

ABSTRAK

Kepuasan penumpang pada layanan transportasi laut dipengaruhi oleh berbagai faktor, seperti kinerja pelayanan, fasilitas, dan harga. Oleh karena itu, hukuman ini bertujuan untuk menganalisis pengaruh kinerja pelayanan, fasilitas, dan harga terhadap kepuasan penumpang pada layanan Kapal Roro KMP Kundur rute Tanjungpinang-Tanjung Balai Karimun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode asosiatif. Populasi dalam penelitian ini adalah penumpang yang pernah menggunakan jasa Kapal Roro KMP Kundur rute Tanjungpinang-Tanjung Balai Karimun. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah respon sebanyak 96 orang. Data dikumpulkan melalui penyebaran kuesioner menggunakan Skala Likert dan dianalisis menggunakan analisis regresi berganda dengan bantuan SPSS versi 29. Hasil penelitian menunjukkan bahwa secara parsial kinerja pelayanan, fasilitas, dan harga berpengaruh positif dan signifikan terhadap kepuasan penumpang. Secara simultan, variabel ketiga tersebut juga berpengaruh positif dan signifikan terhadap kepuasan penumpang pada layanan Kapal Roro KMP Kundur rute Tanjungpinang-Tanjung Balai Karimun. Hasil uji koefisien determinasi menunjukkan bahwa variabel kinerja pelayanan, fasilitas, dan harga mampu menjelaskan berbagai kepuasan penumpang sebesar 68.1% , sedangkan 31.9% sisanya dipengaruhi oleh faktor lain di luar penelitian. Berdasarkan hasil penelitian dapat disimpulkan bahwa kinerja pelayanan, fasilitas, dan harga berpengaruh positif dan signifikan, baik secara parsial maupun simultan, terhadap kepuasan penumpang pada layanan Kapal Roro KMP Kundur rute Tanjungpinang-Tanjung Balai Karimun.

Kata Kunci: Kinerja Pelayanan, Fasilitas, Harga, Kepuasan Penumpang, Transportasi Laut

ABSTRACT

Passenger satisfaction in sea transportation services is influenced by various factors, such as service performance, facilities, and price. Therefore, this study aims to analyze the influence of service performance, facilities, and price on passenger satisfaction on the KMP Kundur Roro Ship service on the Tanjungpinang-Tanjung Balai Karimun route. This study uses a quantitative approach with an associative method. The population in this study were passengers who had used the KMP Kundur Roro Ship service on the Tanjungpinang-Tanjung Balai Karimun route. The sampling technique used purposive sampling with a total of 96 responses. Data were collected through questionnaires using a Likert scale and analyzed using multiple regression analysis with the help of SPSS version 29. The results of the study indicate that partially service performance, facilities, and price have a positive and significant effect on passenger satisfaction. Simultaneously, the third variable also has a positive and significant effect on passenger satisfaction on the KMP Kundur Roro Ship service on the Tanjungpinang-Tanjung Balai Karimun route. The results of the coefficient of determination test show that the variables of service performance, facilities, and prices are able to explain various passenger satisfaction by 68.1%, while the remaining 31.9% is influenced by other factors outside the study. Based on the results of the study, it can be concluded that service performance, facilities, and prices have a positive and significant effect, both partially and simultaneously, on passenger satisfaction on the KMP Kundur Roro Ship service on the Tanjungpinang-Tanjung Balai Karimun route.

Keywords: Service Performance, Facilities, Price, Passenger Satisfaction, Sea Transportatio