

The Effect of Marketing Strategy and Service Quality on Passenger Satisfaction of PT PELNI during Covid 19 Pandemic

Nanda Aditya Putri Ningsih¹, Adelia Frisda Aritonang²,

Hendro Kuntohadi³, Astri Rumondang Banjarnahor⁴

¹²³⁴ Trisakti Institute Of Transportation and Logistics, Jakarta, Indonesia

✉ corresponding author: nandaadityaputrin@gmail.com

Abstract: From the beginning of Covid 19 Pandemic in many countries, it has affected the activity of PT Pelayaran Nasional Indonesia (PELNI) due to the enactment of lockdown regulation in some areas, and it has an impact on reduced intensity of passengers and delivery of goods. In addition, PT. PELNI is a state-owned company engaged in shipping. Currently, only 60% of ships are already operating, and during the pandemic, PT Pelni continues to carry out maintenance on ships which is one of the marketing strategies to provide services so that the satisfaction of the ship passengers are fulfilled. The purpose of this study is to determine the the marketing strategy and the service quality. The quality affects passenger satisfaction. This research was taken using a quantitative method that took 30 respondents with the SPSS technique. The result of this research is that there is a positive and significant influence between the marketing strategy and the service quality on passenger satisfaction.

Keywords: Marketing Strategy, Service Quality, Passenger Satisfaction, Shipping Line, Pandemic

Introduction

COVID 19 has been spreading rapidly in many countries around the world, resulting in many new policies that have never been previously implemented by the government. Many countries have undertaken actions that dramatically affect people's daily lives. To slow down the transmission and spread of the virus, social distancing policies have been widely implemented.

Since the beginning of Covid-19 pandemic, which has plagued various countries, it certainly has greatly affected the company's activities, where the lockdown was imposed in several areas and resulted in reduced intensity of passengers and delivery of goods through PT. PELNI. However, as time goes by, the company must get up and carry out its duties to deliver passengers and goods, of course by implementing the health protocols

recommended by the government.

PT. PELNI is a state-owned company engaged in shipping. Currently, only 60% of the ships are already operating, and during the pandemic, it continues to carry out maintenance on the ships which is one of the marketing strategies to provide services so that the satisfaction of the ship passengers are fulfilled.

Passenger satisfaction is an emotional feeling felt by the passengers. Of course, the passengers have a vision and hope for the services that will be used. The experience gained by the passengers will show whether a passenger is satisfied or not.

It is considered satisfying if the expectations are in accordance with what is obtained. What consumers feel or experience also shows the company's performance. This study was conducted to determine the effect of the marketing strategy and the service quality on PT PELNI passenger satisfaction during Covid 19 pandemic.

Marketing strategy

The marketing strategy is a marketing program for a company that aims to have a positive impact on its customers and to maintain good relationships between customers and companies in order to benefit from one another in the future (kotler and amstrong, 2012, p.72). It is a design that provides such a company with high expectations about the risks of a marketing plan that will be carried out to demand a product on the market or on the other side. The company may also use some programs, such as applying deductions in prices, providing good services, and creating a variety of products from which it is likely to attract customers and may increase the number of customers in the future. Therefore, companies must have a specific strategy for handling the plans for the marketing program so that what is already designed is possible. Moreover, in the future, it will provide great opportunities that will eventually be acquired and will expand primary demands, and will open up good opportunities of growth by trying to expand the selective requests. (kotler and Armstrong, 2012, p.193)

Service Quality

Service quality can be interpreted as a proof which means that it can give evidence that the created quality can compete in the marketplace by its very best. Given the evidence of good quality, and with the company's creation of a more diverse and long-term product, it should make the customers feel more satisfied and continue to use the product in the future. According to Goetsch and Davis (1994) quoted by tjiptono (2012:152), the service quality "can be associated with continuous conditions with the existence of human resources, a constantly varied product, even a service." With such a definition of quality, it can be drawn to the conclusion that a service rendered to a customer can also be associated with the service rendered as well as with creating a quality product that can also give customers a sense of satisfaction. Quality is both desirable and expected by the customers according to the expectation and also according to the needs of the customers. (ashes & siregar, 2010: p.2). Tjiptono and Sunyoto (2012) think of the service quality as "something to do with a product, a service, and a process of being able to meet expectations." Also, Sunyoto (2012) expressed an opinion on the quality of a product created and a given service as quality.

Passenger Satisfaction

The definition of passenger satisfaction is that a service rendered to passengers is good because a good service is included in the marketing strategy of a service through good service that can make passengers feel satisfied and reflect positively on the company. Lupiyoadi (2001) offers the opinion on determining the measure of satisfaction on a passenger which there must be a few factors to consider, such as providing good service quality, creating quality products, charging a reachable price and many more.

Method

The research used quantitative research. Gathering data, theory and data analysis is the first step in doing this research. This quantitative method used data collection techniques by distributing questionnaires. Then, the primary data were collected through filling out a questionnaire. Tye documents related to this research were taken from PT PELNI. The subjects in this study were the service passengers from PT PELNI. The population of this study was all service users of PT PELNI, and a sample of 30 respondents was taken.

Discussion and Results**Marketing strategy (X1)**

No	statement	r count	r table	Information
1	Statement 1	0.672	0.375	VALID
2	Statement 2	0.524	0.374	VALID
3	Statement 3	0.542	0.374	VALID
4	Statement 4	0.554	0.374	VALID
5	Statement 5	0.450	0.374	VALID

Based on the validity test on the strategy marketing (X1), all statement items are declared valid, because each corrected item-total correlation or r count is greater than r table with a significance level of less than 0.05. R table of 0.374 is obtained from table r statistics where the value is calculated through $df = N$ (number of respondents)-2. The technique used is a 2-way significance level for the significance level test of 0.05. Based on the test table for the validity of the service quality variable (X1), it shows that each item in the questionnaires, ranging from 1 to 5 is valid because r count is ordered from the lowest to the highest, namely **0.450** to **0.672** which is greater than r table of 0.374.

Service quality (X2)

No	Statement	r count	r table	Information
1	statement 1	0.453	0.374	VALID
2	statement 2	0.573	0.374	VALID
3	statement 3	0.562	0.374	VALID
4	statement 4	0.551	0.374	VALID
5	statement 5	0.555	0.374	VALID

Based on the validity test, service quality (X2) taking all statements is declared valid because each corrected item-total correlation or r count is greater than r table with a significance level of less than 0.05. R table of 0.374 is obtained from table r statistics where the value is calculated through $df = N$ (number of respondents) – 2. The technique used is a 2-way significance level to test the significance level of 0.05. Based on the table test of the validity of service quality (X2), it shows that every item in the questionnaire, ranging from 1 to 5, is valid because r count is ordered from the lowest to the highest, namely from **0.453** to **0.573** which is greater than r table of 0.374.

Passenger satisfaction (Y)

No	statement	r count	r table	Information
1	Statement 1	0.529	0.374	VALID
2	Statement 2	0.596	0.374	VALID
3	Statement 3	0.663	0.374	VALID
4	Statement 4	0.623	0.374	VALID
5	Statement 5	0.514	0.374	VALID

Based on the validity test for the passenger satisfaction (Y), all statement items are declared valid because each corrected item-total correlation or r count is greater than r table with a significance level of less than 0.05. R table of 0.374 is obtained from table r statistics where the value is calculated through $df = N$ (number of respondents) – 2. The technique used was a 2-way significance level to test the significance level of 0.05. Based on the validity test table for the passenger satisfaction (Y), it shows that each item in the questionnaire, ranging from 1 to 5, is valid because r count is ordered from the lowest to the highest, namely from **0.514** to **0.663** greater than r table of 0.374.

Reliability Test of Marketing Strategy (X1)

Variable	Cronbach's Alpha	N Of Item	Description
Marketing Strategy	0.774	5	Reliable

The reliability test results for the marketing strategy (X1) show that all items in the questionnaire have items – total reliability statistics- Cronbach Alpha of 0.774 which is greater than 0.60. Thus, the statement is considered reliable.

Reliability Test of Service Quality (X2)

Variable	Cronbach's Alpha	N Of Item	Description
Service Quality	0.768	5	Reliable

The reliability test results for the service quality (X2) show that all items in the questionnaire have the item – total reliability statistics- Cronbach Alpha of 0.768 which is greater than 0.60. Thus, the statement is considered reliable.

Reliability Test of Passenger satisfaction (Y)

Variable	Cronbach's Alpha	N Of <i>Item</i>	Description
Passenger Satisfaction	0.799	5	Reliable

The reliability test results for the passenger satisfaction (Y) show that all items in the questionnaire have the item – total reliability statistics-Cronbach Alpha of 0.799 which is greater than 0.60. Hence, the statement is considered reliable.

Simple Linear Regression of Marketing Strategy (X1) on Passenger Satisfaction (Y)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.028	2.141		1.882	.070
Marketing strategy	.822	.107	.823	7.663	.000

a. Dependent Variable: y

The results obtained from the regression coefficients above is as follows,

$$Y = 4.028 + 0.822 X1$$

The simple linear regression equation means that every 1 unit

increase in the value of marketing strategy (X1) of 0.822 will be followed by an increase in passenger satisfaction (Y) of 4.028 .

Simple Linear Regression of Service Quality (X2) on Passenger Satisfaction (Y)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.400	1.622	.863	.395
	x2	.933	.079	.912	.000

a. Dependent Variable: y

The Results obtained from the regression coefficient above is as follows,

$$Y = 1,400 + 0,933 X2$$

The simple linear regression equation means that every 1 unit increase in the value of service quality (X2) of 0,933 will be followed by an increase in passenger satisfaction (Y) of 1,400 .

Partial Significant Test Results (t-test)**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.028	2.141		1.882	.070
	Marketing strategy	.822	.107	.823	7.663	.000

a. Dependent Variable: passenger satisfaction

The value of t count for marketing strategy (X1) is 7.663, while the value of t table is 0.683. Therefore, it can be seen that the t count is 7.663 greater than t table of 0.683 with the significance value of 0.000 less than 0.05. As a result, the hypothesis shows that there is a positive and significant influence between marketing strategy and passenger satisfaction.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.400	1.622		.863	.395
	Service quality	.933	.079	.912	11.738	.000

a. Dependent Variable: y

The value of t count for service quality (X2) is 11.738, while the value of t table is 0.683. Thus, it can be seen that the t count is 11.738 greater than t table of 0.683 with the significance value of 0.000 less than 0.05. As a result, the hypothesis shows that there is a positive and significant influence between service quality and passenger satisfaction.

F Test

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	159.194	2	79.597	69.089	.000 ^a
Residual	31.106	27	1.152		
Total	190.300	29			

a. Predictors: (Constant), service quality,

marketing strategy

b. Dependent Variable: passenger satisfaction

If F count is greater than F table, H_a is accepted, meaning that independent variables simultaneously have a significant influence on the dependent variable. the F count is 69,089. The value of F table can be searched with the equation of $df_1 =$ the number of independent variables; meaning that $df_1 = 2$, while $df_2 = nk-1$; $(30-2-1)$; it means that $df_2 = 27$. By using a significance of 5% (0.05), it can be seen in F table which is 3.35. In these calculations, it can be concluded that F count is greater F table of $(69.089 > 3.35)$ with a significance value of 0.000 less than 0.05. Hence, H_0 is rejected, and H_a is accepted. The marketing strategy (X1) and

the service quality (X2) have a positive and significant effect simultaneously on passenger satisfaction (Y).

Conclusion

Based on the results of the analysis that has been carried out, the conclusions can be explained as follows,

1. The marketing strategy (X1) has a positive impact and has an effect on passenger satisfaction (Y) during the COVID-19 pandemic, and it can also provide satisfaction to PT PELNI passengers by providing price promotions or discounts for the ticket to passengers.
2. The service quality (X2) felt by passengers has a very positive impact and greatly influences passenger satisfaction (Y), and it is in accordance with the expectations expected by passengers. By providing good services and discounted prices, passengers will feel satisfied using the services of PT PELNI and will give the impression of a good experience for passengers.

References list :

- . O. S. T., . N. R., & . H. S. (2019). Increasing customers' loyalty. The contribution of marketing strategy, service quality and customer satisfaction. *Archives of Business Research*, 7(2). <https://doi.org/10.14738/abr.12.6114>
- Kasus, S., Pelni, P. T., Cabang, P., Hidayati, R., Roqim, N., & Wibisono, R. A. (2021). *KETERTARIKAN PENUMPANG TERHADAP PENGGUNAAN JASA KAPAL PELNI DITENGAH PANDEMI COVID-19*. 3(1), 17–24.

- Noviyani, H. (2017). *Pengaruh kualitas pelayanan, harga dan citra merek terhadap kepuasan pelanggan PT.Adi Sarana Armada, Tbk Lampung.*
- Ramadhan, A., Parta, W. A., Darunanto, D., & Lesmini, L. (2020). Passenger satisfaction on the service quality and the PSBB policy during Covid-19 pandemic. *Advances in Transportation and Logistics Research*, 3, 31–37.
- Reddy, C. (2012). No Title طرق تدريس اللغة العربية. *Экономика Региона*, July, 32.
- ROSA, A., & YUNITA, D. (2014). Analisis Kepuasan Penumpang Terhadap Kualitas Pelayanan Taksi Blue Bird Palembang. *Jurnal Manajemen Dan Bisnis Sriwijaya*, 12(3), 150–169. <https://doi.org/10.29259/jmbs.v12i3.3174>
- Rumsowek, M., Binur, R. E., & Ramandei, L. (2021). The Effect of Service Quality on Passenger Satisfaction at PT. Indonesian National Shipping (PELNI) in Jayapura City. *Journal of Humanities and Social Sciences Studies*, 3(4), 61–66. <https://doi.org/10.32996/jhsss.2021.3.4.7>
- Rustandi Kartawinata, B., Wardhana, A., & Kartawinata, B. R. (2015). Marketing Strategies and Their Impact on Marketing Performance of Indonesian Ship Classification Society. *Article in International Journal of Science and Research*, 4(2), 69–74. <https://www.ijsr.net/archive/v4i2/SUB151008.pdf>
- Shen, W., Xiao, W., & Wang, X. (2016). Passenger satisfaction evaluation model for Urban rail transit: A structural equation modeling based on partial least squares. *Transport Policy*, 46, 20–31. <https://doi.org/10.1016/j.tranpol.2015.10.006>
- Tarigan, Y., & Ulimaz, P. M. (2020). the Effect of Service Quality on Customer Satisfaction: a Case Study on Passenger Ferry Route Batam-Tanjung Pinang. *Journal of Applied Business Administration*, 4(2), 221–226.

<https://doi.org/10.30871/jaba.v4i2.2103>

Thamrin, H. M. (2012). The Role of Service Marketing Mix and Ship Service Quality towards Perceived Value and Its Impact to Ship Passenger's Satisfaction In Indonesia. *Global Journal of Management and Business Research*, 12(3), 1 to 7.

Yuen, K. F., Thai, V. V., Wong, Y. D., & Wang, X. (2018). Interaction impacts of corporate social responsibility and service quality on shipping firms' performance. *Transportation Research Part A: Policy and Practice*, 113(January 2017), 397–409. <https://doi.org/10.1016/j.tra.2018.04.008>