Influence of Service Quality and Price to Customer Satisfaction and Loyalty in Shipping Service Industry in Jayapura City

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Abstract: *This research was conducted aiming at the influence of quality of service and price towards the satisfaction and loyalty of the cruise industry customers by taking case studies on customers of PT Pelni Jayapura branch on the background explained that how to influence quality, customer, price and papal service to customer satisfaction in the shipping service industry. In this research samples are in use 100 people sample of sample withdrawal techniques used techniques of insitental samples i.e. sample determination based on coincidence, i.e. anyone who incidentally/incidental meet with the researcher can be used as a sample in the Research Anquality service has a positive and significant influence on customer satisfaction. Quality has a positive and significant influence on customer loyalty. It shows that good quality of service will increase customer loyalty in using Marine Services PT. Pelni Jayapura. Prices have a positive and significant influence on customer loyalty. It shows that the good price will increase customer loyalty in using Marine Service PT. Pelni Jayapura. Satisfaction has a positive and significant influence on customer loyalty. It shows that satisfaction will increase customer loyalty in using Marine Services PT. Pelni Jayapura*

Keywords: *Service quality , price, Customer*satisfaction*, Customer* Loyalty

I. Introduction

In economic, political, social, cultural and security development, the movement of people and goods from one place to another is needed so that the means of transportation of air, land and sea. The transportation sector is known as one of the chains of goods and passengers distribution network that has been developed very dynamic and play a role in supporting economic development, political, social, cultural and security defense. The growth of this sector will reflect direct economic growth so that transportation has an important and strategic role. The success of the transportation sector can be seen from its ability to support and promote economic, political, social, cultural and Security. Indonesia is known as a maritime country that has a huge opportunity to develop business in the field of ocean transportation or shipping industry, especially in context with the implementation of development in the economic field that is always a top priority. Sea Transportation is instrumental in the world of international and domestic trade. Sea transportation also opens access and connects the area of the island, both the already developed and isolated areas.

Indonesia as the largest archipelago in the world consisting of 17,058 islands with a total area of 735,355 square miles where the Indonesian region two of them are the water and sea areas that make the country of Indonesia as a maritime country (Basir M. ET. al. 2015). Therefore, sea transportation has a very important role not only as a means of connecting from one region to another, more than that as the national and international trade Aiat. With the condition of sea transportation as a part of the DART National Transportation system need to be well developed and correct to support the growth of the economy. If the sea transportation is interrupted then the national economy will also interfere.

In this era of globalization now there is an increase in the flow of passengers and goods from one island to another island even between countries with other countries. This led to an increase in the need for transportation such as airplanes, cars and ships.Along with that, there are also increasingly competing business rivals among entrepreneurs in the transportation service industry, the means of transportation between the islands are ships and airplanes. So there are rivalries among fellow entrepreneurs in the shipping industry and business competition in the aviation industry even happens rivalries among entrepreneurs in the shipping industry with the aviation industry. Along with the advancement of Science and technologyEncouraging the rapid development of technology in the aviation industry so that the cost of production and operation of airplanes tends to decrease compared to the cost of production and operation of marine vessels. Moreover, since 2000 the Indonesian Government is implementing a free market policy in the aviation industry.

The policies allow private investors to set up airline companies by only setting the upper limit tariff as a controller so that each new airline's ship competes for the price war. Price wars in the Aviation Service

industry has managed to suck the transport and land transportation because there is a decline in the tariff disparity between aircraft with ships and cars especially in terms of passenger transport. On the other hand, airplane travel time is much shorter than the travel time and land transportation. As a result since that year, passenger shifts mainly from marine ships to airplanes. This shows that there is increasingly intense competition between **the industry and the** Aviation industry where the industry is becoming less competitive. Therefore, the company in the business industry must be self-financing **.** Papua Province is one of the provinces that has many islands and is located in the easternmost part of Indonesian territory. Residents in the Papua province often travel from island to island, which is the cost of transportation that is ready to be paid by very high passengers. This attracted many entrepreneurs in the field of sea transportation and air transport that led to business competition in the field of transportation services industry in Papua province increasingly tougher.

One of the largest seaports in the Papua province is the port of Jayapura. Passengers flow from Jayapura to other islands such as Sorong, Monokwari, Biak, Ternate, Ambon, Bau-Bau, Makassar, Surabaya and Jakarta or vice versa to Jayapura is quite high. Therefore, passengers traveling in the port of Jayapura need to get attention and research. There are many companies engaged in the shipping industry that provides passenger transportation services such as PT PELNI, PT. Dharma Lautan Utama, PT. Prima Vista etc. PT PELNI as a state-owned enterprise engaged in the shipping industry is as a market leader in the shipping industry that most feel the impact of the competition so that the number of passenger transportation PT PELNI continues to decline. So the cruise industry is dominated by PT PELNI so PT PELNI can represent the shipping industry in Indonesia.

To determine the problem of the shipping industry should be researched then the authors do preliminary research through observation, documentation and interviews. The results of the authors ' observations of the last few years have shown that the passenger has experienced many shifts of passenger vessels to the flying ship passengers. In addition, the documentation results through the newspaper Antara Papua, on 25 April 2019. In the paper, Kamaruzzaman as General Manager of PT PELNI (Persero) Jayapura revealed that "from January-March 2019 or the first quarter of 2019, PT PELNI Jayapura admitted it had transported as many as 72,805 passengers from Jayapura port, while the same quarter in 2018 was recorded as many as 78,757 passengers. There is a decrease in the number of passengers aboard PT PELNI which is quite significant as much as 5,952 people or 7.6 percent. According to Kamaruzzaman, the decline is caused by 2 main factors, namely the number of Maskapal in Jayapura is quite a lot and offers a cheap rate. In addition, due to the reduction of the number of vessels from 6 ships from 2018 to 4 ships in the year 2019 is the ship KM Ciremai, KM Dobonsolo, KM Labobar, and KM Mount Dempo. The number of boat visits from 13 times in the first quarter of 2018 was 9 times in the first quarter of 2019. Both vessels were transferred to central and western areas of Indonesia. Currently, PT PELNI is dominantly transporting passengers within Papua region, for areas outside Papua or Java area only about 10-20%.

In addition, Rais, the reservation staff of PT PELNI (Persero) Jayapura Branch, in Jayapura, (23/2/2019), said the number of passengers of PT PELNI ship has decreased, namely "in January 2018, passengers only rose as many as 15,943 people, while the number of passengers dropped 16,500 people. January 2019, the number of passengers rose 13,505, while passengers dropped 8,100 people. This is because more and more than now more competitive airway. Now many flight drivers offer competitive fares so people tend to choose to use air freight rather than sea freight, and those who are about to travel long distances from Papua. Also, due to the removal of the route to Fak-Fak **.**

In addition, the author conducted an interview on several people ABOARD PT PELNI's ship about what the passengers expected. The informant generally states that "we expect services that are affordable and cheap. If the service is good and the price is cheap according to our expectations, then we will travel again by using the ship PT PELNI, but if the service is not good if it is expensive, then more aboard the airplane "

Such Phenomenan shows that the passengers are feeding on quality services and cheap prices. So there are two main references of passengers in determining the transportation equipment of ships or airplanes. From the explanation above shows that there is a problem of decreasing the number of passengers aboard PT PELNI which is the main cause is partly passenger sea ship switched to flying ship. If this is not anticipated, then the decline will continue, which is certainly the party of PT. PELNI not expect.

Noting the phenomenon, the service industry must be self-oriented, namely should be market orientated to use agarcustomers feel satisfied and loyal using the shipping service so that it can inhibit and reduce the transfer of passengers from the ship to the aircraft. This is in line with Kotler's opinion, Philip & Keller, K.L. (2009) that the quality of service is an individual urge aimed at the goal of obtaining satisfaction, if the company is able to provide satisfaction to the customer, then it will impact on the customer loyalty level to the company, so vice versa. In addition, Lupiyoadi, R. (2013) states that the quality of service and prices can affect customer satisfaction, further customer satisfaction affects loyalty. The research results of Djati S. and Darmawan (2004), Fatimah, Fida (2013) showed that the price affects satisfaction but the research results of Caroline, O. and Chandra Kuswoyo (2011), Mahmud A. et. Al. (2013) indicates that prices have no effect on customer

satisfaction. There is a conflict of research results (GAP Research) on the influence of price to satisfaction so it needs to be researched.

Furthermore, the results of theory studies conducted by the authors obtained the idea that customer satisfaction is a stand-alone and influenced by the quality of service, as well as customer loyalty that is also influenced by the quality of service (Aryani and Rosinta, 2010). Aryani and Rosinta (2010) stated there was a strong and positive influence between the variable-quality services to customer satisfaction. The quality of service can also affect direct customer loyalty (Zeithaml et al, 1996; Japarianto et al, 2007) and influenced customer loyalty indirectly through satisfaction (Semuel and Wijaya, 2009). Similar opinion is also expressed by Hallowed (1996) That satisfaction has the potential to build loyalty. Customer satisfaction is key in creating customer loyalty. The company acquires a lot of benefits with high level of satisfaction, which is in addition to increasing customer loyalty but also can prevent customer turnover, reduce customer sensitivity to price, reduce marketing failure costs, reduce operating costs resulting from increasing number of customers, increase advertising effectiveness, and increase business reputation (Aryani and Rosinta, 2010) **.** According to the opinion experts can be said that the antecedent of loyalty is satisfaction. But there is a conflict of opinion on this matter. The satisfaction relationship with loyalty is not linear, as the marketer envisioned. Darsono (2007) suggests that a number of customers expressing satisfaction are still changing brands. Some customers are not satisfied, instead of changing brands. Hallowed (1996), Boohene and Agyapong (2011) argue that satisfaction has a positive association with loyalty, but with the record of increased satisfaction does not necessarily result in increased loyalty in the same degree. With the difference of opinion, the quality of service and satisfaction need to be studied further to know the contribution in building customer loyalty.

II.   The

A.   Quality of service

In terms of linguistic quality comes from the Latin qualis which means as a matter of fact. The international definition of quality (BSEN ISO9000:2000) is a level that demonstrates a series of inherent characteristics that meet certain sizes (Dale, B. G, 2003:4). While the American Society for quality Control states that quality is the totality of the shape and characteristics of goods or services that demonstrate its ability to satisfy clear and concealed needs (Render and Herizer, 2004:92). The quality of service is a good degree of poor activity that can be defined independently, which is essentially unspoken which is the fulfillment of needs and should not be tied to the sale of other products and services (Lupiyoadi, R.: 2013). Quality of a service (service), according to (Tjiptono, F. 2004) measured based on the perceived performance of a service, known as the MODEL SERVPERF (service performance). Dharmayanli (2006:1), defines service performance as the performance of the service received by the consumer itself and assesses the quality of service they truly feel. Further definition of quality includes: Product quality (product), quality of cost, delivery quality, quality of safety, and moral quality (morale) or often abbreviated to P-C-D-S-M.

The service characteristics as described previously, so for consumers will make a greater difficulty in evaluating the quality of services (service quality) than the quality of goods (goods quality). How consumers evaluate the investment of services/services offered more complicated and diverse than they evaluate the use of materials/materials. Consumers do not evaluate the quality of services only in the results, but they also consider the delivery process. For example, people who use a sewing service not only look at the results of clothing, but will also assess how the hospitality of a sewing worker, accuracy measure, speed of work, guarantee of completion, and others. The criteria used by consumers in evaluating the quality of services/services becomes more difficult for marketers to understand because of some experience shows that the provision of a certain quality of service/services will create different assessments of each consumer, because depending on how consumers expect the quality of services/services.

Salah satu studi mengenai dimensi kualitas layanan adalah hasil kajian dari Gronroos (1990) pakar dari Swedia. Menurutnya paling tidak ada 3 (tiga) dimensi kualitas layanan. Pertama adalah Technical quality yaitu yang berhubungan dengan outcome suatu layanan. Kedua adalah Functional quality yang lebih banyak berhubungan dengan proses delivery atau bagaimana layanan diberikan kepada pelanggan. Ketiga adalah Image atau reputasi dari produsen yang menyediakanjasa**.**Delapandimensikualitasmenurut Kotler, Philip & Keller, K.L, (2009: 329-333) adalahsebagaiberikut: (1) Kinerja (performance): karakteristikoperasisuatuprodukutama, (2) Ciri-ciriataukeistimewaantambahan (feature), (3) Kehandalan (reliability): probabilitassuatuproduktidakberfungsiatau gaga!, (4) Kesesuajandenganspesifikasi (conformance to specifications), (5) DayaTahan (durability), (6) Kemampuanmelayani (serviceability) (7) Estetika (estethic): bagaimanasuatuprodukdipandangdirasakan dan didengarkan, dan (8) Ketepatankualitas yang dipersepsikan (perceived quality).

The benefits that can be felt by paying attention to the dimensions of service quality, among others, can shorten the time, can be used as a measure of success or parameters in assessing a company's performance, the ability to compete in the business environment, as a success path, can reduce operational costs, profit and

success and can benefit all parties.

If all of the above elements are considered, it will be achieved customer satisfaction and in turn will form a high customer loyalty so it is not easy to move to another company, even they will promote the company concerned to others and this through interactions or Moment of Truth (MOT) with the available media.

B. Price

Basu S. and Irawan (2013) The Price is money (plus some products if possible) needed to get a number of combinations of its products and services. According to Kotler, Philip and Amstrong, Gary (2001:41), Price is a value of goods and services measured with money. From a marketing standpoint is a monetary unit or other measure (goods and products) redeemed in order to acquire the ownership rights or use of an item or product. According to Caroline, O. and Chandra Kuswoyo (2013) The price is a sacrifice of customers to obtain products or services that

Expected. The indicaries are approximate prices, conformity of sacrifices and fairness of prices. According to Tjiptono, F. DKK. (2008) The price has two main roles in the decision making process of buyers, which is the role of allocation and information role. The price (price) is the amount of money charged or charged on a product or service. In other words, price is a value that must be redeemed with consumer products (Basu S. and Irawan, 2013). Djati and Darmawan (2004), stated that a high price level indicates high quality or high status. Some target customers want the best. If prices are lowered slightly below the level

This price, they can see a bargain-bargain, but if cheap prices start to appear, they start worrying about quality and stopping purchases. When choosing between existing brands, consumers will evaluate prices in absolute terms but by comparing some standard pricing as a reference for making a purchase. Price is an extrinsic factor as a substitute for quality when customers do not have enough information about the intrinsic attribute so that the customer uses the price to suspect the quality when only the respect is known. However when the quality of the product is intrinsically unknown then this suspicion is less convincing (Zeithaml, V. A., Bitner, M. J. 2012). Consumers in an effort to meet their needs for

A particular product is always looking for products whose selling price is relatively low with relatively good quality. Such consumer behaviour is common and almost applicable to a wide range of market conditions. The consumer's ability to buy a product is determined by things such as income levels and amount of expenditure. Companies in marketing the results of their products solely not to be confronted with quality competition but also face to market competition for the fulfillment of the needs of the community sometimes confronted with the problem of inability in terms of material due to the low level of income of their region. Likewise, the community with relatively high income levels will be more freely to fulfill the various types of needs. The identification of the public income level is a very precise step to provide the milk type according to market needs and the effort to avoid over-production.

Price is the only element of marketing mix that generates sales receipts while other elements are only unsurccost. The price generates sales receipts, hence the price affects the sales level, profit level, as well as market share that can be achieved by the company. The increasingly sharp competition today, which is particularly noticeably in the buyers market, the price role is crucial especially for maintaining and enhancing the company's position in the market, which is reflected in the share of the market as well as increasing the sales and profitability of the company.

The company sets a special low price to drive sales for its products, rather than merely aiming for large profits. The relationship between the price and demand can be understood through demand law. The connection between price and demand is reversed (negative) caused the consequences that if the price rises then the demand drops and when the price drops then the demand will rise. This relationship is called request law. Nevertheless there are some exceptions so that the law of the request is not valid i.e. item Giffen, effect dynamic expectation effect and prestige goods

If other factors, in addition to the price, change the function of the request will be changed anyway, suppose consumer tastes increased to an item then the function of the request will be shifted to the right (above), and vice versa when consumer tastes are reduced then the request function shifts to kin (bottom). Besides being caused by taste, income may also affect the change in demand. If consumer income increases then the request function will shift to the right, and vice versa, when the revenue is reduced then the request function will shift to the left. But the demand for essential goods (very important items) is usually not influenced by the change in revenue. There are still many things besides those we can explain above as factors that affect the change in demand functionality.

C. Customer Satisfaction

Kotier, Philip &Keiler, K. L, (2009) expressed contentment was a feeling of delight and disappointed someone who derived from the comparison between his impressions on the performance (or outcome) of a product and its harapan-harapannya. So the level of satisfaction is the function of the difference between perceived performance and expectation. According to Umar, H. (2003) Consumer satisfaction is the level of consumer feeling after comparing with expectations. A person who if satisfied with the value given by the product or service is very likely to be a customer for a long time. Rangkuti, Freddy (2003) states that it is essentially a sense of consumer satisfaction covering the difference between the level of importance and performance or perceived results. While the concept of satisfaction according to Zeithami, V. A. (2000) is the achievement of what is expected by a person to a goods or services. Technically, the satisfaction of a form of evaluation of a product or service that can fulfill the needs (needs) or hope (expectations).

Engel, et. Al. (2001) Defines customer satisfaction is a Purnabeli evaluation where the alternatives that are at least provide equal (out) results or exceed customer expectations, whereas dissatisfaction arises when the results obtained does not meet customer expectations. Kotler, Philip & Keller, K. L, (2009), a marketing expert pointed out that customer satisfaction is the level of a person's feelings after comparing the perceived performance (results) compared to his expectations. Customer satisfaction is the level of feeling in which the customer declares the result of a comparison of the product/service performance received and expected (Lupiyoadi, R., 2013) **.**

According to Umar, H. (2003) Consumer satisfaction is the level of consumer feeling after comparing with expectations. A person who if satisfied with the value given by the product or service is very likely to be a customer for a long time. One will not be satisfied if it has a perception that the expectation has not been fulfilled. A person will be satisfied if his/her perception is equal or greater than expected (Basu S. and Irawan, 2013).

According to Day Tse and Wilton (Tjiptono, F. DKK. 2008), satisfaction is the customer's response to the perceived inconsistency evaluation between expectations of performance with the actual performance of the product being felt after its use. It can be said that customer satisfaction as a state of fulfillment of customer needs, in the sense all that is needed can be received according to the desired criteria. The higher the capacity needs are met, the higher the satisfaction that it receives. From the above, it can be concluded that consumer satisfaction is a perspective of one's experience after consuming or using or enjoying a product or service. So products or services that can satisfy is a product or service that is able to provide something that is sought by consumers to the level of sufficient **.**

The theory and model of customer satisfaction is very diverse, because the theory and model is continuously developed so that an agreement about the concept or model is widely encountered and used. Tjiptono and Gregory Chandra (2005) Submit a satisfaction theory among otherequitytheory According to this theory, a person will be satisfied when the outcome ratio (outcome) compared to the input used is felt fair or fair in other words satisfaction occurs when consumers feel that the ratio of results to the inputs are proportional to the same ratio (outcome than input) obtained by others (Oliver, R. L, 2011:56).Attributiontheory was developed from the works of Weiner 1971, (in Oliver, R. L, 2011). This theory states that there are three dimensions (causes) that determine the success or failure of a result, so that it can be determined whether a satisfactory or unsatisfactory purchase

Fulfillment achievement can be a simple and complex process and complicated. To be able to know the level of consumer satisfaction, also need to understand the reasons for satisfaction. Engel et All (1990) reveals that consumer satisfaction is the evaluation of the buyer where the chosen alternative at least provides the same outcome or exceeds consumer expectations, whereas dissatisfaction arises when the results obtained does not meet the expectations of consumers. Consumer perception is the process of how a consumer chooses and interprets the input of information to create a picture of something meaningful, perception not only depends on the environment and the individual circumstances concerned. While the expectations of consumers itself is the maximum value of the needs of consumers to the performance of business institutions so as to increase customer satisfaction should be sought through the improvement of product quality, personnel, service and reasonable pricing. Further Zeithaml et all (in Tjiptono, F. DKK. (2008)
stating that the factors that rnemptify consumer perception and expectations are as below:

Figure 1. Costumer Satisfaction Concept (Tjiptono, F. DKK. (2008)

Aryani D. and FebrinaRosinta (2010) revealed that many empirical research expressed customer satisfaction determined by the quality of the products or services offered. Habib Bahar. (2009) Expressed user satisfaction is a major factor in assessing the quality of service, where consumers assess the performance of services received and that are felt directly against the product of a service. Customer satisfaction is a standalone construct and is influenced by the quality of service, as well as customer loyalty which is also influenced by the quality of service (Oliver, R. L, 2011 and Aryani and Rosinta, 2010). Aryani and Rosinta (2010) stated there is a strong influence and POSITFF between the variable quality of service to customer satisfaction. The quality of service can also affect direct customer loyalty (Zeithaml et al, 1996; Japarianto et al, 2007) and affects customer loyalty indirectly through satisfaction (Semuel H. DKK. 2009). Similar opinion is also expressed by Hallowell (1996) That satisfaction has the potential to build loyalty. Customer satisfaction is key in creating customer loyalty.

The company gained a lot of benefits with high level of satisfaction, which is in addition to increasing customer loyalty but also can prevent customer turnover, reduce customer sensitivity to price, reduce marketing failure costs, reduce operating costs caused by increasing number of customers, increase advertising effectiveness, and increase business reputation (Fornell, 1992 in Aryani and Rosinta, 2010). Habib Bahar. (2009) Expressed user satisfaction is a major factor in assessing the quality of service, where consumers assess the performance of services received and that are felt directly against the product of a service.

According to Caroline, O. and Chandra Kuswoyo (2013), quality service products have an important role to form customer satisfaction. The more qualified the products and services provided, the satisfaction perceived by the customer is increasingly higher. If customer satisfaction is higher, it can cause profit for the business entity. Satisfied customers will continue to make purchases on the business entity. Similarly, if without satisfaction, it may result in the customer moving on another product. The level of satisfaction is a function of the difference between perceived performance and expectation. Thus, customer expectations

Why two organizations on the same business type can be assessed differently by the customer. The company may lose 80% of customers who are very dissatisfied, and perhaps 40% of unsatisfied customers, about 20% of the customers are quite satisfied. However, the company may only lose 1 or 2% of customers who are very satisfied.

The company will successfully acquire a lot of customers when assessed to provide customer satisfaction. The creation of customer satisfaction can provide some benefits,

Relationship between the company and the consumer becomes harmonious and provides a good base

The creation of customer satisfaction will bring a huge impact on the company's profit. Satisfied consumers will be ready to pay with the premium price, marketing costs will be much more effective, the spbar promotion of good word of mouth, more efficient operating costs and satisfied buyers will be able to buy more for products that are satisfactory or through cross-selling. Customer Satisfaction is a consequence of the comparisons made by customers who compare between tiers of perceived benefits to the benefits that customers expect. The indicators of customer satisfaction (according to Irawan, 2008)

D. Customer loyalty

Basu S. and Irawan (2013) gave the defendant about the loyalty (service Loytalitas), which is the degree to which a consumer demonstrates the repeated purchase behavior of a service provider, has a positive attitude toward the provider, and only considers to use this service provider at the time of the need to use this service. From the defendant that Gramer and Brown, the loyal consumer is not only a buyer who make repeated purchases, but also maintains a positive attitude towards the service provider. According to Sutisna (2003:41) Customer loyalty can be grouped into two groups namely brand loyalty and store loyalty. Customer loyalty can

be defined as a " wonderful attitude towards a brand that is represented in a consistent purchase of that brand at all times."

Customer loyalty is defined by Oliver, R. L. (2011) As a high commitment to repurchase a product or service that is liked in the future, in addition to the influence of situation and business marketers in changing behavior. In other words, consumers will be loyal to re-purchase continuously. Loyalty is measured from repurchase, how often the customer is using the hold, as well as recommending others to use Flexi (Kotler, Philip & Keller, K. L, 2009). Customer loyalty is a customer's commitment to the store, brand or supplier based on a positive attitude that is reflected in the form of repeated repeat purchases consistently (Tjiptono, F. DKK. 2008)**.**

According to Tjiptono, F. DKK. (2008) Customer loyalty is defined as a measure of loyalty from customers in using a brand of product or service mark at a certain period of time in situations where many options of products or services can fulfill their needs and customers have the ability to acquire them.

Based on some definitions of consumer loyalty above it can be concluded that consumer loyalty is a consumer loyalty that is presented in a consistent purchase of products or services at all times and there is a good attitude to recommend others to purchase the product. The actual indication of loyalty required a measurement of attitudes combined with measurements of behavior. Akbar, M. et. al. (2009) stated that the forming factors of customer loyalty are service quality, trust, and customer satisfaction. The opinion is also supported by the research that Hallowell (1996) has suggested that customer satisfaction is a prerequisite for customer loyalty. Loyal customers have a lower tendency to change brands, less sensitive to prices, buy more often and or more, becoming strong word of mouth, creating business referrals. Aydin et. Al. (2005), stating that the telecommunications companies in Turkey lost 2-4 percent of their customers monthly, Unloyal customers will reduce the millions of revenues and profits gained. Therefore, a better alternative is to do various upaya to maintain the existing market, one of which is through the effort to increase customer loyalty.

According to the opinion, the experts can say that

Antecedent of loyalty is satisfaction. But there is a conflict of opinion on this matter. The satisfaction relationship with loyalty is not linear, as the marketer envisioned. Darsono et al. (2007) suggests that a number of customers expressing satisfaction are still in brand change. Some customers are not satisfied, instead of changing brands. Hallowell (1996), Boohene and Agyapong (2011) argued that contentment had a positive association with loyalty, but with a record of increased contentment did not necessarily result in increased loyalty in the same degree. With the difference of opinion, the quality of service and satisfaction need to be studied further to know the contribution in building customer loyalty.

III. Research Method

This type of research is quantitative research. And menUse the model OF Structural Equation Modeling (SEM) using the AMOS program.Researchlocated in the provinsiPapua**province**. Data Collection is done to obtain the necessary information in order to achieve the research objectives. The process of collecting data is determined by variables that exist in the hypothesis. Data collection is done against pre-defined samples.

The data used in this research is primary data, i.e. data collected and self-processed by researchers directly from the subject or research object. Meanwhile, the data collection technique is used by the questionnaire that contains statements related to the indicators of each research variable using the interval measurement scale, with intervals of 1 to 10. In addition, the photo data and boat facilities are PT. Pelni. Secondary data consist of data of PT. Pelni ship through Jayapura port and its passenger data **.**

The population is the whole of an object, object or individual to be researched that has the same characteristics. According to Ferdinand (2013) It states that the population is a composite of all elements in the form of events, things or people who have similar characteristics that are the center of the attention of a researcher because it is viewed as a research universe. Based on the above opinion, the population in this study is all passengers (customers) of the marine transportation of PT. Pelni in Jayapura which is listed in the first quarter in the year 2019.Asfrom SouthQuarterlyFirstpopulations **A** total **of** 31,604 samples are part of the population. Samples are part of the number and characteristics owned by the population, or small portions of population members taken according to certain procedures so that they can represent their population. According to Arikunto (2010) It is argued that the samples were partially or representatives of the population being researched. If the population is large, and researchers are unlikely to learn all that is in the population, this is due to limited funds or costs, manpower and time, so researchers can use samples taken from the population. Samples to be taken from the population must be completely representative or can represent.

According to the formula Slovin then obtained the number of samples in as much as 99.68 rounded 100 people. Sample withdrawal technique used the Insitental sample technique i.e. sample determination based on coincidence, i.e. anyone who incidentally/incidental encounters with the researcher can be used as a sample. If it is considered a person who happened to be found suitable as a data source that used to use marine transport PT. Pelni with the aim and from Jayapura **.** All collected data is done by data processing and result analysis

consisting of validity test, reliability test, descriptive analysis, and regression analysis.

IV. Results And Analysis

To be able to test causality hypothesis by using Structural Equation Model (SEM) analysis techniques using the AMOS progam, there are two steps that must be done, namely to test the factors that make up each of the variables using confirmatory factor analysis which is then followed by full Model analysis. Analyisisfullmodelstructuralequationmodel (SEM) after analysis of the unidimensionality level of the dimensions/indicators of latent variable forming tested with confirmatory factor analysis, the next analysis is Structural Equal model (SEM) analysis in full model. The results of data processing for analysis full model SEM as in the following image:

Sumber: Data diolah dengan AMOS. Tahun
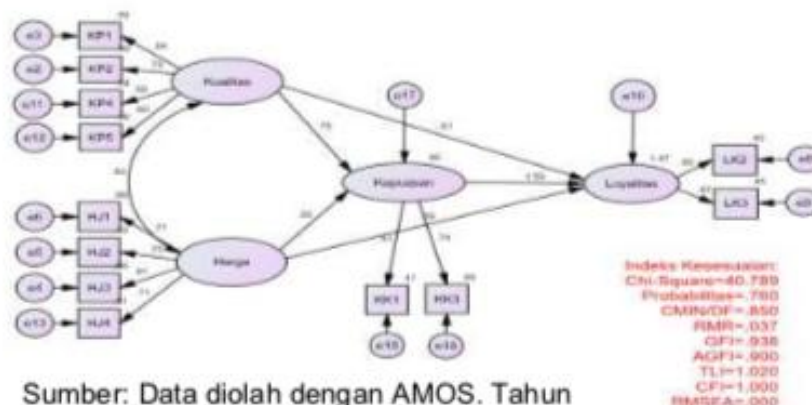
The picture. Structural Equation Model (SEM) Analysis

The test of the full feasibility of this SEM model is tested in the same way as testing the confirmatory factor analysis. The results of feasibility testing on the research model developed in this study, are presented in the following table.

Goodness of Fit Indeks	Cut off Value	Hasil	Evaluasi
Chi-Square	Lebih Kecil	40.789	Baik
Probability	≥ 0.05	0.760	Baik
RMSEA	≤ 0.08	0.000	Baik
GFI	≥ 0.90	0.938	Baik
AGFI	≥ 0.90	0.900	Baik
CMIN/DF	≤ 2.00	0.850	Baik
TLI	≥ 0.95	1.020	Baik
CFI	≥ 0.95	1.000	Baik

Tabel 1 Hasil PengujianKelayakan Model

The results of analysis obtained goodness-of-fit testing point that there was no difference between the sample covariance matrix and the estimated population covariance. Tests against the model hypothesis show that this model corresponds to data or fit against the available data. The other sizes of the feasibility model are also in good category which means that the model has fulfilled the goodness-of-fit criteria that have been set. Thus the matching model predicted with the observation values is already qualified

			Estimate	S.E.	C.R.	P
Kepuasan	←	Kualitas	0.449	0.190	2.363	0.018
Kepuasan	←	Harga	0.102	0.138	1.741	0.031
Loyalitas	←	Kualitas	0.765	1.727	1.443	0.048
Loyalitas	←	Harga	0.311	0.467	1.666	0.035
Loyalitas	←	Kepuasan	2.502	3.634	1.689	0.037
KP2	←	Kualitas	0.959	0.130	7.370	0.000
KP1	←	Kualitas	1.000			
HJ2	←	Harga	.788	0.110	7.174	0.000
HJ1	←	Harga	.896	0.109	8.232	0.000
LK2	←	Loyalitas	.967	0.153	6.323	0.000
HJ3	←	Harga	1.000			
LK3	←	Loyalitas	1.000			
KP4	←	Kualitas	1.022	0.177	5.761	0.000
KP5	←	Kualitas	1.161	0.193	6.015	0.000
HJ4	←	Harga	.904	0.121	7.450	0.000
LK3	←	Loyalitas	1.000			
KP4	←	Kualitas	1.022	0.177	5.761	0.000
KP5	←	Kualitas	1.161	0.193	6.015	0.000
HJ4	←	Harga	.904	0.121	7.450	0.000
KK1	←	Kepuasan	1.000			
KK3	←	Kepuasan	1.794	0.454	3.947	0.000

Table 2. Regression Weight value IN SEM Full Model Analysis

Based on the results of the analysis of the confirmatory factor is obtained that the test value on each forming factor of a construction indicates high significance, namely with the value of standardized regression weight > 0.4 and CR > 1.68 and with probability < 0.05. With this result, it can be concluded that the indicators are good enough to form/measure the latent variables. In the table above, through observations to the Chi-Square value < 56.942 and the C. R value identical to the-t test in the Regressi> 1.68. The value of all Regressi coefficient is significantly not equal to zero, so regarding the causality relationship presented in this model is acceptable. The analysis of the I equation above shows that regression results show that quality and price influence the increased satisfaction. Equation II analysis shows that quality and price influence the increase in loyalty. While equation III shows that satisfaction has a response to customer loyalty in PT. Pelni Jayapura.

Estimation with Maximum Likelihood requires variable observed to meet the assumption of normality multivariate. Analysis of normality is done by observing the value of Critical Ratio (CR) for multivariate with a range of ± 2.58 at significance level 1% can be concluded that there is no evidence that the data used has an abnormal spread.

Variable	min	max	skew	c.r.	kurtosis	c.r.
KP5	1.000	9.000	-.080	-.328	-.817	-1.667
KP4	1.000	10.000	-.026	-.106	-.857	-1.749
KP3	1.000	10.000	-.075	-.304	-.924	-1.886
KP2	1.000	9.000	-.080	-.328	-.817	-1.667
KP1	1.000	10.000	.117	.476	-.816	-1.666
HJ4	2.000	10.000	.264	1.078	-.824	-1.682
HJ3	1.000	10.000	.056	.228	-.682	-1.392
HJ2	1.000	10.000	-.005	-.021	-.789	-1.611
HJ1	2.000	10.000	.159	.647	-.632	-1.290
KK3	1.000	9.000	-.119	-.487	-.750	-1.530
KK2	1.000	10.000	-.054	-.219	-.802	-1.637
KK1	1.000	10.000	-.179	-.731	-.561	-1.145
LK3	1.000	10.000	-.167	-.682	-.693	-1.415
LK2	1.000	10.000	.117	.476	-.816	-1.666
LK1	1.000	10.000	-.005	-.021	-.789	-1.611
Multivariate					4.835	1.319

Table 3. Data Normality Testing Results

According to the table above, using the criteria of the critical ratio of ± 2.58 at the significance level 0.01 (1%) Where the normality test results indicate that the value of CR for multivariate is 1,319 which is below ± 2.58, so it can be said that the distribution of variable observed data has a normal spread. Outliers are observations or data that have unique characteristics that look very different from other data and appear in the

form of extreme values, both for single variables and combinations (Hair, et al, 1995, p. 57). Evaluation of Univariate ouliers and multivariate outliers is described below.

1. UnivHideto outliers

Testing there is no univariate outliers done by analyzing the value of standardized (Z-score) of the research data used. If there is a Z-score value located at the range $\geq \pm 3$, it will be categorized as univariate outliers. The results of the data processing for testing there is no univariate outliers presented in the table below. The test results showed that no data had Z-Score > 3.0, so it is known that the data used is free from univariate outiers. It appears in the table above that all values that have been standardized in the Z-score form have an average equal to zero with a standard deviation of one as it is divided. Descriptive statistical results in the following table.

	N	Min	Max	Mean	Std. Dev
Zscore(KP1)	100	-2.079	1.795	0.000	1.000
Zscore(KP2)	100	-2.186	2.119	0.000	1.000
Zscore(KP3)	100	-2.123	2.132	0.000	1.000
Zscore(KP4)	100	-2.321	2.276	0.000	1.000
Zscore(KP5)	100	-2.123	2.132	0.000	1.000
Zscore(HJ1)	100	-1.661	2.147	0.000	1.000
Zscore(HJ2)	100	-2.339	1.897	0.000	1.000
Zscore(HJ3)	100	-2.301	1.952	0.000	1.000
Zscore(HJ4)	100	-1.849	2.044	0.000	1.000
Zscore(KP1)	100	-1.763	2.098	0.000	1.000
Zscore(KP2)	100	-2.332	1.898	0.000	1.000
Zscore(KP3)	100	-1.964	1.990	0.000	1.000
Zscore(LK1)	100	-1.962	2.042	0.000	1.000
Zscore(LK2)	100	-2.301	1.952	0.000	1.000
Zscore(LK3)	100	-1.849	2.044	0.000	1.000
Valid N	100				

Table 4. Descriptiveanalytable results test Outliers

From the above analysis results, there is no higher Z-score value than ± 3.0. Because it can be concluded that there is no univariate outlier.

2. Multivariate outliers

Although the data analyzed indicates the absence of outliers at the univariate level, it is important to know whether the observation can be a multivariate outliers when it is already combinable. Test distance Mahalanobis (Mahalanobis Distance) is used to see whether outliers are multivariate. Determining a case (multiple answers of a respondent) raises an outlier of multivariate, is by calculating the boundary value based on the Chi-square value at a free degree as the number of variables at significance levels 0.001 or $\square$ 2 (12:0.001). Cases of multivariate outliers occur if the value of Mahalanobis distance is greater than the value of the Chi-square count (Ferdinand, 2014). Based on the value of Chi square at a free degree of 12 (number of variables) at the level of Siginifansi 0.001 or X2 (12; 0.001) = 31.2641. Visible from the results of the calculations by using AMOS obtained value of distance-squared Mahalanobis at least 6.654 and a maximum value of 27,767 (see appendix of the Analysis of AMOS on evaluation of the outliers). Therefore the view of the analyzed data can conclude that there is no multivariate outlier.

3. Hypothesis Testing
Data analysis results by using Structural Equal Model (SEM) with AMOS program, as in the following table:

			Estimate	S.E.	C.R.	P
Kualitas	➜	Kepuasan	0.449	0.190	2.363	0.018
Harga	➜	Kepuasan	0.102	0.138	1.741	0.031
Kualitas	➜	Loyalitas	0.765	1.727	1.443	0.048
Harga	➜	Loyalitas	0.311	0.467	1.666	0.035
Kepuasan	➜	Loyalitas	0.502	3.634	1.689	0.037

Table 5. Value of Regression Weight

a.   Quality effect on satisfaction

The results of the analysis as shown in table 16 above indicate that the critical ratio (CR) is 2,363, the coefficient value is 0449 and the probability value (significant) amounted to 0.018. Probability value (0.018) < 0.05, thus the quality of service has a positive and significant influence on customer satisfaction at PT. Pelni Jayapura **.**

b.   Effect of price on satisfaction

The results of the analysis as shown in table 16 above indicate that the critical ratio (CR) is 1,741, the coefficient value is 0102 and the probability value (significant) amounted to 0.031. The probability value (0.031) < 0.05, thus the price has a positive and significant influence on consumer satisfaction at PT. Pelni Jayapura.

c.   Quality influence **on loyalty**

The results of the analysis as shown in table 16 above indicate that the critical ratio (CR) is 1,443, the coefficient value of 0765 and the probability value (significant) of 0048. The probability value (0.048) < 0.05, thus the quality of service has a positive and significant influence on consumer loyalty in PT. Pelni Jayapura.

d.   Price impact on loyalty

The results of the analysis in the table 5.11 above indicate that the critical ratio (CR) is 1,666, the coefficient value of 0311 and the probability value (significant) of 0035. The probability value < 0.05, thus the price has a positive and significant influence on consumer loyalty in PT. Pelni Jayapura.

e.   Foster satisfaction to customer loyalty

The results of the analysis as shown in table 16 above indicate that the critical ratio (CR) is 1,689, the coefficient value of 0502 and the probability value (significant) of 0037. Probability value (0.037) < 0.05, thereby satisfaction has a positive and significant influence on customer loyalty in PT. Pelni Jayapura

V. Discussion

1.   InfluencetheServicesfor Customer Satisfaction

The results of the analysis show that quality has a positive and significant influence on customer satisfaction. It shows that if good quality of service will increase customer satisfaction in using Marine Service PT. Pelni Jayapura.

For consumers who are sensitive cheaper price is the most important source of satisfaction, because they will get a high value for money. This component is very important for some companies who want to create customer satisfaction. The size of the service quality used in this research includes 5 (five) Dimensions of service quality, namely: (1) tangible which are real aspects that can be seen and felt. The dimensions of this physical evidence include condition of means, then equipment and technology, the condition of the company's human resource alignment of physical facilities with the type of services provided. Because tangible, especially the physical environment is one aspect that is easily visible to customers, it is important to design according to the strategy that is being run; (2) Reliability that is aspects of the accuracy (reliability) of the service system provided by the company.

In this case the company's services are provided in accordance with the universal applicable standards including the passenger's service time. In other words demonstrate the ability to realize the appropriate services that have been promised and how far a company is able to provide accurate or no error service; (3) reponsiveness which means the speed of the company in providing the services offered and included in this dimension is the waiting time to get the turn of the service; (4) assurance that there is a guarantee that the services provided provide security assurance, ability or competence of the company and the resources or conduct of the front-line and staff in providing services in accordance with the standards and others that provide assurance that all elements of the service provider in accordance with the expected so as to generate trust and confidence to the customers; and (5) empathy is the ease of obtaining services, hospitality, communication and the ability to understand customer needs. This dimension can include attention and company to the interests of its customers, understanding of customer needs, and suitability of the company's working hours with the busy customers.

When all these elements (indicators) are noted, cared for and improved, it will be achieved customer satisfaction and in turn will form high customer loyalty so it is not easy to move to other companies, even they will promote the company concerned to others and this through interactions or Moment of Truth (MOT) with available media. The theories expressed by Umar (2003:52), Basu S. and Irawan (2013) and Lupiyoadi, R. (2013), Kotler, Philip & Keller, K. L. (2009), Oliver, R.L. (2011) and Aryani and Rosinta (2010), state that the quality of service affects customer satisfaction. The results of this study were in line with the results of the

research conducted by Munawaroh (2005), Chowdhary, N. and Prakash, M. (2007), Fujun Lai, Mitch Griffin & Barry J. Babin (2009), Hsin-Hui et. Al, (2009), Kandampully, Jay. (2009), Akbar and Parvez (2009), Bahar, et al. (2009), Hidayat, R. (2009), Wendha, A. Dkk. (2013), Lesmana, H. and DjumilahHadiwidjojo (2014), Erdal and GokceCicekCeyhun (2014) showed that the quality of service has a positive effect on customer satisfaction. In addition, the research results are not in line with the research of Mahmud A. ET. Al. (2013), indicating that the quality of service has no effect on customer satisfaction.

2.   Influence of prices on papal customers

Analysis results show that prices have a positive and significant influence on customer satisfaction. This indicates that a good price (affordable) will be able to increase customer satisfaction in using marine Services PT. Pelni Jayapura. In the essence of the selection of a product is also influenced by knowledge, opinion (Opinion) and faith, all three factors are closely related to the level of experience as a cornerstone of human being to be able to think using logic. With the experience it makes man can have insight and knowledge so that it can position the position of value of a price from a product result and explain a fact, which is the cost of appropriate or correct and which is not appropriate or incorrect. This problem in the world of philosophy is mentioned as Epistimology. So price policy or a value can affect human mindset, consider its activity by using logic included in considering its need as a customer of a product.

Customerin theBusinessto do MeetneedagainstaProductscertainalwaysLooking forProducts whose harga selling price is   relatively low with relativelygoodquality.Behavioursconsumers who

This is   common and almost   applicable to various   market conditions . Ability Consumer to do buy A a Products is determined by berbagai things   such as   income level and   amount of expenditure. Companies in marketing The results of their   products   mata   are not to be   confronted   with quality competition but   also in persainganpricecompetition. The company sets   a low-level special price to drive sales for its products, not solely aimed at obtaining a substantial profit

The results of this research were supported by teori The theories expressed by Basu S. Dan Irawan (2013) and Lupiyoadi, R. (2013) indicating that the price affects customer satisfaction . The results of this research are in line with   The research conducted by djati, S. Dan Darmawan (2004), fathimah, fida. (2013) indicates that price affects   customersatisfaction. Instead, The results of the study were not in line with the research of Caroline, O. and Chandra kuswoyp (2011), Mahmud A. et al. (2013) indicating that prices have no effect on   Customer Satisfaction

3.   Effect of service quality on customer loyalty

The results of the analysis showed that the quality of service has a positive and significant influence on consumerloyalty. It tersebut indicates that good quality   of service can be improved will be able to increase   customer loyalty in using   Marine Services PT. Pelni Jayapura. The Results of this study were supported by teori The theories expressed by Zeithaml et. al. (1996) and Tjiptono and Gregory Chandra (2005:386) indicating that the quality of service affects customer loyalty . Akbar, M. ET. Al. (2009)   states   that the customer   loyalty   factors   are the   quality   of   service, Trust, and kepuasancustomersatisfaction. According to Zeithaml et. AL, 1996; in the

A. Al, 2007, said that the quality of service affects customer loyalty. Good product quality will directly affect the level of consumer satisfaction, and if that happens continuously it will result in consumers who are always loyal to buy or use the product and is called consumer loyalty. Consumers will be satisfied if they buy and use the product and the quality is good. There are six elements in the product quality: performance, durability, feature, reliability, consistency and desaign.

The results of this research in line with the research of Yudi Adhitama (2009), Semuel, Hatane., Wijaya, Nadya. (2009), Hadiyati (2010), Caroline, O. and Chandra Kuswoyo (2011), Meylisa Elisabeth Pongoh (2012), Bangun Prasetyo (2013), Basir M. et. Al. (2015) that the quality of service affects customer loyalty. Instead, the results of the study were not in line with the research of Jahroni (2009), Hidayat, R. (2009), Aryani D. and Febrina Rosinta (2010), Haryono, Ali Syafiq (2010), Srikandi S. N. DKK. (2013), Mahmud A. et al. (2013), Basir M. et. Al. (2015), indicating that the quality of service has no effect on customer loyalty the research results Mulyana and Sufiyanor (2009), Wendha, A. Dkk. (2013), Lesmana, H. and Djumilah Hadiwidjojo (2014), indicating that the quality of service affects customer loyalty.

4.   Price impact on customer loyalty

The results of This research   show that prices have   a positive and   significant influence on consumerloyalty. It tersebut shows that if the price is good or affordable   will be able to increase consumer Loyalty in using   Marine Services PT. Pelni Jayapura.

Customer loyalty is a   Consumer loyalty that is presented in a consistent purchase of products or services at all times and there is a good attitude to recommending others to purchase the product. The

actual indication of loyalty required a measurement of attitudes combined with measurements of behavior.

The results of this research are supported by zeithaml theory (2012) factors that affect consumer loyalty one of them is the price of Energy, and fisik the physical consumer issued because he chose one alternative. teori If the cost of switching is large, then consumers will be careful to move to another product because of the risk of failure is also large so that consumers tend to be loyal. Swastha and Handoko mention One of the factors affecting Customer loyalty is the price, It is definitely people want a good item at a price that is cheaper or competitive. So the price here is more defined as a result, or in other words harga the high Price is the result of the quality of the product is good, or the high price as a result of good quality of service . Hasil Research in line with the research of Nina kurniasari and Nina Ernawati (2012), meylisa Elisabeth Pongoh (2012), Nina K. and Nina Ernawati (2012), hose. C. (2013), indicating that prices are influential towards customerloyalty.

5.   Effect of satisfaction on Customer Loyalty
The results of the analysis show that satisfaction has a positive and significant influence on consumer loyalty. It shows that satisfaction will increase consumer loyalty in using marine Services PT. Pelni Jayapura

According to the opinion experts can be said that the antecedent of loyalty is satisfaction. But there is a conflict of opinion on this matter. The satisfaction relationship with loyalty is not linear, as the marketer envisioned. Darsono et al. (2007) suggests that a number of customers expressing satisfaction are still in brand change. Some customers are not satisfied, instead of changing brands. Hallowell (1996), Boohene and Agyapong (2011) argued that contentment had a positive association with loyalty, but with a record of increased contentment did not necessarily result in increased loyalty in the same degree. With the difference of opinion, the quality of service and satisfaction need to be studied further to know their contribution in buildingcustomerloyalty.

The quality of service is a boost of individual desire aimed diarahkan at the goal of obtaining satisfaction, if the company is able to provide satisfaction to the customer, then it will impact on the customer loyalty level to the company, so vice versa. Pelanggan Loyal customers are those who are very satisfied with certain products or services so have the enthusiasm to introduce them to anyone They know. Teori The theory expressed by Umar, H. (2003) shows that satisfaction affects customerloyalty. The results of this research in line with the research of Nina kurniasari and Nina Ernawati (2012), BangunPrasetyo (2013), Srikandi S. N. DKK. (2013) that satisfaction affects customerloyalty. Conversely, The results of This study are not in line with the research of Abu- elsamen, et. al. (2011) shows that satisfaction has no effect on customer loyalty and Communion, M., &osarenkhoe, A. (2012) shows that satisfaction negatively affects customer Loyalty

VI. Conclusions And Suggestions
1.   The quality of service has a positive and significant influence on customer satisfaction. It shows that good quality of service will increase customer satisfaction in using Marine Service PT. Pelni Jayapura.
2.   Price has a positive and significant influence on customer satisfaction. It shows that the good price will increase customer satisfaction in using Marine Service PT. Pelni Jayapura.
3.   Quality has a positive and significant influence on customer loyalty. It shows that good quality of service will increase customer loyalty in using Marine Services PT. Pelni Jayapura.
4.   Prices have a positive and significant influence on customer loyalty. It shows that the good price will increase customer loyalty in using Marine Service PT. Pelni Jayapura.
5.   Satisfaction has a positive and significant influence on customer loyalty. It shows that satisfaction will increase customer loyalty in using Marine Services PT. Pelni Jayapura.
Based on the results of the research conclusions, the research advice is the quality of service has an influence on customer satisfaction in using marine Services PT. Pelni Jayapura. Therefore, quality of service needs to be maintained, maintained that was improved by PT. Pelni Jayapura. Price has an influence on customer satisfaction in using Marine Service PT. Pelni Jayapura. Therefore it is necessary to maintain and always maintain the suitability of the price of sacrifice made by the customer and the price is not easy to change, let alone raised. Quality of service has influence on customer loyalty in using Marine Services PT. Pelni Jayapura. Therefore, in increasing customer loyalty should be PT. Pelni need to maintain and improve the quality of service while Price has an influence on consumer loyalty in using marine Services PT. Pelni Jayapura. Therefore, the management of PT. Pelni Jayapura in maintaining customer loyalty should pay attention to the ticket price to be stable and if possible can be more affordable by the community. and customer satisfaction has an influence on customer loyalty in using Marine Services PT. Pelni Jayapura. Management of PT. Pelni Jayapura needs to be maintained and enhanced to increase customer satisfaction level so that it has loyalty to the use of services PT. Pelni Jayapura.

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