

PASSENGER SATISFACTION ON THE SERVICE QUALITY AND THE PSBB POLICY DURING COVID-19 PANDEMIC

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Abstract. The purpose of this research is to know the quality of service and the PSBB policy in relation to the satisfaction of ship passengers in Port of Tanjung Priok during the COVID-19 pandemic. The research uses descriptive quantitative method. The data derived collection technique is the dissemination of a questionnaire or poll. Data analysis techniques use multiple linear regression analysis with a coefficient of determination (R²). The research was conducted at the Nusantara passenger Terminal located in Tanjung Priok North Jakarta in June 2020. The subject in this research is all passengers aboard the ships and vehicles crossing in the Nusantara passenger Terminal at the port of Tanjung Priok. The total research samples is 100 respondents, using the Random Sampling technique. The results of this research show that the service quality has a significant influence on customer satisfaction with the known value of R square output of 0.645. It means that the variables X1 and X2 simultaneously influence variable Y by 64.5%.
Keywords: service quality, PSBB policy, COVID19, passenger satisfaction

A. Introduction

Indonesia is the largest archipelago in the world with an area of 1,904,569 km². Therefore, to connect the territory from Sabang to Merauke and to do all the activities of the community which require the transfer of both people and goods, it needs vehicles. One of the means of sea transportation that people often use to cross between islands is passenger ships. The passenger ships in Tanjung Priok have been operating since the Dutch era. It cannot be denied that the majority of society can assess the level of quality service provided by the sea transportation providers. People are increasingly more observant in determining their choice, supported also by the number of transportation companies that emerge and offer a variety of different services. Customers will feel satisfied with the services provided by a company if they are in accordance to their wishes. This is because the quality of service depends heavily on the who and how the service is rendered. The presentation of superior value for customers is a prerequisite of customer satisfaction. Zeithamal and Bitner (Astuti et al., 2016) reveal that the main factor for customer satisfaction is the perceived customer's thought towards the quality of service provided.

On 11 March 2020, the World Health Organization (WHO) stated that a very infectious coronavirus disease (World Health Organization, 2020) COVID-19, was giving a sign of global spread. On 14 March 2020, the Indonesian Government designated the virus as a national disaster. To control and to prevent the spread of the virus, the government issued a large-scale social restriction (PSBB). This included the policy for all public transports, including ships. Because of that, there have been a lot of changes in the quality of services provided by the marine transportation providers. They must conform to health protocols by minimizing the number of passengers, increasing the satisfaction of passengers, and getting the trust to use the sea transportation facilities. These changes in services are done to break the distribution chain of COVID19 and to improve the safety and comfort of the passengers of sea transportation. They are obliged to wear masks during the trip, to check body temperature, and to be given a hand sanitizer before boarding the ship. The crews of the appointed vessel are assigned to change the items in the welcome package for passengers. For example, they replace coffee herbal herbs.

COVID19 is rapidly spreading in many countries around the world, resulting in many new policies that have not been implemented by the government before. Many countries have done actions that dramatically affect people's daily lives. To slow the transmission and spread of the virus, social distance policy has been widely applied. Territories and even countries have been completely locked. Schools, universities, and public facilities are closed and public events (including sports games, concerts, and even weddings) are currently banned in most countries (De Vos, 2020). Some important effects of the social distancing policy on the activity of ships are the changes in operating hours and the reduction of the number of fleets operating. As a result, sea transportation service becomes rare and there is a stacking of passenger queues because passengers' activity is also limited. It greatly affects the passengers' rating on the quality of services provided. It became harder to achieve the level of passenger satisfaction desired by the sea transportation services. According to Kotler in Kumalasari (Astuti et al., 2016), consumer satisfaction is a feeling of delight or disappointment that appears after a customer compares his perception or his impressions on the performance (or outcome) of a product with his expectations.

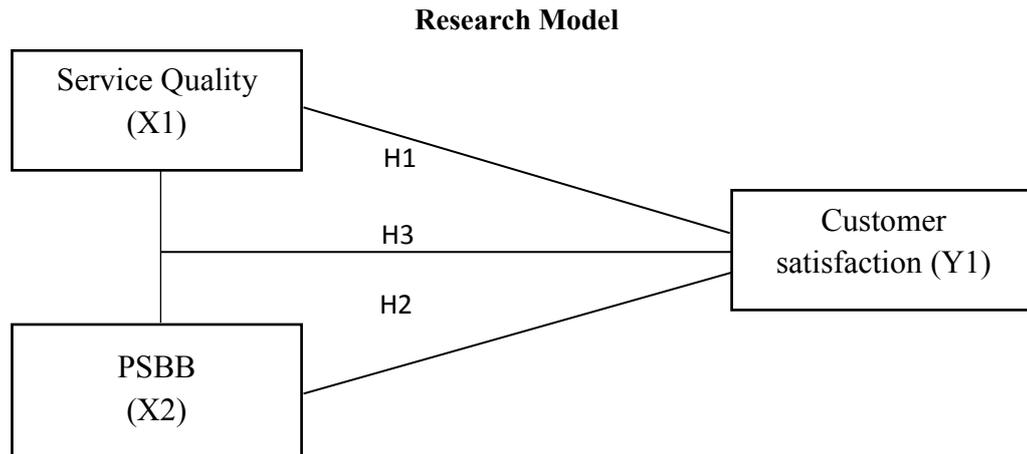
According to (Ramya, 2019), service companies must be competitive. It is especially because the service market focuses on the quality of service. It is very important for service companies to measure their operational agility. Quality management services helps management to maintain coherence in the delivery of service and to meet customer expectations more efficiently and effectively.

The passenger satisfaction rate is measured through the SERVQUAL approach. The approach of SERVQUAL (Service Quality) is the approach used to measure the level of customer satisfaction. According to Parasuraman et al. as quoted in (Astuti et al., 2016), there are five dimensions of service quality; namely reliability, responsiveness, assurance, empathy, and tangibility. Meanwhile, according to the research conducted by a. Rosa and D. Yunita towards passenger satisfaction by using quantitative methods and using a ServQual dimension in the Cartesius diagram, the regression results imply that it corresponds to the Certesiu diagram of the Importance-performance Analysis/IPA which is tangible and the guarantee is at the B-quadrant. The measure of reliability used to describe whether the implementation of the services meets passenger expectations is on Kuandra A. It means that the quality of service in this dimension should be improved. The responsiveness and empathy are on the C quadrant, which implies that the quality of service in this dimension is good enough that passengers consider them insufficient (Rosa & Yunita, 2014).

Based on the background, the authors are interested in researching the influence of the PSBB policies on passenger satisfaction towards the quality of service.

B. Research Methods

This study uses descriptive and quantitative methods. The research was started by collecting data and theories, analyzing data, and interpreting it. The quantitative descriptive method in the implementation is done through surveys, by means of questioner. The data types used are primary and secondary data which are obtained from various literature, the collection of data used by the questionnaire, and the measurement scale using interval data. Data analysis techniques use multiple Linear regression with a coefficient of determination (R^2). This research was conducted in the Nusantara passenger terminal at the port of Tanjung Priok, North Jakarta in June 2020. The source of the data or the subject of the research is the passengers and vehicles crossing. The population in this study is all passengers of vessels and vehicles crossing. The samples in this study were as much as 100 respondents.



C. Results and Discussion

1. PSBB Policy Concept

The large-scale social restriction policy (PSBB) is a step taken by the government to prevent the spread of the COVID-19 pandemic. During COVID-19 outbreak, the PSBB policy has been applied on board to protect the crew from the exposure to the virus and to increase the trust of the passengers of the marine transportation services. PSBB policy provides a significant influence on customer satisfaction with the new protocols on board such as handwashing, hand sanitizer, physical distancing, and the limit of 50% passengers. This policy is important for passengers traveling long distances between islands to minimize the risk of the transmission of COVID-19. Without this policy, when passengers use the service of sea transportation crossings, they are going to be potentially at risk of the exposure to the COVID-19 virus and in turns, it could result in a decline of the level of passenger confidence in using the service.

With the presence of PSBB policy on board, both crew and passengers do not need to worry about health and safety, because this policy pays attention and refer to the regulation of the Ministry of Transportation of Republic of Indonesia number PM 18 Year 2020 about transportation to prevent the spread of COVID-19.

2. Implementation of PSBB policy in breaking the transmission chain Covid-19 Virus

The large-scale social restriction policy (PSBB) is a step taken by the government to prevent spread of the corona virus. The emergence of PSBB is due to the increasingly widespread and ill-developed Corona Virus, thus giving birth to the on-board health protocol of COVID-19 which must be obeyed both the crew and the passengers of the ship. The implementation of PSBB policy onboard can give a significant impact on the spread of COVID-19 in Indonesia. There are a few things to note, such as the availability of insulation space on the ship and passenger terminals, the socialization of clean and healthy living behavior (PHBS), and the support for social distances and physical distances by arranging a passenger's distance of at least one meter. It also appeals the public not to travel by boat if they are sick or experiencing the symptoms of COVID-19. It also encourages passengers to use a nasal and oral mask. Therefore, the PSBB policy has been effectively applied to the passengers of the vessel with some sanctions. If a passenger is caught not complying with the protocol, then he/she will be lowered. Thus, passengers are obedient and concerned about the health and safety procedures to protect the crew and passengers on board from the potential exposure to COVID-19.

3. Passenger movements in the port of Tanjung Priok

The number of passengers crossing the islands from the Port of Tanjung Priok Port increased from year to year, except during the COVID-19 pandemic. The intensity of the crossing passengers tends to be reduced as a result of PSBB policy issued by the Government. It regulates the restrictions of the number of passengers on board and they must comply with COVID-19 protocols. In this case, to increase the satisfaction of the passengers on-board during the COVID-19 pandemic, the services have experienced some changes. Previously, passengers were not required to wear masks, to wear long-sleeve clothes, to wash their hands before boarding the ship, to not talk to other passengers, or to keep the distance between passengers. Now, the ships provide handwashing facilities, hand sanitizer, and spraying disinfectant in passenger lounges. They also apply physical distancing on seats and passenger beds. This is evidenced by the policy of PSBB. Therefore, the passengers crossing the port using the sea transportation services feel safe enough and they trust that the health and safety protocols of the passengers and crew help them avoid the exposure to Corona Virus.

4. Variable Quality Service

a. Respondents' response to sub variable Reliability

It can be noted that the respondents' response for reliability variable is 87%. This suggests that most of the respondents stated strongly that the port and the ship proved the convenience that passengers can feel directly. In this point, the genuine concern of the customers is the ability in providing good and heartfelt service.

b. Respondents' response to sub variable Responsiveness

The response for Responsiveness variable is 85.1%. Most of these show that the customers expressed strong agreement that the services given by the crew have good benefits for the passengers. The crew's response can help passengers to feel safe and comfortable.

c. Respondents' response to the sub-variable Assurance

The response to Assurance is 79%. Most of the respondents said that they agree that the crew provide health and safety warranty and present the needs of the passenger. So, the passengers felt safe on the way from the port of departure to the port of destination.

d. Respondents' response to sub variable Empathy

The response of for Empathy is 85%. Most of the respondents stated that they agree that the crew of the ship and the employees of the Port of Tanjung Priok pay more sincere attention to the passengers of the ship. So, the passengers receive positive sympathy from the crew and employees of the Tanjung Priok passenger port.

e. Respondents' response to sub-variable Tangible

By aggregate, the respondent's response to the tangible variable is 85%. Most of the respondents agreed that the facility on board was promised to the passengers and passengers feel that the complete facilities follow the COVID-19's protocols and they protect the passengers aboard the vessel.

f. Overview of Overall Service Quality

The quality of service and policies of PSBB on board are thoroughly agreed on. The implementation of the service is in accordance to the government-imposed PSBB policy on passengers at ports and on the vessels. This can be seen from the total average presentation of all service quality variables and the PSBB policy obtained at 82.91%.

5. Variable Passenger Satisfaction

The respondents' response for passenger satisfaction is 87.76%. In this case, the results show that most of the respondents agreed that the vessel presents the appropriate service to the wishes and needs the passengers in accordance to the COVID-19 health protocols issued by the Government.

Multiple Linear Regression Analysis

The analysis was conducted using the SPSS 25.0 application program where the following multiple Linear regression equations were obtained:

$$Y = 0.508 X_1 + 0.367 X_2$$

The hypothesis test that was done in this study intended to test the hypotheses that had been formulated. Then the hypothetical test was re-divided into two partial hypothesis tests (test T) and simultaneous hypothesis tests (test F).

Basic Decision Making

A. Test T

1. If the sig value is < 0.1 or $T \text{ count} > T \text{ table}$, then there is the influence of variable X to Y.
2. If the value of sig is > 0.1 or $T \text{ counts} < t \text{ table}$, then it is not able to influence variable X against variable Y.

$$t \text{ table} = t (\alpha/2; n-k-1) = t (0,05; 97) = 1,660$$

B. Test F

1. If the value of sig. is < 0.1 or $F \text{ counts} > F \text{ table}$, then there is a simultaneous influence of variable X against the variable Y.
2. If the value is sig. > 0.1 or $F \text{ count} < F \text{ table}$, then there is no effect variable X simultaneous against the variable Y.

$$F \text{ table} = F (n-k-1) = F (2; 97) = 3,09$$

Testing the H1 and H2 Hypothesis by Using Table T.

A. First hypothesis testing (X1)

Known sig. values. The effect of X1 against Y is $0.000 < 0.1$ and the value of T calculated $6.209 > T \text{ table } 1.660$, so it can be concluded that H1 is accepted which means there is an X1 influence on Y.

B. Second hypothesis testing (X2)

Known sig. values. For the influence of X2 against Y is $0.000 < 0.1$ and the value T count $4.490 > T \text{ Tabel } 1,660$, so it can be concluded that the H2 is acceptable which means there is an effect of X2 on Y.

Fourth Hypothesis Testing with Test F

C. Third Hypothesis Testing (H3)

Based on the output of known significant values for simultaneous X1 dan X2 influence against Y is $0.000 < 0.1$ value F count $87.938 > F \text{ table } 3.09$, so it can be concluded that H3 is acceptable which means there is a simultaneous influence of X1 dan X2 against Y.

Hypothesis Formulation

- H1 = Service quality Influence (X1) to passenger satisfaction (Y)
- H2 = influence of PSBB policy (X2) on passenger satisfaction (Y)
- H3 = There is an influence of service quality (X1) and PSBB policy (X2) simultaneously on passenger satisfaction (Y)

Level of Confidence 90%, $\alpha = 0,1$

Coefficient of Determination

Based on the value of the above output is known R square by 0.645, it means that the effect of variable X1 and X2 simultaneously against variable Y is 64.5%.

Discussion

Based on the descriptive analysis gained, most of the respondents expressed that they strongly agree that the crew of the ship applied the services and PSBB policy on board. It can be seen from the total average of the entire sub-variables of the service quality which is 82.44%. This can indicate that the overall quality of service on the ship is quite good. Related hypothesis testing using table T can be known as a GIS value. For the effect of X1 against Y is $0.000 < 0.1$ and a value of T count $6.209 > T$ table 1.660 , so it can be concluded that H1 is accepted which means there is a positive influence between X1 C Y. Then the value of sig. For the effect of X2 on Y is $0.000 < 0.1$ so that it can be concluded that the H2 is acceptable which means there is a positive influence between X2 to Y. In this case, it is also proved that PSBB policy can reduce the spread of COVID-19 virus and it prioritizes the health and safety of the ship's passengers. They are also use well and affect the customer satisfaction with a percentage of 81.6%. Hypothesis testing with test F based on output is known significant value for the simultaneous influence of X1 and X2 against Y is $0.000 < 0.1$ value F count $87.938 > F$ table 3.09 , so it can be concluded that H3 is acceptable which means there is a simultaneous influence regarding the quality of service and policy of PSBB on passenger ship satisfaction at the port of Tanjung Priok. In this study as the respondents expressed and argued strongly that the ship presents services that suit the needs and wishes of passengers. The quality of service onboard can be said to be better after PSBB policy applied in minimizing the spread of COVID-19 and passengers are not doing complaint or complaint to the crew of the ship. There is a percentage of 81,76%. Through these results, it can be concluded that the level of customer satisfaction regarding the implementation of PSBB policy is quite good. Based on the research that has been done, it shows that the quality of service variables has a dominant influence on the satisfaction of passengers than the PSBB policy variables. The variables of PSBB policy are good enough in implementing the health protocols inside the vessel so that passengers feel safe and healthy. It also maintain the safety of the crew, so that the spread of COVID-19 can be disconnected through the policy PSBB and passengers give a positive response.

Conclusion

According to the results of the research that has been done related to the quality of service and policy of PSBB on ship passenger satisfaction during pandemic COVID-19, it can be concluded as follows:

1. Quality of service on board during pandemic Covid-19

Based on the results of a descriptive analysis of the quality of service on board during the pandemic Covid-19, in this case, means obtaining a positive judgment with a good impression of the satisfaction of the passenger.

2. PSBB on board policy during pandemic Covid-19

Based on the results of a descriptive analysis of the PSBB policy onboard during the pandemic Covid-19, in which case it means obtaining a positive assessment with a good impression of the satisfaction of passengers.

3. Passenger ship satisfaction

Based on the results of a descriptive analysis of passenger satisfaction using the service of ship during pandemic Covid-19 received a very good category. Related to this, it can be concluded that the passengers will be safe and secure using the crossing service at the port of Tanjung Priok.

4. Influence of service quality and the PSBB policy partially

According to the results of T-test, it can be concluded:

- a. Service quality has been a partially significant effect on passenger satisfaction in Tanjung Priok port.
- b. PSBB policies has partially and significantly affected passenger satisfaction in the port of Tanjung Priok.

5. Influence of service quality and simultaneous policy

Based on the results of test F, it can be shown that the quality of service and the PSBB's policy simultaneously and (together) significantly affect passenger satisfaction.

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