

---

## SERVICES QUALITY OF SHIP AGENCY AND SERVICES INTERPERSONAL COMMUNICATION IN SHIPPING COMPANIES

**Yuliantini<sup>1</sup>, Sarinah Sihombing<sup>2</sup>, Theresye Yoanyta Octora<sup>3</sup>, Euis Saribanon<sup>4</sup>, Muhammad Thamrin AR<sup>5</sup>**

<sup>12345</sup>Institute of Transportation and Logistics (ITL) Trisakti, Jakarta, Indonesia

yuliantini.mami@gmail.com<sup>1</sup>, sarinah.stmt@gmail.com<sup>2</sup>, yoanita\_oct@yahoo.co.id<sup>3</sup>, nengnonon04@gmail.com<sup>4</sup>, thamrinaroba7@gmail.com<sup>5</sup>

---

### ABSTRACT

#### KEYWORDS

Quality Of Services,  
Ship Agency,  
Communication

#### ARTICLE INFO

Accepted:

**May 25<sup>th</sup> 2022**

Revised:

**June 7<sup>th</sup> 2022**

Approved:

**June 14<sup>th</sup> 2022**

This study aims to analyze the relationship between ship agency service quality, interpersonal communication and user satisfaction at PT Buana Listya Tama, either partially or simultaneously. This study uses a quantitative method by conducting a survey, and the data is analyzed using correlation and regression. The results showed that the interpersonal communication variable was also positively correlated with customer satisfaction with a t-count value of 6.108 and greater than t-table of 1.998 so that Ho was rejected and Ha was accepted. Through the F test, it is known that the quality of service and interpersonal communication simultaneously correlates with satisfaction where F count is greater than F table ( $90.839 > 2.75$ ) 50 so that Ho is rejected and Ha is accepted. The coefficient of determination (R Square) between variables is 0.749 or 74.9%. The contribution of service quality and interpersonal communication to customer satisfaction is 74.946%, while 25.1% is influenced by other factors not examined. 749 or 74.9%. The contribution of service quality and interpersonal communication to customer satisfaction is 74.946%, while 25.1% is influenced by other factors not examined. 749 or 74.9%. The contribution of service quality and interpersonal communication to customer satisfaction is 74.946%, while 25.1% is influenced by other factors not examined.

---

### INTRODUCTION

Nowadays, free trade is increasingly becoming an economic concept adopted by many countries around the world including Indonesia. According to (Prentice, Dominique Lopes, & Wang, 2020), free trade can be explained as the sale of products between countries without import and export taxes or other trade barriers. With the introduction of free trade in Indonesia, the flow of goods into and out of Indonesia is expected to increase dramatically. Therefore, efficient and efficient transportation methods are very important to minimize the cost of transportation operations. Ocean freight is one of the relatively inexpensive modes of transportation that can support import and export activities (Teravaninthorn & Raballand, 2009).

To support and protect the domestic shipping industry, the Indonesian government took decisive steps to implement the principles of cabotage in 2005. (Warsilan, 2018) According to the policy only allows Indonesian-flagged vessels to sail and distribute cargo in Indonesian waters. The regulation also stipulates that Indonesian-flagged vessels must be at least 51 percent owned by Indonesian parties. Eight years later, in 2013, the implementation of the principles of cabotage is exciting domestic shipping industry. This amazing achievement can

be seen from the significant increase in the market share of Inland freight volume increased by 54% or about 101.3 million tons from 187.6 million tons in 2004 and 98.85% or about 350.93 million tons from 355 tons (Minot et al., 2019).

The number of national fleets increased sharply from 6,041 vehicles or 5.67 million tons gross tons in 2004 to 12,774 vehicles or about 18.2 million tons in 2013 (Wahyudi, 2021). These outstanding achievements reflect the bright future of my country's shipping industry. The domestic shipping industry is expected to grow by 6-7% in 2014 (Octaviannand, Pandjaitan, & Kuswanto, 2017). Given the importance of this policy to the national economy, the government is also expected to continue to implement the principle of cabotage. In addition, Indonesia's economy is expected to grow by more than 5% in 2015, which means that the overall business environment will remain good in 2015, which is bound to have a positive impact on the Indonesian shipping industry (Endang, 2021).

With the above-mentioned development of the shipping industry, the demand for shipping services will continue. This forces shipping companies to compete for customers. (Viederyte & Didziokas, 2014). As the shipping industry provides services, the existing competition is to provide satisfactory services to consumers by competing with each other and to provide information to customers through interpersonal business activities. The performance of a shipping company determines whether the company is competitive in the world market. A simple requirement that shipping companies must meet is that the company can provide services based on the needs and desires of the community (Griffith, 2019).

The management of shipping companies must respond quickly and accurately to the demands of today's society. As a service company, a shipping company must focus on the quality of the services provided. The service provided must be able to satisfy the customer. The benefits of customer satisfaction increase the harmonious relationship between the company and its customers, provide a good basis for repeat purchases, increase customer loyalty, and can beneficially advise the company to attract more people to the company (Zhang & Luo, 2016).

Interpersonal communication is considered one of the strategies for establishing and maintaining an effective relationship between an organization and the public. Human communication has the function of collecting personal information so that they can predict the reactions that will occur. This is supported by (DeVito, 2019) who says that interpersonal communication is face-to-face communication between people, allowing each participant to directly perceive the reactions of others. Therefore, in the above case, it is necessary for entrepreneurs who provide shipping services to verify the satisfaction of service users/customers, especially in terms of the quality of services provided and interpersonal communication between employees and consumers/users (Lusiawati, 2019).

Interpersonal Communication according to (DeVito, 2019) there are five factors that can affect effective interpersonal communication. The five dimensions are openness, empathy, supportive attitude, positive attitude and equality. Do these five things well and you'll keep your customers happy. PT Buana Listya Tama's sales and marketing activities are supported by Jakarta's marketing team. The company executes all its own marketing activities. This is because the company believes in the importance of maintaining control over these marketing

activities related to the strategic value of the company's customer information on its business activities (Daniri, 2008).

As part of the marketing and sales team, the company has several dedicated customer service representatives to focus on one or a few key clients, in order to meet the needs of these clients (Notteboom, 2004). PT Buana Listya Tama always prioritizes quality service, by trying to provide services that exceed customer expectations. However, in reality the efforts made by PT Buana Listya Tama so far have not had the results as expected (Table 1).

**Table 1. Revenue of PT Buana Listya Tama**

Year	2011	2012	2013	2014
Income	\$104,633,750	\$69,789,953	\$47,401,704	\$36.007.333

Source: Annual Report of PT. Buana Listya Tama 2014

Given the unexpected sales growth of PT Buana Listya Tama, the year-on-year decline in sales levels, and the rising sales levels, reasonable efforts are required to identify new market opportunities to increase sales levels. New market opportunities and maximum service to retain existing customers. When the community as a customer is satisfied with the company's services, they maintain their loyalty to the company and do not rule out the possibility of influencing others using PT Buana Listya Tama's shipbroking services (Tukker & Tischner, 2017).

This study aims to analyze the relationship between ship agency service quality, interpersonal communication and user satisfaction at PT Buana Listya Tama, either partially or simultaneously.

## METHOD RESEARCH

Basically this section describes the implementation and service methods. The description of the implementation of the activity includes the location, time, participant background, and the number of participants. Meanwhile, the description of the activity method includes the methods and materials presented. Choose one or a combination of several activity methods, including: (1) training / training related to goods and services, diffusion of science and technology, substitution of science and technology (renewable science and technology), or simulation of science and technology; (2) Continuous education; (3) awareness / increased understanding of a problem; (4) consultation / mentoring / mediation. It is best to avoid organizing the writing into "sub-headings" in this section (Sunyoto, 2013). This study uses a quantitative survey method. Data Analysis with Hypothesis Testing, Correlation Test and Multiple Linear Regression Test. the tool used to analyze the data is SPSS version 21

## RESULT AND DISCUSSION

Based on multiple regression calculations between Service Quality (X1), Interpersonal Communication (X2), and Satisfaction (Y) with the help of the SPSS program in the calculation, the following results can be obtained:

**Table 2. Coefficients Regression Test Results.**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.901	4,931		2,413	.019
Service quality	.677	.138	.422	4,905	.000
Interpersonal communication	.820	.134	.525	6.108	.000

Dependent Variables: satisfaction

The regression results above are stated in the following formula:  
 $Satisfaction = 11.901 + 0.677 X_1 + 0.820 X_2$

With the following explanation; a constant of 11.901 means that if the variable quality of service and interpersonal communication is 0, then the satisfaction value is positive at 11.901; The regression coefficient for the service quality variable is 0.677, meaning that if the service quality increases by 1, then satisfaction will increase by 0.677. The positive coefficient means that there is a unidirectional relationship between service quality and satisfaction so that if there is an increase in service quality, it will also increase the satisfaction of service users at Buana Listya Tama; The regression coefficient for interpersonal communication variables is 0.820, meaning that if interpersonal communication increases by 1, then satisfaction will increase by 0.820.

The positive coefficient means that there is a unidirectional relationship between interpersonal communication and satisfaction, so if there is an increase in interpersonal communication, it will also increase the satisfaction of service users at Buana Listya Tama.

The coefficient of determination test is used to calculate the effect of the independent variable on the dependent variable by using the R square number (number squared correlation) or the coefficient of determination in the model summary table in the regression test results with the SPSS program, as follows:

**Table 3. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865a	.749	.740	3.57409

Predictor: (Constant), interpersonal communication, service quality.  
 Dependent Variable: satisfaction.

From the table, it can be seen that the value of R Square is 0.749 or 74.9%. Thus, the magnitude of the influence of service quality variables and interpersonal communication on satisfaction is 74.9%. The remaining 25.1% is influenced by other factors outside the variables in this study.

The t-test was conducted to determine the correlation of the independent variables (quality of service and interpersonal communication) partially to the dependent variable (Y). From the results of the regression test the output is presented as follows:

**Table 4. Results of t Coefficients test**

Model	t	Sig.
1 (Constant)	2,413	.019
Service quality	4,905	.000
Interpersonal communication	6.108	.000

Dependent Variable: satisfaction

Table 3 shows the value of t arithmetic  $>$  t table ( $4.905 > 1.998$ ) for the X1 variable, then  $H_0$  is rejected. This means that service quality is significantly correlated with service user satisfaction at PT Buana Listya Tama.

Table 4 shows the value of t arithmetic  $>$  t table ( $6.108 > 1.998$ ) for the X2 variable, then  $H_0$  is rejected, meaning that interpersonal communication is significantly correlated with service user satisfaction at PT Buana Listya Tama.

The F test was conducted to determine whether the independent variables (Quality of Service and Interpersonal Communication) were significantly correlated with the dependent variable (Satisfaction). Significant means that the relationship that occurs can apply to the population (can be generalized). From the results of the regression analysis output, it can be seen that the F value is shown in table 4 below:

**Table 5. F ANOVA Test Results**

Model	t	Sig.
1 (Constant)	2,413	.019
Service quality	4,905	.000
Interpersonal communication	6.108	.000

Predictors: (Constant), Interpersonal communication, service quality  
Dependent Variable: satisfaction

Table 5 shows the calculated F value  $>$  F table =  $90.839 \gg 2.75$ . Thus,  $H_0$  is rejected and  $H_a$  is accepted. This means that the quality of service and interpersonal communication simultaneously has a significant correlation with service user satisfaction at PT Buana Listya Tama.

**Table 6. Conclusions of Hypothesis Testing**

Independent Variable	Relationship Pattern	Status with Y. Satisfaction Variable
Service quality	$X1 \rightarrow Y$	Partially Correlated
Interpersonal Communication X2	$X2 \rightarrow Y$	Partially Correlated
Service Quality X1 & Interpersonal Communication X2	$X1 \& X2 \rightarrow Y$	Simultaneous Correlation

SPSS 21 test results show that the study shows that an increase or decrease in customer satisfaction during the study period is partially related to the service quality variable. 4.905 compared to t-table -1.998. The results of this study also showed that the increase or decrease in customer satisfaction during the study period was also partly related to interpersonal communication variables. This is based on the results of the t-test, which concludes that the t-count is greater than the t-table, which is 6.108 compared to t-table = 1,998. Finally, the results of this study concluded that the increase or decrease in customer satisfaction during the study period was related to service quality and interpersonal communication variables. This is based on the results of the F-test, which concludes that the F-number is greater than the predetermined F-table, which is an F-number of 90,839. > F Table 2.75. Measured by the coefficient of determination, service quality and interpersonal communication contributed 74.9% to customer satisfaction, while other unexamined variables contributed 25.1%.

## CONCLUSION

Based on the data analysis results of all the data received, it can be concluded that the respondents' average score for the service quality variable (X1) was 4.17, while the respondents' average score for the interpersonal communication variable was 1.4.17 (X2) The average rating is 4.12; the average customer satisfaction rate is 4.08. These three variables have mean values in the consent category. Therefore, it can be said that PT Buana Listya Tama's service quality, interpersonal communication and customer satisfaction are all in a good category.

From the results of hypothesis testing, this study supports three hypotheses, namely interpersonal communication and service quality variables, which are partially or simultaneously significantly correlated with customer satisfaction variables. The quality of service variable is positively and significantly correlated with t-count 4,905 and greater than t-table 1,998, so it can be concluded that H0 is rejected and Ha is accepted. Interpersonal communication variables are also positively correlated with customer satisfaction, with a t-count value of 6.108 and a t-table greater than 1.998, so H0 can be rejected in favor of Ha.

The coefficient of determination (R Square) value between variables was 0.749 or 74.9%. The contribution rate of service quality and interpersonal communication variables to customer satisfaction is 74.9%. The rest is simply explained by other factors outside the research model. It is expected that the application of the results of this study will have an



impact on improving customer (user) satisfaction with the service, and the management of PT Buana Listya Tama must continuously improve the service quality and interpersonal communication.

## REFERENCES

- Daniri, Mas Achmad. (2008). Standarisasi tanggung jawab sosial perusahaan. *Indonesia: Kadin Indonesia*, 2(1), 1–36.
- DeVito, Joseph A. (2019). The interpersonal communication book. *Instructor*, 1, 18.
- Endang, Susilowati. (2021). Peer review. *Navigating Between Two Reefs: Liberal Expansion And Implementation Of The Cabotage Principle In Indonesia, 1816-2010*.
- Griffith, David. (2019). Rising Tide: Charter School Market Share and Student Achievement. *Thomas B. Fordham Institute*.
- Lusiawati, Ira. (2019). Public Service in Interpersonal Communication. *International Journal for Educational and Vocational Studies*, 1(5), 484–488.
- Minot, Nicholas, Warner, James, Lemma, Solomon, Kasa, Leulseged, Gashaw, Abate, & Rashid, Shahidur. (2019). The wheat supply chain in Ethiopia: Patterns, trends, and policy options. *Gates Open Res*, 3(174), 174.
- Notteboom, Theo E. (2004). Container shipping and ports: an overview. *Review of Network Economics*, 3(2).
- Octaviannand, Ramona, Pandjaitan, Nurmala K., & Kuswanto, Sadikin. (2017). Effect of Job Satisfaction and Motivation towards Employee's Performance in XYZ Shipping Company. *Journal of Education and Practice*, 8(8), 72–79.
- Prentice, Catherine, Dominique Lopes, Sergio, & Wang, Xuequn. (2020). The impact of artificial intelligence and employee service quality on customer satisfaction and loyalty. *Journal of Hospitality Marketing & Management*, 29(7), 739–756.
- Sunyoto, Danang. (2013). *Teori, kuesioner, dan analisis data Sumber Daya Manusia*.
- Teravaninthorn, Supee, & Raballand, Gaël. (2009). *Transport prices and costs in Africa: a review of the main international corridors*.
- Tukker, Arnold, & Tischner, Ursula. (2017). *New business for old Europe: product-service development, competitiveness and sustainability*. Routledge.
- Viederyte, Rasa, & Didziokas, Rimantas. (2014). Cluster models, factors and characteristics for the competitive advantage of lithuanian maritime sector. *Economics and Management*, 19(2), 162–171.
- Wahyudi, Wahyudi. (2021). *Pelayanan Jasa Keagenan Kapal Dalam Memenuhi Permintaan Suplai Kapal Mt. Melati 5 Oleh Pt. Usda Seroja Jaya Cabang Kuala Tanjung*. Politeknik Negeri Bengkalis.
- Warsilan, Warsilan. (2018). *Shipyards industrial development studies East Kalimantan*.
- Zhang, Mingli, & Luo, Nuan. (2016). Understanding relationship benefits from harmonious brand community on social media. *Internet Research*.

Copyright holders:

Yuliantini, Sarinah Sihombing, Theresye Yoanyta Octora, Euis Saribanon,  
Muhammad Thamrin AR (2022)

First publication right:

Devotion - Journal of Research and Community Service



This article is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International](https://creativecommons.org/licenses/by-sa/4.0/)