to other customers to prioritize the selection of the services offered. Always seek and strive to give the best service to customers in order to fulfill their satisfaction and loyalty.



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