

The Influence of Quality of Service, Transportation's Safety and Security, and Ticket's Price Purchase Decision PT Pelni Route Jakarta - Batam (Research in 2017)

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Abstract

The decreasing number of passengers aboard PT.PELNI Jakarta-Batam route resulted in decreased income. This study aims to determine and analyze the influence of service quality, transportation's safety and security, and ticket price purchase decision PT.PELNI Jakarta - Batam route. This study used quantitative method from samples of 109 respondents. Data were collected in the form of questionnaires with Likert scale model that has been tested. The research used path analysis technique, descriptive statistic, and SMART. The results concludes that all tested variables have positive influence on PT PELNI Jakarta – Batam route ticket purchase decisions (Y). The percentage of service quality (X1) effect is 0,1%, transportation's safety and security (X2) effect is 9,06%, and the price influence (X3) is 19,01%. Simultaneously, all tested variables have a positive and significant influence on PT PELNI ticket purchase decisions Jakarta-Batam route with 40,30%. The remaining 59,70% comes from other factors. Questionnaire results on the Likert scale show all variables in good category with a value above 4. Affordable ticket prices in accordance with quality, have competitiveness and in accordance with the customer's benefits, ticket purchase decisions due to need, looking for information about PT PELNI, and PT PELNI ship ticket purchase decisions repeatedly.

Keywords: Price, Purchase Decision, Transportation Safety and Security, Service Quality

Introduction

As an archipelagic nation, the state comes through the assignment to carry out a general obligation of PT.PELNI for sea transport of domestic passengers in economy class because in business calculations, income can not cover the costs incurred.. Aside from being the accessibility of people and goods, to encourage the achievement of national development goals, strengthen national unity in the context of the embodiment of the archipelago insight. PT. PELNI serves the Jakarta-Batam route with KM Kelud, which operates weekly and scheduled

departure from Jakarta every Friday. There is a tendency of decreasing average number of passengers - an average of 28% since the year 2013 to 2018.

KM Kelud has poor service quality, seen in physical evidence in the bathroom that there is a puddle of water, and a small portion of food for passengers. For safety devices, especially lifeboat safety facilities, are not ready for use and are being repaired. And there were also cases of hypnosis on board, so security was not guaranteed. Ticket prices for class 1 KM. Kelud are quite expensive, and for economic ticket prices are not flexible. The tendency of the decision to purchase airline tickets compared to ships with consideration of travel duration.

This study aims to determine and analyze the influence of service quality, safety and security of sea transportation, and the price of PT PELNI ticket purchase decisions for the Jakarta - Batam route. In addition, this study is also aimed to find out how the quality of service, safety and security of transportation, prices, and purchasing decisions of PT. Peln route Jakarta-Batam.

Service quality can be defined as how well customers feel their expectations have been fulfilled (Ben & Robert, 2012). Safety and security of transport is a condition where safety and security against the hazards arising in the attempt to move, move, transport or transfer an object from one place to another.

According to (Fandy Tjiptono & Gregorius Chandra, 2017), prices can be interpreted as a sum of money and other aspects that contain certain utilities needed to get a number of products. According to (Nugroho J Setiadi, 2013)), purchasing decisions have 5 sequences of activities: identifying needs, finding information, evaluating alternatives, buying decisions, and behavior after purchase.

The research framework is used to explain the core of the problems contained in the influence between independent variables (X_1 = service quality, X_2 = transportation safety and security and X_3 = price) and the dependent variable (Y = purchase decision) as follows:

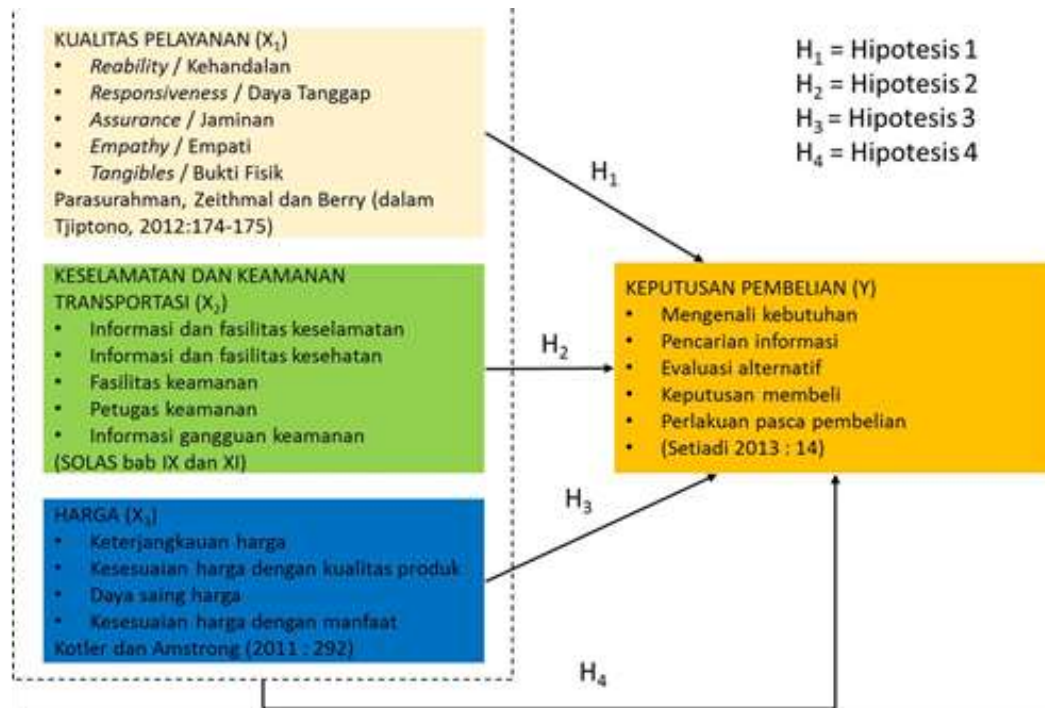


Figure 1. Research Framework

Method

The research was carried out at the Head Office of PT PELNI Jakarta, KM Kelud, and voyages from Tg. Priok goes to Batam. In this study all passengers from KM Kelud acted as population, with an average number of passengers of 149 people. The sampling technique used was disproportionate stratified random sampling, which is a sampling technique to determine the number of samples or characteristics possessed by the population if the population has an average (economy class passengers and passengers in 1, 2, 3 and 4 class) are less proportional. Calculation of the number of samples used the slovin formula (Rully I & R. Poppy.Y, 2017) with an error tolerance limit of 5%, and obtained from 109 respondents.

Path analysis was used to show the direct and indirect effects of service quality, transportation safety and security variables, prices on purchasing decisions. To describe the data, descriptive statistics were used in the form of tables, graphs, pie charts, percentage calculation and calculation of the mean. To achieve realistic and consistent goals related to the measurement of the effect of variables tested on PT PELNI vessel ticket purchasing decisions Jakarta - Batam route, the SMART method is used (Specific, Measurable, Achievable, Relevant, Time bound). (MacLeod, 2012) explained about SMART that goals or targets that clearly fit the SMART method must have their own criteria.

Data collection was carried out by distributing questionnaires directly to respondents and online through google docs, observing KM Kelud in Tg. Priok, and interviews with KM Kelud crew, passengers, and Vice President of Operations Ship Passengers. From the data collected, attitudes, opinions and perceptions were measured according to the question / statement using a Likert scale that has a gradation from strongly agree (value 5) to strongly disagree (value 1).

To test the validity of the measuring instrument by correlating each measuring instrument with the total score which is the sum of each item score statement. To calculate the validity of the measuring instrument, the Pearson product formula was used and the Alpha formula was used to test the reliability of the instrument.

Discussion and Result

Questionnaires that have been filled in by respondents based on a measuring instrument with a Likert scale, are processed to become tabulated data for the process of quantification of the tested variables. Data obtained from the number of respondents amounted to 109 people. In data processing, it is assisted by the SPSS version 20 computer program. Data testing is done by regression analysis test, correlation analysis test, and path analysis test.

Test regression analysis of the number of R square (r^2), at 0,403 to see the effect of quality of service, safety and security of transportation, and the price of the purchase decision, by calculating the coefficient of determination, or the square of the correlation coefficient multiplied by 100%. Hypothesis test to determine the truth of the regression model, by comparing the level of significance (sig) study with significance level (sig) of 0. 05. From the results of the regression of SPSS 20, inserted into a multiple linear regression equation: $Y = 8,494 + 0,018X_1 + 0,219X_2 + 0,414X_3$, then the value obtained from each variable tested is

1. Service quality variable constant value is 8,494, so when other variables are considered constant or unchanged, the purchase decision variable is 8,494.
2. A value of 0.018 in the service quality variable (X_1), meaning that if X_1 is increased by 1 purchase decision variable (Y) by 0.018.
3. The value is 0.219 for transportation safety and security variables (X_2), meaning that if X_2 is increased by 1 purchase decision variable (Y) by 0.219.
4. The value of 0.414 in the price variable (X_3), meaning that if X_3 is increased by 1 variable the purchase decision (Y) is 0.414.

Hypothesis testing of path analysis is individually tested with the statistical hypothesis, that the value of the significance level of all tested variables shows a significant positive effect on purchasing decisions. The results of the discussion objectively that the magnitude of the direct influence of service quality on purchasing decisions is 0,10%; the magnitude of the influence of transportation safety and security directly on purchasing decisions of 9,06%; and the amount of direct price influence on purchasing decisions amounted to 19,89%. Simultaneously, of all the variables tested, the magnitude of the determination coefficient is 40,3%, has a positive and significant influence on ticket purchasing decisions and the remaining 59,70% is the influence of other factors.

Descriptively, from the results of data tabulation for each variable, namely:

1. Service Quality

From the reliability indicator is 4.57, the responsiveness indicator is 4.37, the assurance indicator is 4.44, the empathy indicator is 4.29, and the tangible indicator is 4.20. The average value of the service quality indicator is 4.34 so that it can be said that the respondent agrees with the statement / question given.

2. Transportation Safety and Security

From the information indicator and safety facility is 4.36, information indicators and health facilities amounted is 4.18, the security facility indicator is 4.18, the security officer indicator is 4.37, and the security disturbance indicator is 4.01. The average of all transportation safety and security indicators is 4.24, so it can be said that the respondent agrees with the statement / question given.

3. Price

From the indicator of price affordability is 4.23, the price conformity indicator with quality is 4.26, the competitiveness indicator is 4.10, and the price suitability indicator is 4.12, and the average of the variable price indicator is 4.16 so it can be said that the respondent agrees with the statement / question given

4. Purchase Decision

From the indicator of the purchase decision variable, the indicator of recognizes the needs is 4.33, the information search indicator is 4.17, the alternative evaluation indicator is 4.18, the buying decision indicator is 4.07, the post-purchase behavior indicator is 4.08, and the average from the purchasing decision variable indicator is 4.13.

Effective tools used as a discussion to achieve the goal is by using the SMART (Smart, Measurable, Achievable, Relevant, and Time bound). In this study according to the SMART method, namely:

1. Specific: The amount of direct influence of each variable on ticket purchasing decisions has an average value of a Likert scale > 4.
2. Measurable: Data tabulation is according to indicators of variables tested, descriptive statistics, and path analysis.
3. Achievable: conduct customer satisfaction surveys and hospitality training for ship crews, clerk of a young and deft window, maintenance of safety equipment and safety training on a regular basis to maintain the conditions and alertness of crew officers in dealing with emergency conditions, as well as for ticket prices by giving discounts to passengers according to class 1, 2, 3 and 4 also increase pax factor.
4. Relevant: efforts to improve services for customer complaints, efforts to provide spare parts on time, and activities to support increased revenue such as tour ship, MICE, marine tourism, ghost shopping for internal and other shipping companies.
5. Time bound: the time span used is during the evaluation of activities in 2018.

Conclusion

The results of data processing from this study indicate that the tested variables show the effect on PT PELNI ship ticket purchasing decisions for the Jakarta - Batam route, as follows:

1. Directly, the effect of service quality is 0.1%; transportation safety and security is 9.06%; and the price is 19.01% towards purchase decision.
2. Simultaneously, service quality, ship safety and security, and prices have a positive influence of 40.30% and the remaining 59.70% are other factors.
3. Based on the Likert scale, it shows that from the average indicator, service quality is 4.34; sea transport safety and security of 4, 24; Ticket prices are 4.26; and a purchase decision of 4.17.
4. In purchasing decisions, customers recognize their need to travel, find information on PT PELNI, evaluate or compare with other modes, and decide to buy tickets repeatedly.

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