

CUSTOMER SATISFACTION ON MARITIME TERMINAL: CASE STUDY ON FERRY TERMINAL FACILITIES AT LUMUT, PERAK.

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ABSTRACT

According to the development of the transport industry, the concept of quality has become apparent. This study analyses the quality of ferry terminal towards passenger satisfaction. By using survey questionnaires, data from the passengers using Lumut ferry terminal has been collected and analysed. The questionnaire collected passengers' demographics information, services information, facilities and expectations from the service provider. The questionnaire collected demographic information, information regarding services, facilities and expectations from the service provider for the passengers. This study was aimed at providing a valuable insight into the passenger satisfaction of an organization that operates the Lumut terminal. A total of 68 questionnaires were collected, and the results were analyzed using the Social Science Statistical Package (SPSS) to examine the current passenger satisfaction status and to determine the relationship between terminal facilities and passenger satisfaction. A strong relationship between the terminal facilities and customer satisfaction was found as a result.

Keywords: *ferry terminal facilities, customer service, passenger satisfaction*

INTRODUCTION

Ferry terminal known as a passenger terminal, cruise terminal, marine terminal or maritime passenger terminal, is a structure in a port where ferries and possibly cruise ships pick up and drop off passengers and vehicles. Passengers may be loaded by a gangway or by a link span. If the ferry terminal handles vehicles, it will usually have the facilities, such as appropriate markings on the ground, to enable the vehicles to line up in an orderly manner. Lumut Jetty serves as a jetty plaza that is involved with numerous accessible facilities as well as the exterior area of the jetty. There is an open-air car park space together with multi-store car park building located nearby Lumut Jetty, hence travelers from a far distance can park their car with ease. There are banks found just inverse the Lumut Jetty, as well as a few affordable hotels and motels nearby. The example of facilities is public toilets, food stalls, souvenir shops, handicraft shops, ticketing counters and parking parcels (cars and bikes).

Lumut is a coastal town in Manjung District in Perak. It situated about 85 kilometers (km) from Ipoh, and approximately about 200 km to north-west of Kuala Lumpur. The population in Lumut is about 31,880 people. Most of Malaysian know that Lumut is the main gateway to Pangkor Island before established of Marina Island as the second gateway. This fishing town has become the base of The Royal Malaysian Navy and the largest naval vessel shipbuilder in Malaysia, Boustead Naval Shipyard.

Going to Lumut from cities like Kuala Lumpur and Penang take about three to four hours by bus. Travellers from Penang can take a bus from Penang Sentral by ride Sri Maju or Arwana bus service to Lumut. Local people from Manjung or Sitiawan can go by a local bus which is take about 10 to 20 minutes to arrive. Travellers from Kuala Lumpur can take the bus from Hentian Duta, Terminal Bersepadu Selatan (TBS) or various bus station to go to Lumut. Those travellers who are using their own car, it also take about three to four hours travel. They can park their car at the parking space provided before going to Pangkor Island (Lumut Jetty Ferry Terminal, 2006).

PROBLEM STATEMENT

The most common problems face at Lumut Jetty are lack of parking spaces for vehicles. The person in charge must provide more parking for customers plus alert about the safety of the vehicles. This is because it only can put only 900 vehicles at one time (Manjung Municipal Council, 2019). It become worst during festive season and school holiday, many tourists go to holiday which is Pulau Pangkor is one of the famous island in Malaysia.

Besides, there is not enough seat at the jetty for passenger to sit while waiting for the ferry. This can be proven during peak times, festive season or school holidays, many people go to Pulau Pangkor.

RESEARCH OBJECTIVES

The aim of this research is to identify the level of customer satisfaction towards Lumut Jetty and to explore the association between customer satisfaction towards Lumut Jetty with quality of service and safety.

RESEARCH QUESTIONS

Based on the research objectives, the following research questions have been identified:

1. What is the level of customer satisfaction towards Lumut Jetty?
2. What is the association between customer satisfaction towards Lumut Jetty with quality of service and safety?

SCOPE AND LIMITATION

The scope of this study is customer satisfaction towards ferry terminal facilities. In this study, the main target is the ferries passenger. This area in this study is Lumut which most of passengers will take a ferry from Lumut Jetty to Pangkor Island other than Marina Island. This is because the ticket price at Lumut Jetty is cheaper than ticket price at Marina Island. It is because the time taken from Marina Island to Pangkor Island shorter than Lumut Jetty.

SIGNIFICANT OF THE STUDY

The importance of this research will give the information for the management of Lumut Jetty to create more idea to fulfill the customer needs. This study also will make the government more alert about the level of customer satisfaction towards the Lumut Jetty Terminal.

LITERATURE REVIEW

Customer Satisfaction and Safety

A customer is an individual or business purchasing goods or services from any other company. Customers are vital because they drive revenues, without customers, companies have nothing to give (Bloomenthal, 2019). Satisfaction means consumer rate of approval when comparing the current quality of a service with its requirements. Meanwhile, customer satisfaction is a term used to describe a situation where an exchange meets the customer's demands and expectations. According to Bernazzani (2019), customer satisfaction (CSAT) is a metric used to evaluate a customer's level of satisfaction with a product, service and experience. Customer satisfaction represents how the customer feels about your service interacting.

Safety is a term that involves all behavior and activities taken to protect individuals' life, security and body integrity. Safety is defined in the workplace by a series of metrics that measure the rate of near-misses, incidents, illnesses, and deaths.

Facilities at Lumut Jetty

At Lumut Jetty, there are many facilities provided to the customers such as toilets, food court, parking lots, souvenir shops, ticketing counters and others. Lumut Jetty or also known as Terminal Jetty Lumut provides ferry transport to Pangkor Island for travelers. Multilevel Parking Area (MTLKB) in Lumut is one of the facilities located in the center of Lumut city, which under the management of Majlis Perbandaran Manjung (MPM) is rising and rapidly developing. MTLKB is designed to cope with the limited parking spaces in Lumut town due to the large number of visitors, particularly during the festive seasons, for the benefit of users as well as local and foreign tourists. It has 4 levels in which it can suit at any time in 900 vehicles (Manjung Municipal Council, 2019).

Quality of Service in Ferry Terminal

This quality of services should be provided to customers on a regular basis (Munusamy & Chelliah, 2010). Quality of the service is something subjective and hard to understand (Kheng & Mahamad, 2010). Parasuraman (2013) produces SERVQUAL, a service quality analysis tool to assess the quality of service within

an organization. This research is considered to be the most popular method of quality of service review (Chan, 2017).

The Concept of Quality of Service

In the transportation industry, service quality plays an important role. Therefore, today's transport becomes one of the factors that help the development of a certain destination of tourism outlines the principle of quality of ground transport services, in this case the railways could also be adopted for other mode of transport consisting of eight dimensions and their attributes which is assurance, courtesy officers and train station are able to provide information about the company, notice of the delay, personal security at stations and trains, knowledge of officers in answering questions.

Next dimension is reliability. It provides on-time services, follows the promised departure times, flexibility in dealing with issues that occur, providing the best service since the first time.

Safety

Maritime transport safety is an establishment focused on interventions found responsible of protecting human life, materials and non-materials properties directly and indirectly connected with maritime transport. Safety at sea is a basic component which can be separated into the following; organizations bringing in legal regulations, those responsible for implementing and controlling safety precautions and standards, maritime security legislative instruments and international maritime conventions and sea users (Galic, 2014). The provision of safety guidelines and rescue facilities seems important to ensure that passengers are safe from danger (Lu, 2018). Safety satisfaction involves guidelines for safety satisfaction presented to passengers on board, quality of safety satisfaction equipment such as life jackets, competence of captain or drivers and ship loading situation (Tinali & Temba, 2015).

METHODOLOGY

In this research, closed-ended survey questionnaires were distributed among respondents. each answer can be given with a number to enable a measurable understanding to be evaluated. Questionnaires provide a relatively cheap, fast and efficient way to get large amounts of information from a large sample of individuals. Data can be obtained relatively quickly because when the questionnaires are finished, the investigator would not have to be present. This is useful if interviews would be difficult for large populations (McLeod, 2018).

The respondents are generally required to determine the significance of a particular issue, on a rating scale of 1 to 5, essentially in tangible addresses. Likert scale is a scale of five (or seven) points that allows the person to show how much they agree with a particular statement or disagree with it. A Likert scale assumes that an attitude's strength / intensity is linear, i.e. strongly disagree on a spectrum, making the assumption that attitudes can be measured.

The benefit of Likert Scales is that they do not ask the respondent to give a simple yes / no response, but rather allow for degrees of opinion and even no opinion at all. Quantitative information is therefore collected, which ensures that the data can be relatively easily analyzed (McLeod, 2019).

Table 1: Example of Likert-Scale in Questionnaire Design

Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
1	2	3	4	5

The survey questionnaires consist of three sections:

Section A: Demographic

Section B: Level of customer satisfaction

Section C: The association between customer satisfaction

Population and Sampling

A population known as a discrete group of people, animals or objects in statistics and other areas of mathematics that can be defined for data collection and evaluation purposes by at least one common feature. Normally, data is collected from a sample to collect information about a large population (Rouse, 2018). A sample is a random selection of a population's members. It is a smaller group of people who have the characteristics of the whole population. The population is attributed to the observations and conclusions made against the sample data.

Statistical Package for the Social Sciences (SPSS)

According to Rouse (2018), SPSS, defined as IBM SPSS Statistics, is a software package used for statistical data analysis. SPSS is extensively used in research on healthcare, advertising and education. There are wide variations in the types of data analyzed using SPSS. Common sources include survey results, consumer records for association, Google Analytics, findings of scientific research, and log files for servers. The software also offers tools for data processing, visualization, and direct marketing (Rouse, 2018).

RESULTS AND DISCUSSIONS

Reliability Statistics

Table 2: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.958	.956	83

Based on the result shown in Table 2, Cronbach alpha for the reliability test is 0.958, which is more than 0.7 and it is considered as excellent.

Normality Test

Table 3: Tests of Normality (Part C)

	Kolmogorov-Smirnov ^a		
	Statistics	df	Sig.
Data Information	.162	68	.000
Facilities	.133	68	.005
Cleanliness	.182	68	.000
Safety	.099	68	.096

a. Lilliefors Significance Correction

According to (Mishra & Pandey, 2019) the Shapiro – Wilk test is a more suitable method for small sample sizes (< 50 samples) although it can also be used for larger sample sizes while the Kolmogorov – Smirnov test is used for $n \geq 50$. The purpose of these analyzes in this study is to evaluate whether the sample data is close to normal distribution.

Table 4: Tests of Normality (Part D)

	Kolmogorov-Smirnov ^a		
	Statistics	df	Sig.
Satisfaction	.083	68	.200

The Kolmogorov- Smirnov test is a convenient method for investigating whether two underlying univariate distributions of probability could be considered undistinguishable from each other, or whether an underlying distribution of probability differs from a hypothesized distribution (Olea & Pawlowsky-Glan, 2009).

According to Young (2007), choosing Kolmogorov-Smirnov because sample size is 50 and normal. The sample size of this research is 68 sharp. The purpose of this study is to determine whether the sample size is close to normal distribution or not.

CONCLUSION

From the questionnaire, the majority respondents satisfied with the services and facilities provided at the jetty and certain respondents did not satisfied with the services and facilities that provided at the jetty. First of all, with regard to this study, the researcher hoped that a reference to the respondents and management at Lumut Jetty could be the result of this study. This study should enhance the services and facilities provided Lumut Jetty. The elements in objective one which is data information, facility, cleanliness and safety are expected to increase the services and facilities at Lumut Jetty. Customers should be aware with the services and facility that provided for their safety. It is because the management should provide the best services and facility for their customers so that they will satisfied with their services.

Researcher suggest that the customers should first look at the services and facilities provided so that they know what the ticket price, facilities are available and others. Besides, customers should take care of their things themselves and take care of their child so that they did not fall for example. Customers should maintain good manners as they do not smoke, especially if there are children and senior citizens around them.

Toward top-notch benefits, the ferry service supplier ought to comprehend customer order, needs, and desires. Furthermore, they will focus on how to deliver the most beneficial administration that addresses the concerns of the customers. The government are responsible for the form management and administration of the terminals. Besides, these agencies would be restricted and constrained to construct, repair and improve the existing facilities at the jetty.

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