SUMMARY

RATI FARINI SRIHADI. Service Marketing Model in Port Services: Empirical Study in PT Pelabuhan Indonesia II (Persero). Supervised by HARTOYO, DADANG SUKANDAR, and AGUS MAULANA.

As a country located on the transit route of world trade, the role of the port becomes vital in the Indonesian economy. The port is the most important means for connecting between islands and between countries. The presence of adequate ports plays a major role in supporting the mobility of goods in this country.

Currently, maritime transportation has become a key component of global trade. The presence of adequate ports is needed to support the mobility of goods around the world. Thus, it is important for each port to provide a range of facilities to accommodate the needs of global trade and also ensure customer satisfaction.

PT Pelabuhan Indonesia II (Persero) or PT Pelindo II is one of the State-Owned Enterprises (SOEs) in the transportation sector which has the responsibility of providing ports and logistics services in Indonesia. Port Tanjung Priok is one of the ports under the management of PT Pelindo II which has the potential to be developed into an international seaport with the level of activity and the capacity of loading and unloading. Adequate infrastructure support is surely needed to improve the competitiveness of the port.

In addition, the increase in port services is very important to improve the competitiveness of the port that will impact on increasing export competitiveness and improve the distribution of goods in Indonesia. It is hoped that Port Tanjung Priok of PT Pelindo II as the object of this research can provide excellent service to its customers. The first step to improve port services is to identify service quality based on the consumers' perception. Therefore, the dimensions of port services in the perception of the port services’ customers need to be identified.

This research aims to understand the key variables that determine the service quality of a port, so as to achieve customer satisfaction. This study will analyze the effect of various dimensions of service quality to customer satisfaction. Moreover, it will also examine the relationships formed between the variables perceived value, and customer loyalty of the port service industry in Indonesia.

In this study, the data analysis technique uses a tiered structure model of Structural Equation Modeling (SEM) which is operated through a program Linear Structural Relationship (LISREL). SEM application excellence in management research is due to its ability to confirm the dimensions of a concept or factors that are commonly used in the management as well as its ability to measure the effect of the relationships that theoretically that exist (Ferdinand 2002).

In this research, two models of service marketing applied to the port industry were tested and compared, particularly in the Port of Tanjung Priok. The first model consists of a structural relationship between the variables in this study without doing the analysis of the moderation. The second model incorporates the moderating influence of perceived value on the relationship between service quality and customer satisfaction. Comparison of the port service marketing models without moderation of perceived value and perceived value moderation suggests that the model of service marketing without moderation is better and
more suited to the customer evaluation Tanjung Priok port. This can be seen from indicators of goodness of fit better, especially the value of RMSEA only reached marginal fit in models with moderation but get a good fit to the model without moderation. In addition, the comparison of the value of Chi-Square also supports that model without moderation has a goodness of fit better, where the value of Chi-Square is the smaller shows that the better match. Chi-Square value of the first model (without moderation) is 1355.57, while the value of the second model (with moderation) is 1748.31.

The results showed that customer loyalty on port services at PT Pelindo II Tanjung Priok Branch influenced by customer satisfaction. As for customer satisfaction is influenced by the service quality of the port services. Factors that influence the service quality are the accessibility, reliability, functionality, availability of information, physical facilities, responsiveness, knowledge, trust, and empathy. Furthermore, it is also found that the variable service recovery is not known to have an influence on the service quality perceived by the customers of the port because the port has been able to provide the best service and take preventive measures to avoid problems.

Meanwhile, service quality also have an impact on the value perceived by the consumer (perceived value). However, the perceived value is not proven to have a significant direct effect on customer satisfaction. The perceived value variables proved to have a moderating effect, which weakens the influence of service quality on customer satisfaction. This indicates that the perceived value contributed into consideration customer port services, although not directly affect their satisfaction.

Managerial implication of these results is that the management of PT Pelindo II should make efforts to improve the quality of service (service quality). Improving the quality of these services can be done including the dissemination systems and procedures, improving the quality of human resources, improve the timeliness of service, improve the availability of information, improving the means tangible, create systems and procedures more efficient, and improve the communication skills of the employees in port.

Keywords: customer loyalty, perceived value, port industry, service marketing, service quality