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Quality of services and prices in promoting customer satisfaction and customer loyalty services of container transportation facilities. Case Study at PT. Yang Ming Shipping Indonesia

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Abstract. The study is aimed to determine the effect of the quality of service , price to encourage the satisfaction of customers and loyalty of customers the services of a means of conveyance crate packing . Customers from PT. Yang Ming Shipping Indonesia was taken as the respondent , both primary and secondary data were used in the study . Secondary data is taken from various sources such as journals , books and other data . Primary data was collected using a questionnaire which was distributed to the target respondents . Using the technique of accidental sampling, a total of respondents who collected a number of 140 respondents . Path analysis is applied in this study . The results show that service quality has a significant effect on customer satisfaction . Price has a positive and significant effect on customer satisfaction . and d itemukan that the quality of services has the effect of significantly towards consumers loyal. Price memilikipengaruh positive and significant to consumers loyal, things were equally found their influence posisiif and exhibited significantly that occur between the satisfaction of customers to consumers loyal. At the level of managerial , research is giving a donation to the PT. Yang Ming Shipping Indonesia, to improve service quality and price if you want customer satisfaction and customer loyalty to increase.

Keywords. service quality, proce, customer satisfaction, customer loyalty

1. Introduction

Background behind the Problem

International trade has become a benchmark in improving the economy and prosperity of a nation. Where international trade itself has tangible benefits such as increasing state income, foreign exchange reserves, capital transactions and expanding employment opportunities.

Export is one of the driving modes of economic growth, especially for Indonesia, which adheres to an open economic system, export activities themselves are a top priority for the government. Countries that carry out export activities allow for many benefits, including being able to expand the existing domestic market so as to obtain market opportunities abroad, encourage the smooth flow of trade in the country and provide a multiplier effect on other economic activities, and overcome the problem of excess domestic production so that the domestic industry still able to perform optimally (Pambudi, 2011).

Yang Ming Marine Transport Corp. (YM) as an international company strives to dedicate itself to providing global and advanced marine transportation services . YM hope the entire customer YM can send the goods as " the right time , fast , can be relied upon , as well as economical quality high ", and YM hope that the future can be one of the companies transport crate container sea leading in the world.

Tabel Top Ocean Marine Operator

Rank	Operator	Total		
		Teu	Ships	Share
1	APL-Maersk	4,137,587	715	18.0 %
2	Mediterranean Shg co	3,383,012	536	14.7 %
3	Cosco Group	2,894,841	471	12.6 %
4	CMA CGM Group	2,667,073	515	11.6 %
5	Hapag-Lloyd	1,693,041	235	7.3 %
6	ONE (Ocean Network Express)	1,547,811	215	6.7 %
7	Evergreen Line	1,274,528	208	5.5 %
8	Yang Marine Transport Corp	645,738	98	2.8 %
9	Hyundai M.M	427,058	72	1.9 %
10	PIL (Pacific Int.Line)	380,636	120	1.7 %

Source : <https://alphaliner.axsmarine.com/PublicTop100/>

As a company shipping internationally that when it occupied rank 10 big world. YM strives to continue to be able to contribute to the national shipping industry . In accordance with one of YM's visions, namely : providing sea transportation services throughout the world and sophisticated . Along with the increasing demand for container shipments in Indonesia, both for import shipments to Indonesia and exports from Indonesia. PT. Yang Ming Shipping Indonesia (PT. YMSI) as an enterprise agency that is appointed by the Yang Ming Marine Transport Corp. Striving to accommodate market demand, especially in the Indonesian region . Until now YM is present in several big cities in Indonesia such as Medan, Palembang, Bandar Lampung, Jakarta, Semarang, Surabaya, Makassar and Pontianak. With the opening track shipping crate containers to import then be automatically track shipping for exports from Indonesia to the entire parts of the world are also increasingly open .

To be able to increase the loyalty of customers to the services that are given by PT. YMSI, the company continues to strive for still attract customers new and retain customers ever . The experience and knowledge of the customer towards a product services that may affect the customer to perform the purchase back .

In addition to the experience and knowledge of the customer , the price / tariff rated capable of affecting the interests buy back customers . Customers will menbandingkan various attributes which are owned by the company . Where in these attributes consist of : product , price , product or service quality (Suratno et al, 2016)

Table Rates Cost Stacking Container Pack

Lokal tarif Det/Dem Container 20/40	20'				40'			
	2017	2018	2019	%	2017	2018	2019	%
YML	270,000	280,000	295,000	4.10%	540,000	560,000	580,000	2.30%
Cosco	260,680	277,680	284,800	2.90%	521,360	555,360	569,600	2.90%
ONE	700,000	700,000	700,000	0%	1,000,000	1,000,000	1,000,000	0%
CMA-CGM	586,530	624,780	640,800	2.90%	847,210	902,460	925,600	2.90%

Source : Author 2019

40' of each provider of services means transport crate container is very varied . With the variation in tariffs , it adds more choices for customers . The benefits of the creation of the satisfaction of customers among others in order to create a relationship that is harmonious between the company and the customer , as the basis for the customer to do the purchase repeatedly , the creation of the loyalty of customers , as well as form a recommendation from mouth to mouth that can benefit the company . Loyalty customers also can be formed of satisfaction that is felt by the customer . (Kotler & Keller, 2008) states that satisfaction is feeling happy or disappointed someone who emerged after comparing the performance (or outcome) products / services are contemplated against the performance (or results) are expected .

Based on the background behind it , the authors are interested to investigate about " Quality Services And Prices In Pushing Satisfaction Customer and Loyalty Users Service Support Transports Container Pack " .

Problem Formulation

Based on the above background, the formulation of the problem in this research includes:

1. How does service quality affect customer satisfaction PT. YMSI ?
2. How does price affect customer satisfaction PT. YMSI ?
3. How does service quality affect customer loyalty of PT. YMSI ?
4. How does price affect customer loyalty PT. YMSI ?
5. How does customer satisfaction affect customer loyalty PT. YMSI ?

2. Literature review

Customer Loyalty

Customer loyalty has a very important role that marketers need to pay attention to. When a marketer wants customers to continue to use their products or services, especially if their customers recommend these products or services to others based on the experience experienced when using the product or service.

(Priansa, 2017) explains that customer loyalty is a customer commitment in the long term, which is then implemented into loyal behavior and attitudes towards a company and its products, by consuming these products repeatedly, especially the company and its products become the most important part for customers so that they can affect company existence. According to (Kotler & Keller K, 2016) defines loyalty as a deeply held commitment to buy or re-support a preferred product or service in the future, even though situational influences and marketing efforts have the potential to cause customers to switch. According to Griffin (2005:5) defines customer loyalty as a form of behavior from the decision-making units to make continuous purchases of goods / services of a selected company.

Customer Satisfaction

Satisfaction of

customers consists of two tribes said that satisfaction and customer . In a foreign language , customer satisfaction

is known as satisfaction. Satisfaction comes from language Latin is " satis "

which means pretty good or adequate temporary "faction" means do or make . If simplified satisfaction can

be interpreted as an effort to fulfill something or make something more adequate (Tjiptono , 2014). While customers are consumers who use a product or service .

Satisfaction of customers is one of the part of the most important of the success of a company . Though so , still many companies that have not put forward the case of this . Many of the customers who need to move to a competitor because the company is not aware of exactly will the satisfaction of customers they are . Efforts to prioritize customer interests (customer oriented), expect customers

Service quality

Quality of service is one of the factors that affect the success of the company . Because if customers loyal to a product or service the company that will bring many advantages . According Tjiptono (2016: 59) states that the quality of service is a level of excellence that is expected and effort on the level of excellence that in fulfilling the wishes of customers . As a company that is engaged in the field of services , needs the improvement of quality of service for the sake of increasing the loyalty of customers , because the services are quality low will make the customer be not loyal . The success of a company in giving quality service that is qualified to use the approach to service quality which previously developed by the (Parasuraman, V, & Berry, 1998).

In accordance with the literature that identifies differences in perception between the owner of the goods in determining the company's services sara transport as the owner of the goods , as well as company cruise that has a tendency to develop a relationship of customers and suppliers of goods in an effort to increase the satisfaction of customers and loyalty (Daugherty, Chen, & Ferrin, 2011). According to Parasuraman in Tjiptono and Chandra (2016: 125) there are two factors that can affect the quality of a care service that is : services which are expected (Expected Service) and services were felt / perceived (Perceived Service).

According Tjiptono and Chandra (2016: 150) describes 5 *kesejangan* quality of care services that are needed in the service of the service .

1. The gap between customer expectations and management perceptions (Knowledge Gap).
2. Gap between management perception and service quality specification (Standard Gap).
3. Gap in service quality specifications and delivery (Delivery Gap).
4. The gap between service delivery and external communication (Communication Gap).
5. The gap between the services are perceived and services are expected (Service Gap).

Based on the explanation of some of the experts on the quality of service that can be drawn some basic mind is important that each activity / action that is offered to customers at essentially no tangible and if the needs of customers that can be met it can provide satisfaction for the customer .

Price

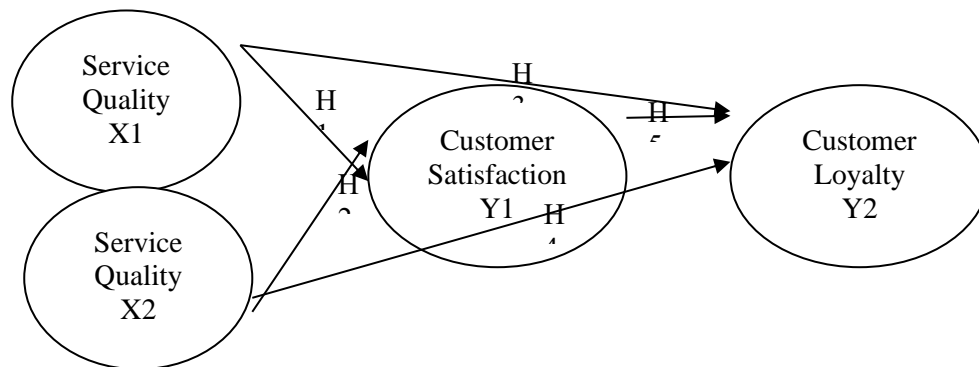
Price according to (Kotler and Armstrong , 2013) is a number of bills on - a product or service , or the sum of the value of the redeemed of the customer to obtain the benefits of having or using a product . According to (Tjiptono , 2014) from a marketing point of view , price is a monetary unit that is exchanged to obtain goods or services . While (Lovelock & Wright, 2005) mentions that prices are subject to the customer for a service is just one of one of several cost services that caused the customer .

Cost more include time , effort physical , and mental and experience sensory are not desired .. As a marketer recognizes that the customer is actively processing the information rates , interpret the price of the terms of the knowledge they are based on experience of buying previously , through communication formal (telephone , advertising and brochures), informal communications (friends , colleagues or family members) and point of purchase or online resources . The customer decides to buy a product service is based on how customers understand

about the price and what are they deem the price of the actual time of it and not the prices that set of customers .

They may have a threshold price lower that under the price of selling a product that case is to describe the quality of the low will the product or not be received , or otherwise threshold price which is higher that the above that the price becomes a barrier , and seen as not corresponding in value to the money. Understanding how consumers get on the stage of understanding them about the price of a thing is important and becomes a priority marketing . Here we consider the three topics lock namely : the price of reference , the conclusion the quality-price and the purpose of the price . In considering a price needs to be observed , consumers also often mambandingkannya with the price of the reference internal (information -setting price of memory) or frame external of reference (such as " the price of retail regular" are installed).

Framework



Gambar 4.1 Framework

H1: Quality services affect significantly to the satisfaction of the customers of PT. YMSI.

H2: Price has a significant effect on customer satisfaction of PT. YMSI

H3: The quality of services affect significantly to the loyalty of the customers of PT. YMSI

H4: Price has a significant effect on customer loyalty of PT. YMSI

3. Research method

According to (Sugiyono , 2015), the types of data are divided into 2, namely :

1.Data Qualitative

Data Qualitative is data that is not shaped figure , but still in the form of words, a scheme or drawing . But because the science of statistics all the data must be in the form of numbers , then the data that needs to be quantified first advance in order to be processed much further .

2.Data Quantitative

Data Quantitative is data that can be measured into a unit or scale numeric (numbers) .

Technical Data Analysis

In this study , the authors used the SEM (structural equation modeling) data analysis method , with the Partial Least Square (PLS) technique . SEM is a technique of statistics that are used to mengguji and predict the relationship causal to integrate the analysis of the factors and pathways (Jogiyanto , 2016: 140). While PLS is a technique of statistical multivariate who compares between the variable dependent multiple and independent multiple . PLS is one of the methods of analysis of data SEM (structural equation modeling) variants that are designed to be able to complete regression of

multiple when central occur the problems specific to the data. As the size of the sample are small, then the data is lost and multicollinearity.

Equation 1: $Y = PYx1 + PYx2 + PYZ + e2$

Equation 2: $Z = Zx1 + PZx2 + e1$

Where:

Y : Customer Loyalty

Z : Customer Satisfaction

X 1 : Service Quality

X 2 : Price

PZx1 : coefficient of variable X1 to Variable Z

PZx2 : coefficient of variable X2 to Variable Z

PYZ : coefficient of variable Z to Variable Y

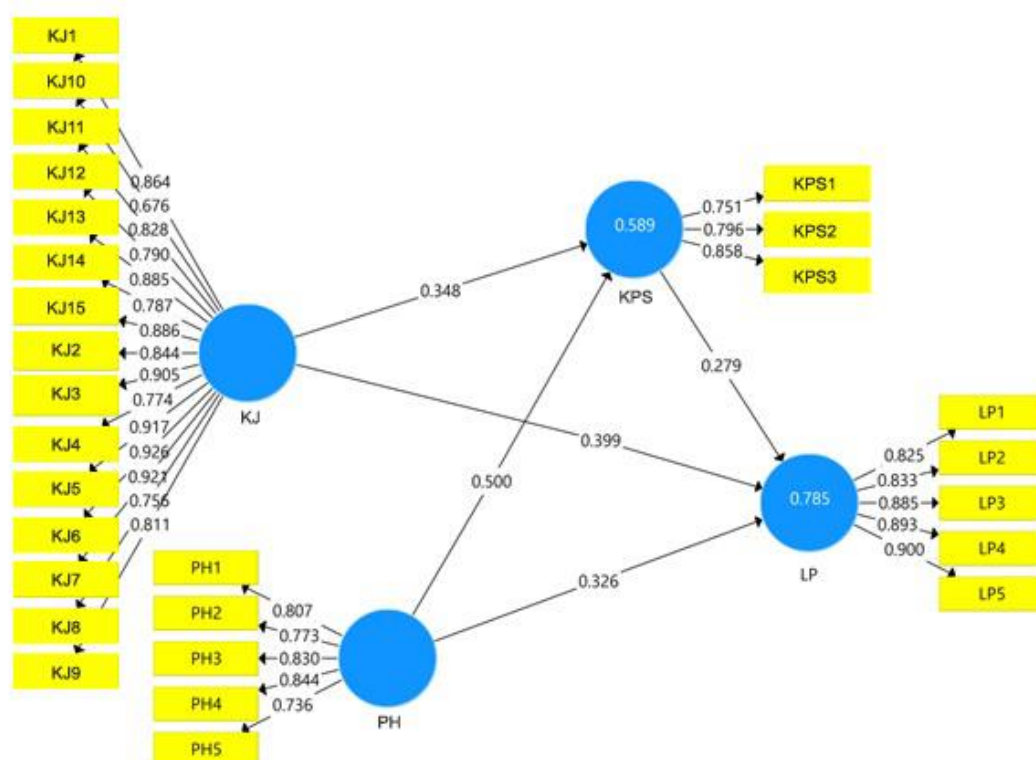
PYx1: coefficient of variable X1 to Variable Y Variabel

PYx2: coefficient of variable X2 to Variable Y

: Error / variables other participating influential

4. Results and discussion

Data Analysis with SmartPLS



Structural Equation Algorithm on the Effect of Service Quality , Price, on Customer Loyalty through Customer Satisfaction

Source : Researcher 2020

Table result validity and reliability

Variabel	Items	Loadings	Average Variance Extracted (AVE)	Composite Reliability
Service quality (X1)	X1.1	0.864	0.707	0.973
	X1.2	0.844		
	X1.3	0.905		
	X1.4	0.774		
	X1.5	0.917		
	X1.6	0.926		
	X1.7	0.921		
	X1.8	0.756		
	X1.9	0.811		
	X1.10	0.676		
	X1.11	0.828		
	X1.12	0.790		
	X1.13	0.885		
	X1.14	0.787		
	X1.15	0.886		
Price (X2)	X2.1	0.807	0.638	0.898
	X2.2	0.773		
	X2.3	0.830		
	X2.4	0.844		
	X2.5	0.736		
Customer satisfaction (Y1)	Y1.1	0.751	0.645	0.845
	Y1.2	0.796		
	Y1.3	0.858		
Customer loyalty (Y2)	Y2.1	0.825	0.753	0.938
	Y2.2	0.833		
	Y2.3	0.885		
	Y2.4	0.893		
	Y2.5	0.900		

Source : Primary data, processed 2020

The table above explains that the overall value of the research indicator loading factor on the service quality construct is > 0.5 . In addition, the resulting AVE (Average Variance Extracted) value is 0.707, which is greater than the alpha value, which is > 0.5 . By thus, can be explained that the entire indicator research has been able to represent and is able to measure the construct research

Discriminant Validity

The discriminant validity test is carried out by looking at the Fornell Larcker Critical value. An indicator will be declared to meet discriminant validity if the value of the cross loading indicator on the variable is the largest compared to other variables.

.Fornell Larcker Critical Variabel Penelitian

	(X1)	(X2)	(Y1)	(Y2)
(Y1)	0.841			
(X2)	0.625	0.799		



(Y1)	0.661	0.718	0.803	
(Y2)	0.788	0.776	0.777	0.868

Source : Primary data, processed 2020

Based serving the data in the table at the top can be known that each indicator on variables research has a value of cross loading site on variables that the establishment compared with the value of cross loading on the variable other . Based on the results were obtained that can be stated that the indicators were used in the study have already had discriminant validity were good in composing variables respectively.

Cronbach Alpha

Test *Cronbach alpha* dilakukak a n to strengthen the reliability test results above . Where a variable can be declared to meet *Cornbach alpha* if it has a *Cronbach alpha* value > 0.6. The following is the *Cornbach alpha* value of each variable.

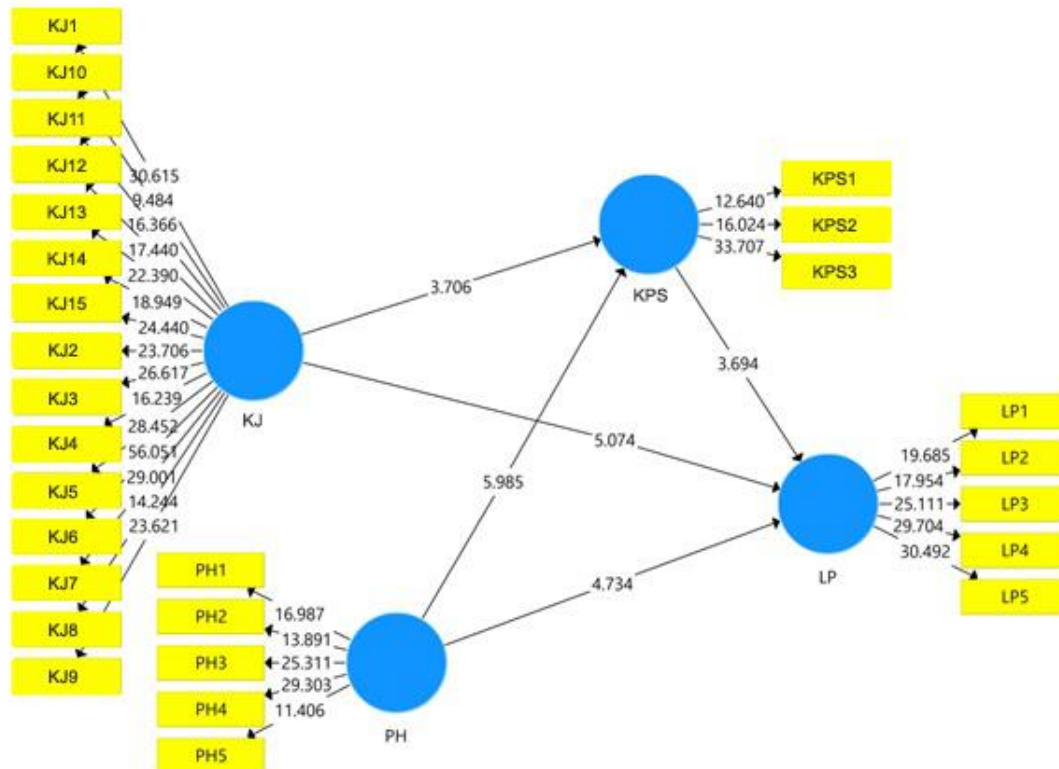
Tabel Cronbach Alpha

<i>Variable</i>	<i>Cronbach Alpha</i>	<i>Standart</i>	<i>P Value</i>
Service Quality	0.970	>0.600	0.000
Price	0.859	>0.600	0.000
Customer Satisfaction	0.729	>0.600	0.000
Customer Loyalty	0.918	>0.600	0.000

Source : Primary data, processed 2020

The table above is a Cronbach alpha table which shows a high internal consistency reliability value. It can be seen that all variables have values that are above the standard value, namely > 0.6. So these results can indicate that each research variable has met the requirements of the Cronbach alpha value, so it can be concluded that all variables have a high level of internal consistency reliability.

Inner Model Measurement



Gambar Uji Bootstrapping

Source : Primary data, processed 2020

Service quality has a positive influence on customer satisfaction. This is indicated by the P-Value value of 0.000 and is positive. This means that the quality of services provided by PT. YMSI by improving Service Quality will produce good Customer Satisfaction, and it will always go hand in hand.

Price has a positive influence on customer satisfaction. This is indicated by the P-Value value of 0.000 and is positive. This means that the price will have an impact on customer satisfaction, many customers are satisfied with the price built by the services of PT. YMSI, price will play a role, and support customer satisfaction, with competitive prices that are good and maintained, then customer satisfaction will also be built by itself, because the influence in this study is positive.

Service Quality has a positive influence on Customer Loyalty. This is indicated by the P-Value value of 0.000 and is positive. This has the meaning that optimal Service Quality will form Customer Loyalty, low or high Service Quality then the level of Customer Loyalty measurement will be calculated, because if the Service Quality is getting better, then Customer Loyalty will also be getting better, but if the Service Quality provided is poor, then the service PT. YMSI will get poor Customer Loyalty because the results of the research are positive.

Price has a positive influence on Customer Loyalty. This is indicated by the P-Value value of 0.000 and is positive. This means that price will have an impact on Customer Loyalty, price plays a role in this study, then Customer Loyalty will also be built by itself, because the influence in this study is positive.

Customer Satisfaction has a positive influence on Customer Loyalty. This is indicated by the P-Value value of 0.000 and is positive. This means that Customer Satisfaction will form Customer

Loyalty, the influence given by Customer Satisfaction is large enough to form Customer Loyalty. If customers are satisfied with the variables formed behind them, then customer satisfaction will shape and affect customer loyalty, if customer satisfaction increases, it will have an impact on good customer loyalty, but if customer satisfaction decreases, customer loyalty will decrease simultaneously, because the influence in this study is positive and rhythmic.

Model Evaluation

The evaluation of the model in this study uses Smart PLS, which is obtained from the R-Square value and the Q-Square calculation. Analysis of the evaluation models or testing the goodness of fit in research is dilakukan with the purpose to ascertain whether the model in the study is a model of the best that is formed and appropriate based on the theory, and the study of empirical others. The output of the test so the value of goodness of fit research, which define and ensure the model in research this is a model that is good.

Based serving the data in the algorithm, it can be known that the value of R-Square for Loyalty Customer is at 0.785 with a category quite strong. Then the value of R-Square for the satisfaction of customers is by 0.589 to category moderate.

Goodness of Fit

In the next stage, a model evaluation will be carried out through goodness of fit. The goodness of fit assessment is known from the Q-Square value. Q-Square has a meaning similar to the coefficient of determination (R-Square) in the analysis of regression, where the increasingly high Q-Square, then the model can be said to be more fit to the data. The results of the calculation of the value of the Q-Square are as follows:

$$\begin{aligned} \text{Q-Square} &= 1 - [(1-0.589) \times (1-0.785)] \\ &= 1 - (0.411 \times 0.215) \\ &= 1 - 0.088 \\ &= 0.92 = 92\% \end{aligned}$$

Based on the results of the calculations in the above obtained value of Q-Square at 0.92. It indicates the magnitude of the diversity of the data of research that can be explained by the model of research is at 92%, while 8% of the rest is explained by factors other was in the outside model of research this. Based on the results of that, the models in the study of this can be expressed already have a goodness of fit is very good.

Hypothesis Testing

Based on the data processing conducted by the researcher, it can be used to answer the hypothesis of this research. Test the hypothesis in the research is done by seeing the value of t arithmetic and value p-value. The research hypothesis can be declared accepted if the p-value <0.05 and the t- count value is positive. Here are the results were obtained in testing the hypothesis in research is through the inner workings of the model:

Hypothesis Testing Table

Hypothesis	Influence	Path Coefficients	t- Count	P-Value	Results
H1	Quality of Service effect on Satisfaction Customer	0.348	3.706	0,000	Be accepted

H2	Price effect on Satisfaction Customer	0.500	5.985	0,000	Be accepted
H3	Quality of Service effect on Loyalty Customers	0.399	5.074	0,000	Be accepted
H4	Price effect of the Loyalty Customer	0.326	4.734	0,000	Be accepted
H5	Satisfaction Customer Impact Of Loyalty Customers	0.279	3.694	0,000	Be accepted

Source : Primary data, processed 2020

Discussion

Effect of Variable Quality of Services Against Satisfaction Customer

Quality services are produced by the company is already enough things that make customers be satisfied , things thus indicates that factor which required the company to achieve the satisfaction of customers is the quality of service excellence, because the quality of service excellence is the quality of the services that correspond to the desire of customers to pay attention to the facility physically related to the tidiness of employees , waiting rooms , equipment . Related kedandalan and their response into things that should be considered by the employee , and then fitted with the empathy of employees . The influence of the quality of services to the satisfaction of customers is strengthened by research that is carried by Kum Fai Yuen and Vinh V.Thai (2015) showed that the quality of services affect positively to the satisfaction of the customer . Results Positive also be found in the research that is conducted by the Tae Gi YEO et al (2015).

Effect of Variable Price Of Satisfaction Customer

Price becomes aspects important that should be considered by the company , due to the placement price on any product or service the company into things that should really - really considered , the price of an expensive not mean prices are bad , and the prices are cheap not mean prices are good , prices are according to consumer perception , related to price can represent the value of each good and service to be considered by the company in determining the price . Prices were good , is the price which represents the perception of the quality of products or services , perceptions of costs were incurred will represent the value of each price that set . Price could be a power of competitiveness of each Integration , sometimes the company can have a price that is different while the products or services are produced equally . The results of this study are in line with several studies which say that there is a relationship between price and customer satisfaction , among others from several previous studies regarding the high and low price variable showing a positive influence on customer satisfaction . In accordance with the research that is done by (Subaebasni et al., 2019) where the price of giving pengaruh positively and significantly to the satisfaction of the customer . In the research of Robiulhasanah and Sri Suryoko (2017), it is stated that the price / tariff has a positive and significant effect on customer satisfaction .

Effect of Variable Quality of Services Against Loyalty Customers

Results of the study showed the quality of services impact positively and significantly to the satisfaction of the customer , which means that if the quality of service improved the loyalty of

customers will increase in tandem . It thus indicates that the loyalty of the customers would be generated if the quality of service actually considered by the company , the quality of services will maintain the relation of every customer loyalty, the customers will be loyal if do purchase it regularly , customer loyalty would recommend to others. It is supported by research previously were done by (Jang et al., 2013) states that : " The high quality of the services that are given by means of the crate container it will be able to influence high- low loyalty customers ". Further studies were carried out by (Gil- Saura et al., 2018) that : " Quality of service can affect the loyalty of the customers of transport ". Quality of service impact to the satisfaction of customers according to (Nguyen, Ali, & Hudaya , 2019), to obtain the satisfaction of the customer must be through the quality of service that is optimal, with the satisfaction of the customer will be obtained , (Anggita & Ali, 2017b)

Effect of Variable Price Of Loyalty Customer

Based on table 4.9 above, the price variable has a positive and significant effect on customer loyalty . Loyalty will be obtained companies if prices are set by the company has been in accordance with the values given . Prices were appropriate to refer consumers to the immunity did not buy the products of competitors , recommend to others, and do purchase it regularly . In line with research earlier were performed by Subaebasni et al (2019) described that there is influence between price and loyalty in the service of PT. DHL Global Forwarding where price has a positive and significant effect on customer loyalty . In addition to the appropriate research that is conducted by Kum Fai Yuen et al (2018) that the tariff affects positively and significantly to the loyalty of customers.

Effect of Variable Satisfaction Customers Against Loyalty Customer .

Expectations were granted by the company has been in accordance with the expectations of customers , the performance of which is given by the company is already optimal and primed, the impression of the customer against the company has been quite positive , things so in accordance with the results of a study which showed that , the satisfaction of customers will affect the loyalty of customers . It it shows that if Satisfaction Customers that happens , the dominant effect on the Loyalty Customer . Customer Satisfaction in this case occurs on the basis of the variables behind Customer Satisfaction , namely Service Quality and Price . Both variables are combined figure statistic which shows that satisfaction Customer is mediation where , occur Satisfaction Customer back . It thus according to research in the past , which states that the Satisfaction Customer affect positively and significantly to the satisfaction of customers back : (Nguyen et al., 2019) (Anggita & Ali, 2017a) (Brata , Husani , and Ali, 2017)

Conclusion

The results of the study show the effect that occurs between service quality and price on customer satisfaction which has implications for customer loyalty. In accordance with the hypothesis which shows that there is an influence between the endogenous variables and the exogenous variables studied. In this section, conclusions will be presented on the hypotheses that have been proposed in the previous chapter. The conclusions obtained based on the results of research and discussion are as follows:

This study proves that service quality has a significant positive effect on service satisfaction of PT. YMSI which means that if the quality of service is improved then customer satisfaction will also increase, on the contrary if the customer does not get good service quality then customer satisfaction will decrease. This is indicated by 60% of customers agree/strongly agree,

dominated by the reliability aspect for the question “PT. YMSI has reliability in carrying out its duties”.

Price proved to have a significant positive effect on customer satisfaction services PT. YMSI which means that the better the price given to the customer, the more customer satisfaction will increase. This result is supported by 50% of customers agree/strongly agree on the aspect of cost perception, namely for the question “PT. YMSI provides discounts/rebates at certain times”.

Service quality proved to have a significant positive effect on customer loyalty services PT. YMSI.

Price proved to have a positive and significant effect on customer loyalty services PT. YMSI. Customer satisfaction proved to have a positive and significant effect on customer loyalty services PT. YMSI. These results are supported by >70% of respondents agree/strongly agree with the question “Security provided by PT. YMSI as long as the goods are packaged very well”.

Suggestion

Based on the discussion and conclusions as described previously regarding customer satisfaction and loyalty services PT. YMSI, researchers have the following suggestions:

Service quality is formed by several indicators, where among these indicators is the most dominant indicator. In this case the author suggests to companies to be able to maintain and improve customer perceptions of prices through the rates offered by PT. YMSI. Because in this study this aspect is considered prominent. In addition, to improve price perception, PT. YMSI also needs to study more deeply about the tariffs offered, because most customers feel that the rates offered are still higher than other foreign shipping companies.

Based on the indicators mentioned regarding the quality of services provided by the company PT. YMSI is quite good, it can be seen that the influence given is quite significant to get customer loyalty. In this case the authors suggest to improve and maintain service hours where customers feel the service operating hours are appropriate and on time. However, as many as 36% of customers felt that the ship schedule that was informed was not in accordance with the actual arrival of the ship. For this reason, in order to improve the quality of services, information regarding the arrival and departure schedules of ships needs to be improved by PT. YMSI.

According to the indicators mentioned regarding the price, the lowest value was found in the “Tariff offered by PT. YMSI is cheaper than other foreign shipping companies”, on the other hand, it also has a significant influence. Therefore, the authors suggest to the company PT. YMSI to review further the tariffs offered to customers.

The results of this study can also be used as a reference that can be used as a reference for further research. It is also hoped that further research will also explore variables that have not been included in this study, so that it can encourage customer satisfaction and user loyalty of container transportation facilities.

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