

ABSTRAK

Jasa penyeberangan kapal ferry di Kecamatan Senayang merupakan sarana transportasi utama yang mendukung mobilitas masyarakat di Kabupaten Lingga. Namun, masih ditemukan berbagai permasalahan seperti kualitas pelayanan yang belum optimal, keterbatasan fasilitas, serta kenyamanan penumpang yang memengaruhi tingkat kepuasan pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, fasilitas, dan kenyamanan terhadap kepuasan pelanggan pada jasa penyeberangan kapal ferry di Kecamatan Senayang, Kabupaten Lingga. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 100 responden yang merupakan pengguna jasa penyeberangan kapal ferry di Kecamatan Senayang. Data penelitian dianalisis menggunakan analisis regresi linier berganda dengan bantuan perangkat lunak IBM SPSS versi 26. Hasil penelitian menunjukkan bahwa secara parsial, kualitas pelayanan tidak berpengaruh signifikan terhadap kepuasan pelanggan. Fasilitas juga tidak berpengaruh signifikan terhadap kepuasan pelanggan. Sementara itu, kenyamanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Secara simultan, kualitas pelayanan, fasilitas, dan kenyamanan berpengaruh signifikan terhadap kepuasan pelanggan. Nilai Adjusted R Square sebesar 0,600 menunjukkan bahwa ketiga variabel independen mampu menjelaskan 60% variasi kepuasan pelanggan, sedangkan 40% sisanya dipengaruhi oleh faktor lain di luar penelitian ini. Hasil penelitian ini menunjukkan bahwa kenyamanan merupakan faktor yang paling dominan dalam meningkatkan kepuasan pelanggan jasa penyeberangan kapal ferry. Dengan demikian, pengelola jasa penyeberangan perlu memprioritaskan peningkatan aspek kenyamanan, tanpa mengabaikan perbaikan kualitas pelayanan dan fasilitas secara berkelanjutan guna meningkatkan kepuasan pelanggan.

Kata Kunci: Kualitas Pelayanan, Fasilitas, Kenyamanan, kepuasan pelanggan dan Jasa Penyeberangan

ABSTRACT

Ferry transportation services in Senayang District play a vital role in supporting community mobility in Lingga Regency. However, several problems remain, including suboptimal service quality, inadequate facilities, and passenger comfort, which affect customer satisfaction. This study aims to analyze the effect of service quality, facilities, and comfort on customer satisfaction in ferry transportation services in Senayang District, Lingga Regency. This research employed a quantitative approach using a survey method by distributing questionnaires to 100 who were users of ferry transportation services in Senayang District. The data were analyzed using multiple linear regression with the assistance of IBM SPSS Statistics Version 26. The results showed that, partially, service quality did not have a significant effect on customer satisfaction. Facilities also did not have a significant effect on customer satisfaction. Meanwhile, comfort had a positive and significant effect on customer satisfaction. Simultaneously, service quality, facilities, and comfort had a significant effect on customer satisfaction. The Adjusted R Square value of 0.600 indicates that the three independent variables explain 60% of the variation in customer satisfaction, while the remaining 40% is influenced by other factors outside the scope of this study. The findings indicate that comfort is the most dominant factor in improving customer satisfaction with ferry transportation services. Therefore, ferry service operators should prioritize improving passenger comfort while continuously enhancing service quality and facilities to achieve higher levels of customer satisfaction.

Keywords: Service Quality, Facilities, Comfort, Customer Satisfaction, Ferry Transportation Services.