

[LOG 26] CUSTOMER'S SATISFACTION AT LANGKAWI FERRY TERMINAL

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ABSTRACT

This research was conducted to determine the relationship between the factors that influences and customer's satisfaction at the Langkawi ferry terminal. There are many issues arising because of several factors. This factor all gives a big impact on Langkawi ferry terminal. The factor is accessibility, facilities, infrastructure, safety and services. The purpose of this study is to determine is it customers' satisfactions have a relationship with the factors that influences the customers' after used the product or service provided at the Langkawi ferry terminal. This research paper was conduct base on the Expectancy Disconfirmation Theory (EDT). The respondent was getting from 400 UUM students whom had visited Langkawi. The data were collected via a questionnaire survey targeting respondents who went to Langkawi Terminal, and processed with SPSS v.9 statistical technique descriptive statistics. These study results indicate key customer's satisfaction in the Langkawi ferry Terminal context, such as facilities, accessibility, infrastructure, service and safety. The survey was constrained by the sample size and cross-section due to the time constraints, more empirical works need to be done to generalize the findings of customer's satisfaction. This research paper is significant because it helps to identify the customers' satisfaction at the Langkawi Ferry Terminal.

Keywords: *customers' satisfaction, facilities, accessibility, infrastructure, service and safety*

INTRODUCTION

Langkawi Island is considered as one of the best tourist destinations in Malaysia. According to Tourism Malaysia Journal 2014, Langkawi is the largest island and has the population about 64,792, most of them are fisherman and farmers. Langkawi Island has been gazetted by the United Nations Educational and Scientific Organization (UNESCO) Global Network of National Geo-parks as one of the first Geo-parks in Southeast Asia on 1st June 2017 (Othman and Rosli, 2011). There are many issues arising because of several factors which are accessibility, facilities, infrastructure, safety, and services. According to News Straits Times Online on 12TH January 2016, stated that Langkawi Ferry Terminal was teeming with local and foreign tourists because of infrastructure problem that cannot accommodate the higher number of terminal user of peak days. According to Mellissa Darlyne Chow NST reporter was complaining by a group of colleague, student about the toilet cleanliness at Langkawi

terminal. Langkawi terminal is presentable enough, but still customers' not satisfied with the infrastructure at services that provided. Ibrahim and Ahmad (2011), state that congestion of vehicles and tourist in the Langkawi ferry terminals often occur during peak season such as school holidays and during certain national's event which are organized in Langkawi.

PROBLEM STATEMENTS

Customer satisfaction is one of the important issues that service providers should consider, especially nowadays competition has become incredible and customers have become more knowledgeable with the help of technology and the internet. Ours focused on this study on Customer Satisfaction at Langkawi Ferry Terminal, which is the customer encountering the problem such security and safety, responsiveness and reliability. There are some factors that affect the growth of Langkawi Island as one of the best tourist destinations such as availability of infrastructure and good quality facilities (Ibrahim and Ahmad, 2011). According to Ibrahim and Ahmad (2008), tourist dissatisfied with the facilities that are provided at the terminals in the state of Kedah includes Langkawi Island in term of the cleanliness of toilet, facilities, vandalism to the point of didn't function, deficient of maintenance, lack of facilities and the aspects of tourists' safety and comfort. If the services, facilities, safety and the management of ferry terminal are in good condition, the customer will be satisfied using the product or service that is being provided to them.

RESEARCH QUESTION

- I. Is it facilities factor have relationship with customer's satisfaction at Langkawi ferry terminal toward customer satisfaction?
- II. Is it safety factor have relationship with customer's satisfaction at Langkawi ferry terminal toward customer satisfaction?
- III. Is it service factor have relationship with customer's satisfaction at Langkawi ferry terminal toward customer satisfaction?

RESEARCH OBJECTIVE

- I. To investigate whether facilities factor have relationship with customer's satisfaction at the Langkawi ferry terminal.
- II. To investigate whether safety factor have relationship with customer's satisfaction at the Langkawi ferry terminal.
- III. To investigate whether service factor have relationship with customer's satisfaction at the Langkawi ferry terminal.

LITERATURE REVIEW

According to Oliver (2010), "satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of

under-or-over fulfillment". Customer satisfaction well defined by Wilson (2012) as the customer's evaluation of a product or service in terms of whether that product or service has met the customer's needs and expectations. He also stated that there are factors that influence customer satisfaction such as product or service quality, perceptions of equity or fairness, price, personal factors like consumers' mood or emotional state and other consumers and others.

According to Manani et al. (2013), by measuring customer satisfaction, it can provide an indication of how an organization is performing or providing products or services. Kotler et al., 2013, says that customer satisfaction is predetermined by how the expectations of the customer are met and it is directly connected to customers' needs. Besides that, it also described as a process which starts with the creation of customers' expectations and ends with communication of the gained experience (Guterman, 2015).

Expectancy Disconfirmation Theory (EDT)

Nowadays, Expectancy Disconfirmation Theory (EDT) is a well-known theory on measuring customer's satisfaction. EDT has two variables that are called "expectation or desire" and "experience or perceived performance". Expectation or desire was related to the before purchase time period that a customer has the early expectation or desire about a goods or services. Experience or perceived performance is related to the after purchase time period that the customer experienced or perceived performance a real performance about the goods or services.

The difference between expectation or desire and experience or perceived performance is known as disconfirmation of expectation or desire (Bhattacharjee and Premkumar, 2004; Spreng and Jr, 2003; Oliver, 1980). When customer's experienced or perceived performance the goods or services are better than customer's expectation or desire, the positive disconfirmation will occur. In the same way, when customers experienced or perceived performance not as good as what they expected or desired about the goods or services, the negative disconfirmation will occur.

According to Bhattacharjee and Premkumar, 2004, Expectancy Disconfirmation Theory (EDT) was acquitted based on the Cognitive Dissonance theory (CDT) that introduced by Leon Festinger in 1957. Leon Festinger (1957) proposed the CDT that explains a dissonance between the cognition of something and its realness. Festinger (1957) named this discomfort to feel as dissonance. Aryati and Naeimeh, 2012, summarized that CDT is a theory for matching the person's expectation of something or a performance with what a customer experience about their thing or their performance in the reality.

As mentioned before, Expectancy Disconfirmation Theory (EDT) is constructed based on CDT definition. EDT can measure satisfaction of customer from the difference between customer's expectation and experience in perceived goods or services (Spreng and Jr, 2003; Patterson and Johnson, 1997; Oliver, 1980). The first model of EDT which is suggested by (Oliver, 1997). After that, disconfirmation of expectations paradigm was conceptualized by her in 1980.

Customers satisfaction on service

This approach explains that services are different from goods because they are heterogeneous, intangible and are concurrently produced and consumed (Zeithaml and

Berry, 2008). Langkawi terminal has provided many services to customers'. Service quality perceptions of the customers can be satisfying when the service that is workable for met the customer's expectations at the particular terminal. The factors that affect customers' satisfaction which directly indicate to compete are the service quality at the terminal (Scheme, 2000). Gibson (2005) puts advancing that satisfied customers are probable to become a loyal customer and that means that they are also probable to spread the positive word from the mouth. They understand which factors that influence customers' satisfaction makes it easier to plan and deliver services offers that relate to the tourism market demands.

Customers' satisfaction on facilities

Langkawi Island considered as one of the most popular destinations for tourist and here, tourist can be referred as customers to the ferry terminal in Langkawi. Several types of research related to the customer satisfaction level with the facilities. The best facilities and availability of infrastructure can be brought up to as one of the elements that would bear on the development of tourism. Hence, it is not surprising to note that a great measure of financial allocation has provided steadily by the governments for the formation of these relevant facilities. According to (Ibrahim and Ahmad, 2011), in order to ascertain the activities in Langkawi maintain, the governments have been continuously allocating large financial amounts to upgrade the facilities in Langkawi and it includes the Langkawi jetty terminal. According to Ibrahim and Ahmad (2011), tourist and vehicle congestion in the Langkawi ferry terminals often occur during festival holiday seasons as good as school breaks holidays. To keep off the congestion happening, governments develop several facilities to insure that every terminal is able to adapt and fully function and consequently, to conjure up the tourist satisfaction. This consciousness of the government was explained by Mersat (2012). It is stressed the effort of the Transport Ministry to upgrade or repair the facilities at the Ferry Terminal were further expanded by the addition of facilities, for example, a centralized air conditioning system in the waiting area of the depot.

Customers' satisfaction in safety

According to Hollnagel (2008), harm can directly to the person like crew, passengers, property and the environment and also the reputation. When the customer lost the trust on that terminal safety management, it gives a big impact on terminal and tourist growth at that particular place. The terminal management must overcome all circumstances arrivals in terms of risk. The customer only feels satisfied if they feel safe to travel. Practice is impossible to completely avoid undesirable events completely, so the two approaches risk and safety are best used together (Hollnagel, 2008).

METHODOLOGY

The type of this research is quantitative research which usually involves in collecting and converting data into numerical form. Basically, quantitative research is using scientific methods that include theory and hypotheses. The theory and the hypothesis will be measured and analyzed by using a Statistical Package for the Social Sciences (SPSS). Structure techniques like questionnaires will be distributed to get the data and generalize the results.

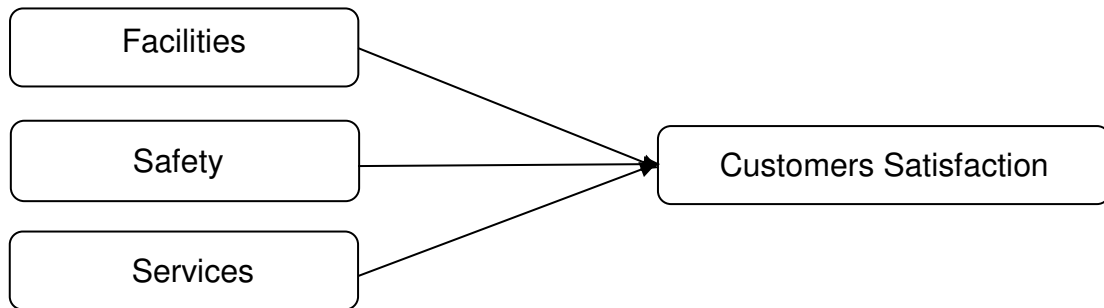


Figure 1
Theoretical framework

In this research, Expectancy Disconfirmation Theory (EDT) will be applied in order to measure and analyze the theory and hypothesis whether there is a relationship between variables or not. As mentioned in the literature review, EDT is one of the theories to measuring customers' satisfaction. Customer satisfaction is influenced by the customers' expectations and perceptions of the products and services. Expectation related to the before purchase time period represented by facilities, accessibility, infrastructures, safety and service while experience related to the after purchase time period represented by customers satisfaction.

According to Oliver (1980), Spreng and Jr (2003), Bhattacharjee and Premkumar (2004), there is a difference between expectation and experience known as disconfirmation. It means if the customer expectations exceed customer experiences, positive disconfirmation will occur and if customer expectations not exceeding customer experiences, negative disconfirmation will occur. Both positive and negative disconfirmation will lead to customer satisfaction or dissatisfaction after experience the products or services.

Hypotheses

Facilities

H0: Facilities have no relationship with the customer's satisfaction about the products or services at Langkawi Ferry terminal.

H1: Facilities have a negative relationship with the customer's satisfaction about the products or services at Langkawi Ferry terminal (not satisfied).

Safety

H0: Safety has no relationship with the customer's satisfaction about the products or services at Langkawi Ferry terminal.

H1: Safety has a negative relationship with the customer's satisfaction about the products or services at Langkawi Ferry terminal (not satisfied).

Services

H0: Services have no relationship the customer's satisfaction about the products or services at Langkawi Ferry Terminal.

H1: Services have a negative relationship with the customer's satisfaction about the products or services at Langkawi Ferry terminal.

Measure variables

In this research, the research design adopted for quantitative data collection using field based questionnaires are the cross-sectional survey design. The probability sampling technique is considered to select customers. The respondents of this study were selected using simple random sampling technique. This is to ensure that the respondents are suitable for study. The respondents could be customers that been experience using the service at the Langkawi ferry terminal. Only these respondents above were selected to answer the questionnaire because they have already experienced the service at the Langkawi ferry terminal. In this research, customer satisfaction survey was applied within the ferry terminal at Langkawi and was elected to test the five factors that can influence customers' satisfaction in using ferry terminal services at Langkawi. The customer satisfaction survey employs a four-point Likert-type rating scale (1 very dissatisfied, 2 dissatisfied, 3 neither satisfied and 4 very satisfied) and consists of 30 statements. 30 of these statements address services, facilities, safety, accessibility and infrastructures of the Langkawi ferry terminal.

Data collection

This research was conducted in UUM area. The questionnaire survey forms were handed out to 400 respondents who experience using the Langkawi ferry terminal. The questionnaire were adopted and adapt from Airport Council Services (2011). In this questionnaire contains four sections and every section will be used to measure the customer satisfaction after using the Langkawi ferry terminal. A questionnaire was adopted and containing three sections. The first section contains statements designed to obtain customers 'expectation using the Ferry terminal services at Langkawi. The next section contains statements about the customer's realization towards the ferry terminal at Langkawi. The expectation and realization statements are based on general statements regarding the safety, facilities, services, infrastructure, and accessibility. These both sections require respondents to give a score for each statement by using a four point Likert-Scale from 1 to 4. The 1 to 4 scores denotes in respective, "Very Dissatisfied", "dissatisfied", "neither satisfied", "very satisfied". The questionnaire was adopted and adapt from Airport Council International (2011). The respondents of this survey consisted of local and foreign tourists who using the services supplied at the Langkawi ferry terminal.

FINDING

Reliability

Table 1
Reliability statistics

Cronbach's Alpha	N of Items
.835	5

From the result above, Cronbach's Alpha value is 0.861. It demonstrated a high level of reliability. Cronbach's Alpha is known for measuring the reliability of a data. By having tested the validity and reliability of the proven results, that means the questionnaires are valid and reliable.

Correlation

Table 2
Correlation result

		Satisfaction
Safety	Pearson Correlation	-0.466
	Sig. (2-tailed)	0.000
Facilities	Pearson Correlation	-0.345
	Sig. (2-tailed)	0.000
Services	Pearson Correlation	-0.483
	Sig. (2-tailed)	0.000

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

Based on output above, it can be concluded that there is a significant relationship between independent variables (safety, facilities, services, accessibility and infrastructure) and dependent variable (customer satisfaction) where is the significant value is $0.000 < 0.05$ for each independent variable (safety, facilities, services, accessibility and infrastructure). The Pearson value for safety (-0.466), facilities (-0.345), services (-0.483), accessibility (-0.548) and infrastructure (-0.555) are negative. Meaning here, there is negative correlation between the variables.

CONCLUSION

It can be seen that Langkawi Island is the best destination for tourists, whether international or domestic to enjoy their holiday and trips. Because of this, ferry terminal also plays a vital role to make sure that the tourist travel to Langkawi islands goes smoothly. Langkawi has well-built infrastructure terminal and complex and fascinating legends. There is a large number of tourists arriving each year, especially during peak hour and summer day in a foreign country. When the percentage of tourists increasing, at the same time the level of customer satisfaction also decrease. The more we get experiences used the particular services, the high percentage for the customer to review badly about the services. This is the problem faced by the terminal. Terminal of Langkawi Island is built by Langkawi the Development Authority (LADA). When the LADA imply the vision is to be leading agency in developing Langkawi as a world-class tourist destination. They forget the main things to be a great tourist destination is by services level. There are many cases arrive due to service level, especially during peak seasons. As a team, we must know why this terminal having problem when peak season's arrival. The findings of the customer satisfaction towards Langkawi ferry terminal can be used as a reference for the local authorities, LADA as a reference to make an improvement at the Langkawi ferry terminal in the future.

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