THE INFLUENCE OF PASSENGER TERMINAL ATMOSPHERE AND SERVICE QUALITY ON PASSENGER SATISFACTION IN TERMINAL NUSANTARA PT. PELABUHAN INDONESIA II (PERSERO) TANJUNG PRIOK

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Abstract: The purpose of this study is to find out and test the atmospheric influence of the passenger terminal on the quality of service, the influence of the passenger terminal atmosphere and the quality of service to passenger satisfaction, as well as to know the role of service quality as mediation between the atmosphere of the passenger terminal to passenger satisfaction. The approach used is a quantitative approach with survey method. Data was analyzed using path analysis. The results of the discussion showed that the atmosphere of the passenger terminal directly affects the quality of service in Terminal Nusantara Tanjung Priok Port. Then, the atmosphere of the passenger terminal and the quality of service has a direct and significant influence on passenger satisfaction, and the quality of service has an indirect role as a mediation between the atmosphere of the passenger terminal to passenger satisfaction in terminal Nusantara Tanjung Priok Port during the COVID-19 pandemic era.

Keyword: Passenger Terminal Atmosphere, Service Quality, Passenger Satisfaction.

Introduction

The progress of transportation innovation is now very rapid, making competition sharp and tight, especially in the era of the COVID-19 pandemic. Coronavirus Disease-19 (COVID-19) is a virus that damages the respiratory tract. Because of the outbreak, various sectors have felt the impact, one of which is the transportation and transportation services sectors. Transportation is a means that can help the economy of a region. An area cannot meet their needs on their own, so it needs various other areas and the supporting equipment is transportation. It means that transportation can not be separated from an area because it relates to daily life.

PT. Pelabuhan Indonesia II (Persero) Tanjung Priok is the busiest port in Indonesia and provides a variety of services, one of which is passenger terminal services. This company certainly has the aim to gain profit by providing port services oriented to the needs and satisfaction of passengers. In order for these goals to be achieved and to create ideal passenger satisfaction, PT. Pelabuhan Indonesia II (Persero) Tanjung Priok continues to produce and deliver services in accordance with the wishes of service users by improving the atmosphere and service quality as the factors to support passenger satisfaction, especially in the Passenger Terminal area.

However, currently the COVID-19 pandemic is on the rise, so Terminal Nusantara limits the area around the terminal in accordance with government regulations. This has affected passengers' satisfaction with the atmosphere in the terminal of PT. Pelabuhan Indonesia II (Persero) Tanjung Priok. Therefore, the Passenger Terminal officers must perform services with more efforts because they have to adjust with the existing regulations regarding COVID-19.

According to (Fahimah et al., 2015) "atmosphere refers to environmental design through visual communication, lighting, color, music, and smell to improve the response and emotions of consumers, thereby ultimately influencing behavior". To capture how passengers feel the atmosphere in Terminal Nusantara Tanjung Priok Port, this study used dinescape scale (Ryu & Han, 2011). DINESCAPE is defined as an atmosphere that will affect customers in a room. The dimensions include facility aesthetics, lighting, ambience, layout, table setting, and service of the staff.

According to (García Reyes, 2013) "the quality of service is a dynamic condition related to products, services, people, processes, and environments where quality assessment is determined at the time of the provision of public services". Meanwhile, dimensions and indicators according to Parasuraman in (Afrizawaty, 2018) are tangibles, reliability, responsiveness, assurance, and empathy".

According to Daryanto &Setyobudi in (Premayani & Yoga, 2019) "customer satisfaction is an emotional assessment of the customer after using a product, where the expectations and needs of customers who use it are met". Therefore, it is important for Terminal Nusantara to be able to provide satisfaction for service users / passengers because satisfied customers will use the service repeatedly and will provide a positive outlook and improve the company's image.

According to Hawkins and Lonney in (Suwito, n.d.), the indicators of customer satisfaction are the suitability of expectations, interest in visiting again, and willingness to recommend".

Method

This research was conducted at Nusantara Passenger Terminal, Tanjung Priok, North Jakarta. The population in this study was passengers who used embarkation and debarcation services in Terminal Nusantara, while the samples were part of the existing population, so the sample results used were as many as 100 respondents.

The method of data collection used was by providing questionnaires to passengers. The questionnaire contains passenger perceptions about the atmosphere of the passenger terminal, the quality of service, and the statement of passenger satisfaction in Terminal Nusantara PT. Pelabuhan Indonesia II (Persero) Tanjung Priok with measurement scale (likert). To analyze the research data, researchers used validity and reliability tests, normality and multicolerity tests, path analysis test, and sobel tests.

Discussion and Result

1. Validity Test

The validity of data that has been collected was checked using SPSS program version 25. In this validity test the number of samples (n) = 100 and the magnitude of degree of freedom (df) n-2, can be calculated as 100-2 = 98 and alpha = 0.05, then r_{table} = 0.1654. Based on the validity tests that have been conducted on each item contained in this study, the r value obtained was > r_{table}; so, it can be stated that the questionnaire given to respondents in the field was valid.

2. Reliability Test

Based on the results of reliability tests that have been conducted, all variables contained in this study had a value of Cronbach's Alpha > 0.60. The atmosphere of the passenger terminal was 0.925, followed by the quality of service of 0.892, then passenger satisfaction of 0.875. Therefore, the data could be said to be reliable, meaning that the questionnaires in this study could be used for measurements and subsequent research.

3. Normality Test

Table 1.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters a, b	Mean	0.0000000
	Std. Deviation	2.69134757
Most Extreme Differences	Absolute	0.160
	Positive	0.145
	Negative	-0.160
Kolmogorov-Smirnov Z		1.875
Asymp. Sig. (2-tailed)		0.160

Based on the calculation on the table above, it can be seen that the value of Kolmogorov-Smirnov is 1,875 and asymp. Sig. (2-tailed) at 0.160. Asymp value. A sig of 0.160 > 0.05 which means that the residual value was normally distributed or met the assumption of normality.

4. Multicolerity Test

Table 2.

Coefficients							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
(Constant)	7.275	2.687		2.708	0.008		
Passenger Terminal Atmosphere	0.218	0.068	0.365	3.225	0.002	0.358	2.796
Quality of Service	0.359	0.096	0.422	3.730	0.000	0.358	2.796

Based on the table above, it can be concluded that the VIF value for passenger terminal atmospheric variables and service quality was 2.796 < 10.00 so that it can be stated that the data did not experience multicolerity.

5. Path Analysis

If the calculated t value < 0.05, it can be stated that the independent variable significantly affects the dependent variable. Table t value (α/2 ; n-k-1), (α = 0.05/2 = 0.025) ; 100 – 2 – 1 = 97, then table t = 1,984.

A. Level I Regression Equation

Based on the first hypothesis, namely, to know the atmospheric influence of the passenger terminal on the quality of service, the summary of results obtained is shown in the table below:

Table 3.

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	T	Sig.
(Constant)	12.511	2.525		4.954	0.000
Passenger Terminal Atmosphere	0.564	0.043	0.801	13.267	0.000

The results of the calculation of the simple regression coefficient above showed a constant coefficient value of 12.511, the passenger terminal atmospheric variable coefficient of 0.564 obtained the regression equation Y = 12.511+0.564.

The positive value (0.564) describes that the atmospheric relationship of the passenger terminal to the quality of service is unidirectional. In the first hypothesis test, we obtained a significant value of 0.000 < 0.05, then H_0 was rejected and H_1 was accepted. So, it can be concluded that the atmosphere of the passenger terminal has a significant impact on the quality of service in Terminal Nusantara.

B. Level II Regression Equation

1. Path Regression Model Testing

The second purpose of this study is to know the atmospheric influence of the passenger terminal on passenger satisfaction, while the third goal is to know the influence of service quality on passenger satisfaction. Based on the results of the tests that have been done, we obtained a summary of the results as below:

Table 4.

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	T	Sig.
(Constant)	7.275	2.687		2.708	0.008
Passenger Terminal Atmosphere	0.218	0.068	0.365	3.225	0.002
Quality of Service	0.359	0.096	0.422	3.730	0.000

The table shows that the passenger terminal atmosphere produced a coefficient of 0.218, reinforced by a significant value of 0.002. The results of the table above show that a significant value of 0.02 < alpha 0.05, then H_0 is rejected and H_2 is accepted, so it can be concluded that the atmosphere of the passenger terminal has a significant effect on passenger satisfaction in Terminal Nusantara.

The line coefficient value for service quality was 0.359, reinforced by a significant value of 0.000. The results showed that a significant value of 0.000 < 0.05, then H_0 was rejected and H_3 was accepted, so it can be concluded that the quality of service has a significant impact on passenger satisfaction in Terminal Nusantara. The model of direct influence formed between the atmosphere of the passenger terminal to passenger satisfaction and the direct influence of the quality of service to passenger satisfaction with the equation Y=7,275+0,218+0.359.

Based on the results of hypothesis testing, each variable has a significant influence on dependent variables. Therefore, the results of the search value of direct influence of passenger terminal atmospheric variables on passenger satisfaction was 13.3% and indirect influence was 12.4%. Then, the direct influence of service quality variables on passenger satisfaction was 17.8% and indirect influence was 10.7%. If accumulated, the total atmospheric influence of the terminal and the quality of service either directly or indirectly which affected passenger satisfaction in Terminal Nusantara PT. Pelabuhan Indonesia II (Persero) Tanjung Priok amounted to 54.2%, while the remaining 45.8% was influenced by other variables not used in this study. The similarity of indirect influence of passenger terminal atmosphere to passenger satisfaction was X1 → X2 → Y with equation Y = ρyx1 . ρyx2 ; Y = 0.359 . 0.218 = 0.078 (Beta Unstandardized)

6. Sobel Test

The sobel test is intended to test whether a mediation variable has an effect such as an independent variable to a dependent variable. In this study, the results of the sobel test amounted to 63.5333 > 1.96 (absolute z value), so it can be concluded that the variable quality of service is able to mediate between the atmospheric variables of the passenger terminal to passenger satisfaction.

Table 5.

Summary of Path Analysis

Path	Coefficient	T	Sig.	Category
Direct Effect				
Passenger Terminal Atmosphere → Quality of Service	0.564	13.267	0,000	Significant
Passenger Terminal Atmosphere → Passenger Satisfaction	0,218	3.225	0,002	Significant
Quality of Service → Passenger Satisfaction	0,359	3,730	0,000	Significant
Indirect Effect				
Passenger Terminal Atmosphere → Quality of Service → Passenger Satisfaction	0,078	63,533	0,000	Significant
Total Effect	0,642			

Here is a framework of path analysis on the impact of passenger terminal atmosphere and service quality on passenger satisfaction in Terminal Nusantara PT. Pelabuhan Indonesia II (Persero) Tanjung Priok as follows:

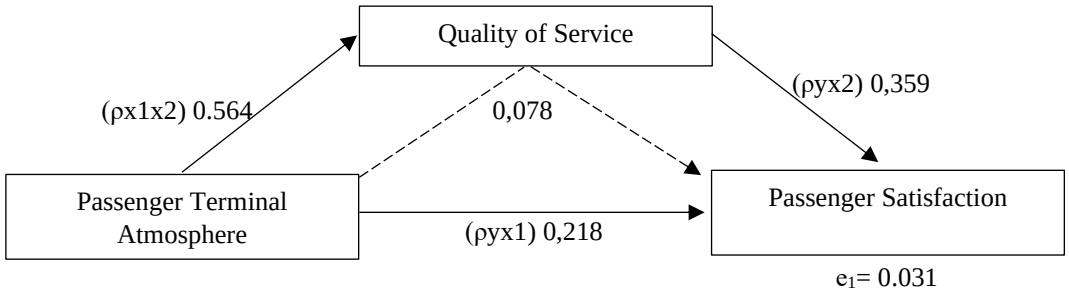

Figure 1.

Path Coefficient

Based on the description above, it can be seen that the four hypotheses in this study are accepted. The atmosphere of the passenger terminal significantly affects the quality of service, the atmosphere of the passenger terminal significantly affects passenger satisfaction, then the quality of service significantly affects passenger satisfaction, as well as the quality of service is able to act as a mediation between the atmosphere of the passenger terminal to passenger satisfaction.

Conclusion

This study contributed to the literature on the atmospheric influence of passenger terminals and the quality of service to passenger satisfaction. In this study, the overall indicators of each variable had a positive value and had a significant effect on the satisfaction of passengers who use embarkation and debarcation services in Terminal Nusantara PT. Pelabuhan Indonesia II (Persero) Tanjung Priok. The results showed that passengers get and feel comfort, ease, and satisfaction in using services in Terminal Nusantara.

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