

Research Horizon

ISSN: 2808-0696 (p), 2807-9531 (e)

Research Horizon

Volume: 04

Issue: 01

Year: 2024

Page: 53 - 62

Exploring Consumer Behavior in Maritime Transportation: Price, Facilities, And Timeliness Factors Impacting Purchasing Decisions on The Semarang – Lampung Ship Route

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Abstract

Transportation plays an important role in supporting community activities amidst globalization. This research focuses on users of roll-on/roll-off (RORO or ro-ro) ship services which traverse the Semarang – Lampung route. By using a sample of 100 respondents, non-probability sampling via purposive sampling was used. Data collection involves administering questionnaires to measure respondents' perspectives on the variables studied. Multiple linear regression analysis was used for data analysis. The research results show that there is a positive and significant influence of price, facilities and timeliness factors on purchasing decisions. The regression equation obtained from this analysis highlights the interaction between these factors and purchasing behavior. Specifically, the results of this study highlight the individual impact of price, facilities, and timeliness on purchasing decisions in the context of ship services. These findings contribute to a deeper understanding of consumer behavior in transportation services, providing insights for service providers to tailor offerings that align with customer preferences and increase overall satisfaction.

Keywords

Price, Facility, Timeliness, Purchasing Decisions, Maritime Transportation

1. Introduction

Transportation, in the current era of globalization, is a crucial necessity for society, supporting various activities and daily routines. The existence of transportation as a fundamental societal requirement presents an opportunity for service companies to continually focus on their customers and develop diverse strategies to attract new consumers. This, in turn, is anticipated to yield profitability for both the service provider and the consumer. Transportation encompasses the business of moving or transferring objects from one location to another, where the object becomes more useful or serves specific purposes at the destination. According to Nasution & Mavondo (2008), it involves the transfer of goods and people from the origin to the destination. Therefore, transportation is inherently a process—comprising movement, transfer, and diversion—where the seamless execution relies on supportive equipment to ensure adherence to desired timelines.

Transportation facilities, whether on land, sea, or air, play a vital role in socio-economic aspects, facilitating the distribution of goods and people between regions (Wuryantari., 2023). Efficiencies in transportation facilities ensure smoother and faster connectivity, thereby integrating various regions within Indonesia. With numerous transportation options available, passengers have the freedom to choose their preferred mode of travel. Consequently, passengers' purchasing decisions significantly influence service companies' efforts to enhance product quality. Decision-making processes involve selecting the best course of action from multiple alternatives, driven by specific mechanisms (Nabella, 2021). To attract consumer interest and drive purchasing decisions, companies must prioritize offering superior products or services. This strategic approach fosters consumer engagement and loyalty, ultimately benefiting the company's market position and profitability.

In the context of purchasing ship tickets for the Semarang - Lampung route, passengers prioritize factors such as ticket price because they greatly influence their purchasing decisions (Dewa et al., 2023). Setting prices commensurate with customer perceived value is very important for companies. Apart from that, the availability of facilities also plays an important role in the customer service selection process, because adequate facilities contribute to customer comfort. Additionally, timeliness, defined as adherence to agreed-upon schedules, is another important consideration in customer decision making. This research aims to determine the influence of price factors on the decision to purchase sea ship tickets for the Semarang - Lampung route. Apart from that, it also attempts to analyze the influence of facility factors on ticket purchasing decisions for the same route. Furthermore, the research aims to find out whether punctuality influences the decision to purchase ship tickets for the Semarang - Lampung route. Through empirical analysis, this research aims to provide insight into passenger decision-making processes and inform strategies for service providers to increase customer satisfaction and optimize business performance.

2. Literature Review and Hypothesis

One crucial determinant influencing consumers' willingness and ability to purchase a product is its price. Typically, consumers employ price as a primary indicator of satisfaction, assessing the price of a product before engaging in purchasing activities (Sudirman et al., 2020). Price represents the monetary requirement for acquiring a product, whether it be goods or services. The price aspect encompasses indicators such as price affordability, discounts, and payment methods. Anjarsari & Waluyo (2017) identified several key elements within the price variable, including price lists, discounts, and payment periods. Furthermore, Nurani & Suwitho (2018) categorized pricing methods into four main groups: demand-based,

cost-based, profit-based, and competition-based pricing methods. As concluded by Soekotjo (2018), establishing prices that align with consumer purchasing power and competitive market dynamics plays a pivotal role in shaping consumer motives towards product acquisition. Thus, understanding and strategically setting prices based on consumer preferences and market conditions are crucial for driving consumer behavior and ultimately influencing purchasing decisions.

One of the crucial supporting facilities for organizations is their physical infrastructure, utilized as a means of communicating services to consumers. Elements of service facility design encompass physical aspects such as layout, facility conditions, equipment, utilization of technology for service provision, and décor that directly impact consumer experience (Wibowo et al., 2023). The provision of facilities is typically influenced by price levels, meaning that enhancing facilities in a service company may lead to price increases. Adequate and comprehensive facilities serve as a significant attraction for passengers when making decisions about service utilization, and vice versa. However, many service providers remain unaware of the influence that the layout of service facilities can exert on consumer perceptions and responses. Therefore, understanding the impact of service facility layout on consumer sentiments and behaviors is crucial for service providers aiming to optimize customer satisfaction and enhance overall service experience.

Timeliness refers to the period within which a customer places an order for a product, ensuring its arrival at the customer's location promptly, securely, and in accordance with the specified timeframe (Lisnasari et al., 2016). Timeliness involves utilizing information before it loses its relevance for decision-making, making it crucial for information users to receive timely updates that remain current and relevant (Ridho et al., 2021). On-Time Performance (OTP) and delays are interconnected concepts, with delays representing the antithesis of OTP. OTP denotes the punctuality achievable by a shipping company, while delays are defined by Indonesia's Law Number 1 of 2009 concerning Shipping as the discrepancy between scheduled and actual departure or arrival times. Delays occur when reality diverges from the planned timeframe, indicating poor service quality that may lead to customer complaints or deter them from patronizing the company in the future. The ability of operators to provide transportation services punctually, up to the final destination as per the specified schedule, serves as an indicator of punctuality. This underscores the importance of guaranteeing passenger safety and security, as mandated by Law Number 17 of 2008 concerning Shipping, which affirms passengers' rights to safety protection.

The purchasing decision-making process involves a problem-solving approach to human activity, where individuals attempt to obtain goods or services to satisfy their wants and needs. This process includes several stages, including recognizing needs and wants, gathering information, evaluating purchasing alternatives, making purchasing decisions, and demonstrating post-purchase behavior. Purchasing decisions require careful consideration, where individuals assess various options before choosing a product from among the many choices. As a component of consumer behavior, purchasing decisions reflect how individuals, groups, and organizations select, procure, utilize, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Given the close relationship between purchasing decisions and consumer behavior, it is clear that each consumer exhibits different habits in their purchasing patterns. From the definition above, it becomes clear that purchasing decisions require actions taken by consumers to buy a product. This process involves consumers identifying a problem, searching for information about a particular product or brand, and diligently evaluating each alternative to solve the problem, culminating in a purchasing decision. It is a decision-making process that includes determining what to buy or not buy, and the decision is

informed by previous activities. This research aims to empirically test the following hypotheses:

H1. Price has a positive and significant effect on ticket purchasing decisions

H2. Facilities have a positive and significant effect on ticket purchasing decisions

H3. Punctuality has a positive and significant effect on ticket purchasing decisions

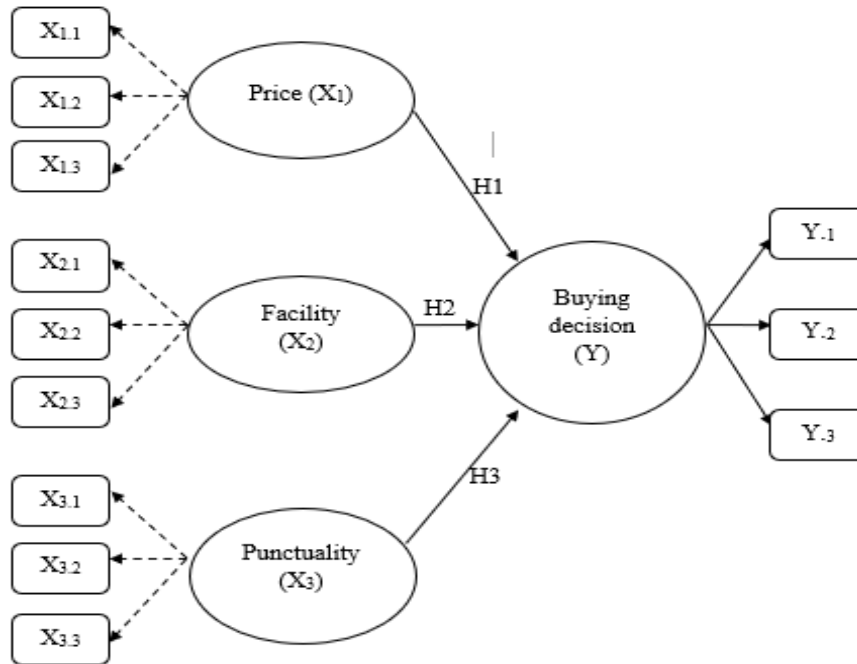


Figure 1. Research Framework

3. Method

The research method used in this research is an empirical and systematic approach, following certain logical steps outlined by Sugiyono (2016). This research uses two research variables, namely the independent variable (symbolized by X) and the dependent variable (symbolized by Y). The populations investigated consist of finite populations and infinite populations. Data collection will be carried out in May 2023 with a focus on ship passengers on the Semarang – Lampung route. The sample size was determined as 100 respondents. The sampling technique used is non-probability sampling, which allows the selection of participants based on certain considerations, without guaranteeing equality of opportunity for each element of the population. This research combines qualitative and quantitative data, collected mainly through questionnaires (Sujarweni, 2014). Data analysis was performed using SPSS, a statistical analysis software package. Through this methodological framework, the research aims to systematically investigate the relationship between independent variables and dependent variables, thereby contributing to a deeper understanding of the factors that influence purchasing decisions for passengers on the Semarang - Lampung route.

4. Results

The results as in Table 1 show that all research indicators, including Price Factors, Facility Factors, Timeliness Factors, and Purchasing Decisions, show a satisfactory level of reliability and validity. For the Price Factor, the Cronbach's Alpha value of 0.777 exceeds the standard alpha threshold of 0.7 which indicates

reliability. The correlation coefficients (r) between individual items (X1.1, X2.2, Likewise, the Facilities Factor also demonstrated reliability, with a Cronbach's Alpha value of 0.767 exceeding the standard alpha threshold. The correlation coefficient of each item (X2.1, X2.2, X2.3) further supports the validity of these factors. The Timeliness factor shows reliability with a Cronbach's Alpha value of 0.781 which shows internal consistency. The correlation coefficients for each item (X3.1, X3.2, X3.3) confirm the validity of this factor. Finally, the Purchasing Decision variable shows reliability with a Cronbach's Alpha value of 0.856, exceeding the standard alpha threshold. The correlation coefficient for each item (Y1, Y2, Y3) validates the accuracy of this measure. In short, all research indicators demonstrate reliability and validity, indicating that the research instruments effectively measure the desired constructs.

Table 1. Reliability and Validity Test Results

Research Indicators	Cronbach's Alpha	Standard Alpha	Conclusion	r count	r table	Conclusion
Price Factor						
X1.1				0.764	0.256	Valid
X2.2	0.777	0.7	Reliable	0.879	0.256	Valid
X3.3				0.852	0.256	Valid
Facility Factors						
X2.1				0.842	0.256	Valid
X2.2	0.767	0.7	Reliable	0.809	0.256	Valid
X2.3				0.830	0.256	Valid
Timeliness Factor						
X3.1				0.870	0.256	Valid
X3.2	0.781	0.7	Reliable	0.806	0.256	Valid
X3.3				0.824	0.256	Valid
Buying decision				0.884	0.256	Valid
Y1				0.873	0.256	Valid
Y2	0.856	0.7	Reliable	0.887	0.256	Valid
Y3						

Table 2. Measuring the Correlation Matrix between Independent Variables

Model	Punctuality	Price	Facility
Punctuality	1.000	-.170	-.413
Price	-.170	1.000	-.417
Facility	-.413	-.417	1.000
Punctuality	.009	-.001	-.003
Price	-.001	.007	-.003
Facility	-.003	-.003	.008

Table 2 presents the correlation matrix among independent variables: Punctuality, Price, and Facility. Punctuality shows a weak negative correlation with Price (-0.170) and a moderate negative correlation with Facility (-0.413). Price exhibits a weak negative correlation with Punctuality (-0.170) and Facility (-0.417). Facility demonstrates a moderate negative correlation with Punctuality (-0.413) and Price (-0.417). These correlations suggest relationships between variables: Punctuality weakly correlates with Price and Facility, while Price and Facility

moderately correlate negatively. The p-values, indicating statistical significance, are not shown but underscore the strength and significance of observed correlations.

Table 3. Multicollinearity Test

Research variable	Tolerance	Nilai VIF	Information
Price Factor	0.684	1.462	No multicollinearity
Facility Factors	0.584	1.711	No multicollinearity
Timeliness Factor	0.687	1.455	No multicollinearity

Table 3 presents the results of the multicollinearity test of the research variables: Price Factor, Facility Factor, and Timeliness Factor. The tolerance value for each variable is above 0.5, which indicates that multicollinearity is not a cause for concern. Specifically, the Price Factor has a tolerance of 0.684, the Facility Factor has a tolerance of 0.584, and the Timeliness Factor has a tolerance of 0.687. The Variance Inflation Factor (VIF) value for each variable is below 10, further confirming the absence of multicollinearity. Specifically, the Price Factor has a VIF of 1.462, the Facilities Factor has a VIF of 1.711, and the Timeliness Factor has a VIF of 1.455. Overall, these results indicate that there is no multicollinearity among the research variables, thus indicating that these variables can be included in the regression analysis.

Table 4. Spearman's rho test results

Model	Correlations	X1	X2	X3	Unstandardized Residual
X1	Correlation Coefficient	1.000	.566**	.446**	-.038
	Sig. (2-tailed)	.	.000	.000	.706
	N	100	100	100	100
X2	Correlation Coefficient	.566**	1.000	.540**	.016
	Sig. (2-tailed)	.000	.	.000	.872
	N	100	100	100	100
X3	Correlation Coefficient	.446**	.540**	1.000	.143
	Sig. (2-tailed)	.000	.000	.	.156
	N	100	100	100	100
Unstandardized Residual	Correlation Coefficient	-.038	.016	.143	1.000
	Sig. (2-tailed)	.706	.872	.156	.
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4 presents the results of the Spearman's rho test which evaluates the correlation between variables X1, X2, and X3, along with their unstandardized residuals. Significant positive correlation exists between X1 and X2 (0.566**), X1 and X3 (0.446**), and X2 and X3 (0.540**). All correlations are significant at the 0.01 level (2-tailed), indicating a strong relationship between variables.

Table 5. Partial Test Results (t Test)

Model	Unst. Coe B	Unst. Coe Std. Error	Std Coef. Beta	t	Sig
(Constant)	.528	1.111		.475	.636
Price	.242	.083	.240	2.920	.004
Facility	.298	.090	.296	3.319	.001
Punctuality	.425	.093	.373	4.547	.000

The influence of the price factor variable (X1) on purchasing decisions (Y) was tested, producing a calculated t value of 2.920 with a significance level of 0.004 (Table 5). With a significance limit of 0.05, the calculated t value (2.920) exceeds the critical t value (1.9844), so H1 is accepted. Therefore, the first hypothesis (H1) which states that there is a positive and significant influence of price factors on purchasing decisions is proven.

Likewise, the influence of the facility factor variable (X2) on purchasing decisions (Y) was tested to obtain a calculated t value of 3.319 and a significance level of 0.001. With the calculated t value (3.319) exceeding the critical t value (1.9844), then H2 is accepted. Thus, the second hypothesis (H2) which states that there is a positive and significant influence of facility factors on purchasing decisions is supported.

Next, the influence of the timeliness factor variable (X3) on purchasing decisions (Y) was analyzed. The calculated t value was 4.547 and a significance level of 0.000. Because the calculated t value (4.547) exceeds the critical t value (1.9849), H3 is accepted. Thus, the third hypothesis (H3), which states that there is a positive and significant influence of the timeliness factor on purchasing decisions, is declared correct.

Table 6. Coefficient Determination Test Results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.745 ^a	0.555	0.541	1.177	1.980

a. Predictors: (Constant), X3, X1, X2
b. Dependent Variable: Y

From Table 6, the calculation results show that the coefficient of determination (Adjusted R Square) is 0.541. This is the independent variable, namely the price factor (X1), facility factor (X2), and timeliness factor (X3), which together play a role or contribute 54.1% in explaining the dependent variable, namely purchasing decisions (Y), while the remainder (100 – 54.1% = 45.9%) is explained by other factors outside the variables studied.

Based on the research results, the variables price factor, facility factor, and timeliness factor are important in influencing ticket purchasing decisions. Action is needed to improve purchasing decisions (Lenggogeni & Ferdinand, 2018). From the tests conducted and the results of multiple linear regression, it is evident that the price factor variable (X1) influences purchasing decisions (Y). Price factors, including price range, price competitiveness, and price suitability, influence the decision to purchase ship crossing tickets on a ferry ship Semarang – Lampung route (Ruswinda et al., 2019). The managerial implication is that if ticket prices are affordable, competitive with other crossing ticket prices, and align with the service users' expectations, this will increase ticket purchasing decisions by service users (Prihatma, 2018).

Multiple linear regression also shows that the facility factor variable (X2) influences the purchasing decision (Y). Facility factors, including cleanliness, an adequate number of seats, and air conditioning, influence the decision to purchase a ship crossing ticket on a ferry ship route Semarang – Lampung. The completeness of facilities is an important factor in improving ticket purchasing decisions by ship

crossing service providers (Santoso & Sispradana, 2021). The ferry ship must pay attention to the completeness and comfort of facilities for service users in order to improve purchasing decisions (Qumairoh, 2023; Octavines et al., 2023).

Furthermore, the results of multiple linear regression indicate that the timeliness variable (X3) influences purchasing decisions (Y). Timeliness factors, including departure, transit time, and arrival, influence the decision to purchase ship crossing tickets on a ferry ship route Semarang – Lampung. The managerial implication is that if the timeliness factor is met, there will be a sense of trust between service users and the ship crossing service provider, thus improving ticket purchasing decisions. Therefore, as a service provider, you must coordinate first and ensure that the schedule listed on the ticket matches what the service user experiences.

5. Conclusion

In conclusion, this research produced several important findings regarding the factors that influence the decision to purchase a ferry on the Semarang - Lampung crossing route. Through multiple linear regression analysis, it is known that the variables price, facilities and timeliness have a positive and significant effect on purchasing decisions. Price is proven to be very influential, followed by facilities and timeliness factors. These findings underscore the importance of considering these variables in forming strategies to improve ticket purchasing decisions in the maritime transportation sector.

The theoretical implications of this research lie in its contribution to the existing literature regarding consumer behavior and decision-making processes in the context of maritime transportation. By identifying and empirically validating the importance of price, amenities, and timeliness factors, this research enriches theoretical understanding and provides a basis for further exploration of the complex dynamics of consumer preferences in this sector. Practically, these findings provide valuable insights for ship crossing service providers operating on the Semarang-Lampung route. Understanding the critical role of price, amenities, and timeliness, service providers can tailor their offerings to better meet customer needs and preferences. Strategies aimed at optimizing pricing structures, improving on-board facilities, and improving punctuality can increase customer satisfaction and loyalty, ultimately driving business growth and competitiveness.

However, this research is not without limitations. This research only focuses on the Semarang to Lampung crossing route, thereby limiting the generalizability of the findings to other sea transportation routes or modes. For future research directions, it is recommended to explore additional factors that may influence purchasing decisions, such as service quality, safety measures, and environmental considerations. In addition, expanding the scope of research to cover different geographic areas or modes of transportation will provide a more comprehensive understanding of consumer behavior in maritime transportation.

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