

# The Impact of Service Quality and Brand Image Through Passenger Satisfaction During New Normal Pandemic Covid -19

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## ABSTRACT

*Service quality in a service company is very important and becomes a reference for good or bad companies in serving their customers so that they are able and create customer satisfaction for the company. And a good brand image will produce and the formation of a good reputation for the company within the eyes of consumers will bring client fulfillment. This ponders points to analyze the benefit quality and brand picture on client fulfillment. The data population used in this study were all passengers on the PT. PELNI ship. Where the technique of sampling using the Slovin method which consists of 98 respondents. The data is processed quantitatively by testing the instrument utilizing legitimacy and unwavering quality tests, whereas the information investigation strategy employs numerous direct relapse analysis, coefficient of assurance, t test and f test. The research data processing was carried out using SPSS version 25. The comes about of this think about showed that Benefit Quality and Brand Picture had a positive and significant impact on Passenger Satisfaction with a level of determination of 89.3%, of which 10.7% was influenced by other factors..*

## 1. INTRODUCTION

Sea transportation has many benefits for maritime countries that have an impact on regional social and economy such as the mobility of people between regions who want to carry out economic activities or work using pioneer ships that have routes from areas that do not have land or air transportation facilities and infrastructure. The movement of goods for the economy as the movement of the wheels of the Indonesian economy, especially in the frontier, outermost, and disadvantaged areas by sea transportation, daily necessities produced in more developed areas can be marketed to other areas so that people's economic activities run smoothly. Maintaining the stability of the price of goods because the distribution of goods is easy and guaranteed by sea transportation, so that goods can also be obtained by local people easily. Increasing the economic value of an area, for example, industrial products, agricultural products, or other goods that are not easily obtained in other areas can be marketed easily using sea transportation. Regional development can be faster, such as in terms of development or utilization of regional potential with the help of sea transportation which becomes access for residents outside the island and becomes access for migrants to visit the area.

However, after March 2, 2020, for the primary time, the Indonesian government declared two cases of positive Covid-19 patients in Indonesia. This of course makes the government quite vigilant for handling and what steps will be taken to deal with Covid-19. Many steps have been taken by the government after the Covid-19 cases increased, such as the implementation of PSBB (Large-Scale Social Restrictions) which was tightened for quite a long time and then the discovery of a decrease in Covid-19 cases which became the first step for the community to be able to start again during the PSBB Transition or New Normal Era. but still in accordance with the health protocol recommendations from the government.

In the midst of the new normal era, the problems arising from COVID-19 have not ended, including in the sea transportation sector. Transportation of passenger ships affected by the problems of the covid-19 pandemic. Quoted from liputan6.com, the decline in the number of passengers or users

of sea transportation services began to occur in April 2020 with 42 thousand passengers, a significant decrease from March 2020 which reached 269 thousand passengers. This problem also occurs in the use of services or passengers on the PT.PELNI ship which has decreased the number of passengers. In this new normal era, to deal with these problems, PT. PELNI inevitably follows health protocols by implementing physical distancing, the obligation to use masks while in the work environment, checking body temperature, and maintaining a clean work environment which will be tightened and of course will supervising especially the crew and the ship's fleet.

Related to this problem, one of the problem variables that the company must pay consideration to in arrange to be interested in and return the number of ship passengers in the new normal era is the problem of customer satisfaction because many people are not satisfied and still do not want to use sea transportation as mobility for traveling, plus there are complaints. regarding the case (26 *Pelni Travelers Captured Utilizing Wrong Reports, 4 Antigen Positive Individuals, 2021*) on the *Suarasulsei.id* daily portal that made the passengers dissatisfied in using the services of PT.PELNI. Customer satisfaction is the key to the success of services that have been implemented in the field. If customer satisfaction cannot be obtained, passengers will not return to using the company's services.

Given the importance of creating customer satisfaction, PT. PELNI always tries to fix every problem. Another problem of customer satisfaction is the quality and quality of service provided to customers with the latest implementations that must comply with health protocol standards in the new normal era such as employees who are required to wear masks and the use of masks that must be appropriate, ticket purchase queues are limited by keeping a distance and there must be a task force assigned to appeal if there are passengers who do not comply with health protocols.

In addition to service quality, problems arise from other factors, namely brand image. Brand image is formed on the thoughts and experiences experienced by consumers for goods or services that are felt while using these services. Problems arise because of the covid-19 virus and the use of fake health documents that make the company's reputation decline and give a negative impression on every service user, especially in the new normal era so that the public or customers do not believe that the services provided by the company are safe when used for traveling and other mobility during the new normal era, this causes a bad brand image, it can even cause other problems such as customers will tend to choose certain services or brands.

From this study, there is a research gap, namely that there has been no research on the variables above during the New Normal Pandemic Covid -19 and the researcher hopes that this research can become a reference which has implications for future research referring to consumer satisfaction.

## 2. LITERATURE STUDY

### Benefit Quality

Benefit Quality is the result of discernments and comparisons between client desires and genuine benefit execution.

There are fundamental variables that influence benefit quality, namely anticipated service (expected encounter) and perceived service (service gotten). (Pujawan, 2012). Quality in the service industry is a presentation of products or services according to the applicable size where the product is held and the delivery is at least the same as what is desired and expected by consumers. (Suharto, 2013).

Service quality is centered on endeavors to fulfill client needs and wants and the precision of conveyance to adjust client desires.(Fandy Tjiptono, 2014).

Five overwhelming variables or determinants of benefit quality (Fandy Tjiptono, 2014) :

- a. Unmistakable, specifically within the frame of physical appearance hardware and different obvious materials that can be assessed as good.
- b. Sympathy, to be specific the eagerness of representatives to set up connections, great communication, individual consideration and understanding of person client needs.
- c. Responsiveness, namely the willingness in the ability of workers to supply administrations quickly and responsively. The readiness of employees to fulfill consumer desires in a responsive and friendly manner.

- d. Unwavering quality, to be specific the capacity to supply administrations promptly, accurately, consistently, and palatably.
- e. Assurance, which incorporates information, competence, kindness and dependability that staff have regarding the guarantees made, free from threat, hazard or question.

Measurement of passenger service quality variables from research references (Ardyana, 2015), there are 5 service quality indicators as follows:

- a. Employee Appearance (Tangibles)
- b. Service Standards (Reliability)
- c. Responding to Each Applicant (responsiveness)
- d. Timely Guarantee (assurance)
- e. Friendly and Polite Attitude (empathy)

### **Brand image**

Brand image is acceptance and response, both positive and negative, especially those that come from the public and the wider community in general (Rambat Lupiyadi, 2013)

Image is an image that is built and formed in society (consumers/customers) about the good and bad of the company (Suharto, 2015)

According to (Fandy Tjiptono & Anastasia, 2016) revealed that the brand is used as a tool to identify specific products, where the brand acts as a reference for the level and consistency of quality, and symbolizes certain psychological meanings.

According to (Buchari alma, 2016) states there are 6 indicators of the brand, namely:

- a. Attributes  
There are attributes attached to a brand, for example, expensive goods, good quality, durable, and do not fade.
- b. Benefits  
For some consumers, sometimes a brand is not just to state an attribute, but also benefits. For example, consumers buy products instead of buying attributes, but buying benefits. For example, such as "durable" so that it can be interpreted "no need to buy again" and others.
- c. Value  
A brand can also be expressed as a producer value. For example, BMW means safety, prestige, and sophisticated
- d. Culture  
The brand also expresses a value to the manufacturer. For example, BMW represents German culture: high quality, efficient and organized. Personality, a brand can also reflect a certain personality.
- e. Personality  
Shows or gives the impression of a certain personality. For example, buying a BMW car, or a Rolex watch gives a distinct impression to the buyer.
- f. User  
A brand can indicate the types of consumers who will use the product. Like BMW shows the wearer someone who has a high position or executive.

### **Customer satisfaction**

Customer satisfaction is a phenomenon of summarizing attributes together with other consumption emotions (Fandy Tjiptono dan Gregorius Chandra, 2011)

Customer satisfaction or client fulfillment may be a condition that describes the fulfillment, even the exceeding of consumer expectations for a product or service carried out by the producer/business actor. (Suharto, 2013)

Client fulfillment could be a person's sentiments of joy or disillusionment as a result of a comparison between the seen and anticipated performance or product or product. If the employee's

service performance is below customer desires, the client will be disappointed, if it meets desires, the client will feel fulfilled, and if it surpasses desires, the client will feel exceptionally fulfilled. (Kotler & Armstrong, 2001)

There are five factors that can affect the satisfaction of a consumer, namely (Fandy Tjiptono, 2014) :

- a. Product quality, clients will feel fulfilled on the off chance that the comes about of their evaluation appear that item they utilize is of quality.
- b. Price, items with the same quality but set a generally low cost will provide high esteem to its customers.
- c. Quality of service, customers will feel fulfilled in the event that they get great benefit or in agreement with their expectations.
- d. Emotional factors, clients will feel glad and get the certainty that other individuals admire him when using certain brand products.
- e. Cost and ease of getting a product or service, clients who don't got to bring about extra costs or waste time to induce a item, tend to be fulfilled with the item.

According to (Imam Santoso, 2016) there are 4 indicators of customer satisfaction, namely:

- a. Fulfillment of hope
- b. Delightful experience
- c. Feeling happy and satisfied
- d. Desire to recommend

### 3. METHOD

In this study, researchers used quantitative data. Quantitative data is data obtained through a questionnaire survey using each answer that is quantified using a Likert scale (Method of Summated Rating) utilized to degree states of mind, conclusions and recognitions of individuals or groups.

Survey could be an information collection strategy that's done by giving a set of questions or composed articulations to respondents to reply. The population of this think about was conducted at PT. Pelni, which has a population of 4,149 passengers in the fourth quarter of 2020 during the celebration of Christmas on December 25, 2020 (Sugiyono, 2017).

Test is portion of the number and characteristics had by the populace, tests taken from the populace must be really agent or speak to the population being studied. The testing method utilized by the creator is the Non-Probability Inspecting Procedure and the one chosen in this ponder is the Incidental Examining Strategy where this sample is a examining technique based on chance, that's , anybody who coincidentally/unexpectedly meets the analyst can be utilized as a test, if reviewed by the individual who happened to be met, it was appropriate as an information source by using the Slovin formula (Sugiyono, 2016) So that the number of tests in the study was 98 respondents. The method of analysis carried out in this is the Different Direct Relapse investigation used to decide how closely the relationship between the autonomous variable (Independent) and the dependent variable (Dependent) and the coefficient of assurance (R)<sup>2</sup> basically measures how distant the model's capacity to clarify the variety of the subordinate variable (Imam Ghozali, 2011)

In this study, the author uses a quantitative research hypothesis, which is an allegation or temporary answer to the problem formulation which is to answer the question of comparison between 3 variables. The research hypothesis in this study:

H1: there's a positive impact of service quality on Passenger Satisfaction

H2: there's a positive impact of brand image on Passenger Satisfaction

H3: there's a positive impact of service quality and brand image through Passenger Satisfaction

In this study, researchers used modifications to airline passengers during the new normal of the Covid 19 pandemic.

## 4. RESULTS AND DISCUSSION

The following is information that's handled within the frame of a questionnaire, where there is the identity of the respondent in the form of age, division of length of service and education level of the respondent. The results of this study regarding the identity of the respondents will be explained as follows: Gender with 53 respondents with a percentage of 53% are women and the remaining 45 people with a percentage of 45% are men. This shows that female respondents are more dominant than male respondents. Then for the characteristics of respondents based on age explained that respondents aged 20-40 as many as 59 people or 60.2% and with ages 41-55 as many as 39 people or 39.8%, this shows that vulnerable respondents aged 20-40 years are more dominant than those aged 20-40 years. ages 40-55 years. For the type of work with the type of work private employees as many as 26 people or 26.5%. With the work of civil servants as many as 21 people or 21.5%. With the type of work entrepreneurs as many as 35 people or 35.7% and with other types of work as many as 16 people or 16.3%. This shows that the respondents with the type of work as entrepreneurs as many as 35 people are more dominant than the others. On the characteristics of respondents based on the use of the services of PT. Pelni 1 time a year as many as 36 people or 36.6%., 2 times a year as many as 41 people or 42.1%, with users who are more than 2 times a year as many as 21 people or 21.3% This shows that respondents with 2 times users a year as many as 41 people are more dominant than the others.

### 1. T Test

**T test Table  
Coefficients<sup>a</sup>**

Model		t	Sig.
1	(Constant)	3,355	,001
	KUALITASPELAYAN AN	3,000	,003
	CITRAMEREK	7,449	,000

a. Dependent Variable: Passenger Satisfaction

Source: Processed by researchers through SPSS

#### a) Service Quality (X1) on Passenger Satisfaction (Y)

Based on the table over, it can be explained that from the fractional test, the impact of the Benefit Quality variable on Passenger Fulfillment is obtained, where it is known that the significant level is 0.003 and the t count is 3,000. So it can be concluded:  $0.003 < 0.05$ , at that point from these comes about  $H_0$  is rejected  $H_a$  is acknowledged, and  $3,000 > 1.985$ , at that point from these comes about  $H_0$  is rejected  $H_a$  is acknowledged.

So according to the comes about over, it shows that the Benefit Quality variable contains a noteworthy and positive influence on PT.PELNI's Passenger Satisfaction

#### b) Brand Picture (X2) on Passenger Fulfillment (Y)

Based on the table over, it can be explained that from the fractional test, the influence of the Brand Image variable on Passenger Satisfaction is obtained, where it is known that the significant level is 0.000 and t count is 7.449. So it can be concluded  $0.000 < 0.05$ , at that point from these comes about  $H_0$  is rejected  $H_a$  is acknowledged, and  $7.449 > 1.985$ , at that point from these comes about  $H_0$  is rejected  $H_a$  is acknowledged. So according to the comes about, it shows that the Brand Image variable encompasses a noteworthy and positive impact on PT.PELNI's Passenger Satisfaction.

### 2. F Test

This analysis is utilized to decide the level of noteworthiness and linearity of the relapse, Sig. from ANOVA table.

**F Test Table**  
**ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3924,898	2	1962,449	396,769	,000 <sup>b</sup>
Residual	469,877	95	4,946		
Total	4394,776	97			

a. Dependent Variable: Passenger Satisfaction

Based on the table over, it is known that the calculated F is 396,769 with the table F value is 3.09. So that the calculated F value > F table, or it can be concluded as follows;  $0.000 < 0.05$  then  $H_0$  is rejected,  $H_a$  is accepted and  $396,769 > 3.09$  is  $H_0$  is rejected.  $H_a$  is acknowledged. So, concurring to the comes about over, it appears that the benefit quality variable (X1) and brand picture (X2) simultaneously have a noteworthy and positive impact on passenger fulfillment (Y).

### 3 Multiple Straight Relapse Examination

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized
		B	Std. Error	Coefficients Beta
1	(Constant)	3,154	,940	
	KUALITASPELAYA	,359	,120	,275
	NAN			
	CITRAMEREK	,868	,117	,683

a. Dependent Variable: Passenger Satisfaction

Based on the table over, it can be explained that the equation is known to have a constant value of 3.154. This constant value states that the consistent esteem of the benefit quality variable X1 is 0.359 which means that for every additional 1 value of service quality, passenger satisfaction will increase with positive results. The X2 brand image variable of 0.868 states that for every 1 additional brand image value, passenger productivity will increase and with positive results. The regression coefficient is positive, so it can be stated that the results of different straight relapse are positive.

The determinant coefficient is a quantity that shows the variation of a variable that can be clarified by its autonomous variable. In other words, this determinant coefficient is used to measure how far the independent factors of service quality and brand picture are in explaining the next variable, namely passenger satisfaction.

**Coefficient of Determination Results**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,945 <sup>a</sup>	,893	,891	2,224

a. Predictors: (Constant), BRAND IMAGE, QUALITY OF SERVICE

a. Dependent Variable: Passenger Satisfaction

Source: Handled by analysts through SPSS

Based on the table over shows that the value (R<sup>2</sup>) is 0.893, this means 89.3% which indicates that service quality and brand image variables can affect passenger satisfaction. The remaining 10.7% is influenced by other variables that have not been or have not been studied in this study. The comes about of the simple relationship test are as takes after

### Correlations

		KUALITASPEL AYANAN	KEPUASANPE NUMPANG
KUALITASPELAYANAN	Pearson Correlation	1	,911**
	Sig. (2-tailed)		,000
	N	98	98
KEPUASANPENUMPANG	Pearson Correlation	,911**	1
	Sig. (2-tailed)	,000	
	N	98	98

\*\* . Relationship is critical at the 0.01 level (2-tailed).

Based on the table over, it can be seen that the significance esteem is less than 0.05, so it can be stated to be correlated, while based on the degree of relationship, the personal correlation value of 0.911 is included in the very strong category. then the results can be stated to meet the simple correlation.

#### Correlations

		CITRAMEREK	KEPUASANPE NUMPANG
CITRAMEREK	Pearson Correlation	1	,940**
	Sig. (2-tailed)		,000
	N	98	98
KEPUASANPENUMPANG	Pearson Correlation	,940**	1
	Sig. (2-tailed)	,000	
	N	98	98

\*\* . Relationship is critical at the 0.01 level (2-tailed).

Based on the table over, it can be seen that the significance esteem is less than 0.05 so it can be stated to be correlated, while based on the degree of relationship the personal correlation value of brand image of 0.940 is included in the very strong category, the results can be stated to meet a simple correlation. Based on the comes about of the factual test over, the t count for the X1 variable of Service Quality is 3,000 whereas the t table at the genuine level = 0.05 and with the t table formula used, the t table result is 1.985. And has a significant value <0.05, which is 0.003. It can be concluded:  $0.003 < 0.05$ , at that point from these comes about  $H_0$  is rejected,  $H_a$  is accepted, and  $3,000 > 1,985$ , at that point from these comes about  $H_0$  is rejected  $H_a$ . From the comes about over, it shows that the benefit quality variable incorporates a critical and positive influence on the fulfillment of PT.PELNI ship passengers with a percentage value of 36%. The results of the analysis obtained are strengthened by the results of previous research according (Dwi Aliyyah Apriyani Sunarti, 2017) with the title "the impact of benefit quality on consumer fulfillment (survey on consumers of the little a coffee shop in Sidoarjo)" showing that there is a positive influence and a very strong relationship between service quality and customer satisfaction. And also the results of research (Dika Risit Maulana, 2017) with the title "the influence of benefit quality of PT. Angkasa Pura I on passenger satisfaction at the Lombok international airport" shows that there is a strong positive relationship between service quality and passenger satisfaction at the Lombok international airport.

Based on the comes about of the factual test above, the t count for the X2 variable of Service Quality is 7,449 whereas the t table at the genuine level = 0.05 and with the t table formula used, the t table result is 1,985. And has a significant value <0.05, which is 0.000. It can be concluded:

$0.000 < 0.05$ , at that point from these comes about  $H_0$  is rejected,  $H_a$  is acknowledged, and  $7,449 > 1,985$ , so from these comes about  $H_0$  is rejected,  $H_a$  is acknowl. From the comes about, it shows that the brand image variable encompasses a critical and positive influence on the satisfaction of PT.PELNI ship passengers with a value of 87%. And the results of the analysis obtained are reinforced by the results of previous research according to (Dinda Bintang Pradita, 2019) with the title "The Impact of Benefit Quality andbrand picture on Client Fulfillment Case Consider at PT Pos Indonesia Pulo Gadung, East Jakarta" showing that there's a noteworthy positive influence between variable service quality and brand image on customer satisfaction PT Pos Indonesia Pulo

Gadung East Jakarta. And also the results of research (Eko Putra, 2013) with the title "The Influence of Perception of Quality and Brand Picture on Consumer Fulfillment of Toyota Avanza Cars in West Pasaman Regency" shows that the variables of perceived quality and brand picture on customer fulfillment of Toyota Avanza cars in West Pasaman Regency and also reinforced by previous investigate that benefit quality features a noteworthy impact on client fulfillment (Habib et al., 2021; Prabowo et al., 2021).

Based on the results of different straight relapse examination, it is known that there's a critical positive impact of Benefit Quality (X1) and Brand Picture (X2) variables on Passenger Satisfaction (Y) together (at the same time). The commitment of the variable benefit quality (X1) and brand picture (X2) is 89.3%, which indicates that service quality and brand image variables can influence passenger fulfillment, , though the remaining 10.7% is influenced by other factors. From the above results obtained, this is reinforced by the results of previous research according to (Rena Sekar Anggiani, 2019) with the title "The Impact of Customer Benefit Quality and Brand Picture on Client Fulfillment of PT. PELNI (Persero) Jakarta" shows the results. The result of this research show that there is a positive and significant relationship between customer benefit quality (X1) and Passenger Satisfaction (Y), there is a positive and significant relationship between brand image (X2) and Passenger Satisfaction (Y), and simultaneously there is a positive and significant relationship between the variables of customer benefit quality (X1) and brand image (X2) on Passenger Satisfaction (Y). And also the results of research (Andi Batari, 2018) show that Benefit Quality contains a positive and noteworthy impact on Ford Car customer fulfillment at PT. Kumala Prima Engine Makassar. Based on the inquire about that has been done by the author, it can be concluded that there's a positive and critical impact between the variables of Benefit Quality and Passenger Fulfillment and between the Brand Image and Passenger Satisfaction in the New Normal Era. Based on the results of different straight relapse examination, it is known that there's a positive and significant impact of the Benefit Quality (X1) and Brand Picture (X2) factors on the Passenger Satisfaction (Y) variable simultaneously (at the same time). The commitment of the variables of Benefit Quality (X1) and Brand Image (X2) is 89.3% in PT. PELNI's Passenger Satisfaction in the New Normal Era, whereas the remaining 10.7% is the impact of other variables.

## 5. CONCLUSION

Based on the conclusions above, the implications are PT. PELNI should provide the best quality service by responding quickly to each customer's question so that customers can immediately get an answer without having to wait even if they queue up and cause a crowd which will result in an indication of being exposed virus. PT. PELNI should maintain in terms of departure ticket prices that are not expensive or affordable in order to provide a good reputation compared to ticket prices with other transportation mobility, especially in the new normal era which must add to the cost of conducting a Covid-19 free test as a condition of travel, and continue to improve service quality and maintain a good image or reputation in the eyes of the wider community, so that the number of passengers can increase again in the new normal era. For encourage research, it is anticipated to conduct deeper investigate and examine the quality of benefit and brand picture on passenger fulfillment at PT. PELNI, and develop this research by considering other variables.

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