

## Analisis kualitas pelayanan kapal roro PT. ASDP Indonesia Ferry lintas Merak-Bakauheni dari sisi pengguna jasa = Analysis of PT. ASDP Indonesia Ferry Roro ship s service quality in Merak Bakauheni trajectory from passengers point of view

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### Abstrak

PT. ASDP Indonesia Ferry Persero adalah BUMN yang mengoperasikan kapal di lintasan Merak-Bakauheni bersaing di industri penyeberangan yang bertumbuh dan terjadi pergeseran perilaku pengguna jasa dari memakai jasa tanpa memilih kapal yang akan dinaiki menjadi dapat memilih jadwal maupun kapal yang menjadi pilihan seiring dengan era keterbukaan informasi sehingga kualitas pelayanan mutlak dibutuhkan sebagai diferensiasi untuk meningkatkan pendapatan dan mempertahankan pelanggannya. Penelitian ini bertujuan untuk mengetahui pengaruh dari service quality terhadap customer satisfaction, serta pengaruh customer satisfaction terhadap trust dan trust terhadap attitudinal loyalty serta behavioral loyalty. Sebanyak 260 responden dari pengguna kapal RoRo milik PT. ASDP Indonesia Ferry Persero di lintasan Merak-Bakauheni berpartisipasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif yang signifikan dari service quality terhadap customer satisfaction sehingga perusahaan harus senantiasa menjaga kualitas pelayanan kapalnya agar pengguna jasa puas. Kemudian terdapat pengaruh positif yang signifikan dari customer satisfaction terhadap trust sehingga janji-janji pelayanan harus ditepati oleh perusahaan maka seiring kepuasan dari pengguna jasa maka akan tumbuh perasaan trust terhadap penyedia layanan. Terdapat pengaruh positif yang signifikan dari trust terhadap attitudinal loyalty dan behavioral loyalty dan trust berperan mediasi dari customer satisfaction terhadap attitudinal maupun behavioral loyalty.

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PT. ASDP Indonesia Ferry Persero is a state owned enterprise that operates ships in the Merak Bakauheni trajectory that compete in the growing ferry industry and there is a shifting behavior of service users from using services without choosing which ship to be board, now become able to choose the schedule and the preferred ship in line with the era of openness information so that the quality of service is absolutely needed as differentiation to increase revenue and to retain customers. This study aims to determine the effect of service quality on customer satisfaction, and the influence of customer satisfaction on trusts and trusts on attitudinal loyalty and behavioral loyalty. A total of 260 respondents from RoRo ship users owned by PT. ASDP Indonesia Ferry Persero in the Merak Bakauheni trajectory are participated.

The results showed that there is a significant positive influence of service quality to customer satisfaction so that the company must always maintain the quality of service of the ship so that the service users are satisfied. Then there is a significant positive impact of customer satisfaction on trust so that promises of service must be kept by the company then as the satisfaction of the service user will grow a sense of trust towards the service provider. There is a significant positive influence of trust on attitudinal loyalty and behavioral loyalty and trust play as mediation variable from customer satisfaction toward attitudinal or behavioral loyalty.