



## The Effect Of Facilities and Comfort On Customer Satisfaction: The Services as an Intervening

Yulina Eliza<sup>1</sup>, Irwan Muslim\*<sup>2</sup>, Anne Putri\*<sup>3</sup>, Yass Andria\*<sup>4</sup> Sri Maryanti<sup>5</sup>

<sup>1,2,3,4,5</sup> Sekolah Tinggi Ilmu Ekonomi KBP, Universiti Bung Hatta, ITB Haji Agus Salim, Sekolah Tinggi Ilmu Ekonomi KBP, Sekolah Tinggi Ilmu Ekonomi KBP, Universitas Lancang Kuning,

<sup>1</sup>[yulinaeliza@akbpstie.ac.id](mailto:yulinaeliza@akbpstie.ac.id), <sup>2</sup>[irwanmuslim64@gmail.com](mailto:irwanmuslim64@gmail.com), <sup>3</sup>[anne\\_kop10@yahoo.com](mailto:anne_kop10@yahoo.com),

<sup>4</sup>[tiandria1266@gmail.com](mailto:tiandria1266@gmail.com), <sup>5</sup>[ssrimaryanti@yahoo.com](mailto:ssrimaryanti@yahoo.com)

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### ABSTRACT

**Purpose** - This study aims to identify and analyze the factors that influence Customer Satisfaction KM Ambu-Ambu In Mentawai Islands.

**Methodology/approach** - This study uses a quantitative method, because it meets scientific principles, namely concrete, objective, measurable, rational and systematic. Data collection techniques is conducted by giving or distributing a list of questions to respondents in the hope that they will respond to the list of questions. The research instrument uses validity, reliability, and classic assumption tests. Then to test the Path Analysis hypothesis is by using SPSS.

**Findings** - Facilities and convenience have a significant effect on consumer satisfaction, while services are not significant on consumer satisfaction. to get to the service is influenced by facilities and comfort. furthermore, facilities and comfort are not significant to consumer satisfaction due to intervening in the form of services.

**Novelty/value** - In light of this, we believe it is crucial to examine how comfort and failure affect satisfaction in KM vessels. Ambu-Ambu. An overview of the impact of amenities and comfort on patron satisfaction at KM Ambu-Ambu is given in this article.

### INTRODUCTION

In the world of transportation services cannot be separated from competition. Many companies in similar fields have sprung up with each other, making the competition in getting and keeping customers even tighter. To survive, the company must have the ability to provide the best quality service to increase customer satisfaction. While customer satisfaction can be obtained from the results of the quality of service received by the company. The company's Consumers will be satisfied if the service is of high quality. When customers are happy with the goods or services they receive, they will compare the offers.(Alexandro et al., 2021). Mentawai Islands as an archipelago as the sea transportation is the main access for the people of the Mentawai Islands, in addition to supporting the side of life as well as supporting economic access for the people. The Mentawai Islands, to travel to the city of Padang which is the center of the capital city of West Sumatra Province and is also an area where ships from the Mentawai Islands Regency both from the Sipora, Sikakap and Siberut Islands need sea transportation to take them to their destination.

The three islands, namely Sikakap, Sipora and Siberut, each position separated by the ocean, are the

main access and as the arteries for the community to travel and to support their living and economic needs. The Sipora Islands as the center of the capital of the Mentawai Islands Regency, precisely in the North Sipora sub-district, namely Tuapejat village as a port or dock for ships from various regions as well as from islands in the Mentawai archipelago, where the calculation of the distance traveled from the center of the capital of the Archipelago Regency is calculated. Mentawai (Tuapejat) to Bungus Bay Kabung Harbor and Muara Harbor in Padang city cover about 80 nautical miles (148, 16 km). If people use the ferry (ASDP) from Tuapejat port to Bungus port in Padang city, it normally takes about 9 hours, while using a motorboat it takes around 3.5 hours.

Transportation services that are around us, both land, sea and air transportation. Depending on the choice of the community in using these transportation services, it also depends on the geographical conditions of an area whether the transportation used can be by land, sea or air. Mentawai Islands Regency, which is geographically an archipelago, sea transportation is the main mode for its people in making inter-island crossings, both within the Mentawai Islands Regency area and traveling to Padang city as the center of the capital city and as a place to dock ships from the Mentawai Islands. Therefore, the way sea transportation service providers be able to compete by creating satisfaction for consumers who use sea transportation services, such as improving services, fulfilling various facilities, to create a sense of comfort for passengers while traveling to their destination.

Based on a survey in the field through word-of-mouth recommendations and suggestion boxes on board the KM ship. Ambu-Ambu as well as those available at the PT. ASDP Indonesia ferry (Persero) Padang branch, many complaints and suggestions were submitted by passengers who had ridden with KM. These ambushes. The Ambu-Ambu ship has been operating for a long-time carrying passengers to the Mentawai Islands from 2005 until now where this ship is provided by PT. ASDP Indonesia Ferry is a sea transportation fleet that is very helpful and supports the needs of consumers or the people of the Mentawai Islands to travel to the city of Padang. The Padang branch of the Ambu-Ambu ship, for consumers, experienced a lot of dissatisfaction and discomfort with its facilities and services, because the service of PT. ASDP to bring passengers to the Mentawai islands outside the minimum sea transportation service standards.

Most of the complaints from passengers on the Ambu-Ambu ship are about shiploads that exceed standards, such as the cargo of goods being too dense, both merchandise, passenger luggage and vehicles located on the ship's deck so that passengers must pass to the 2nd floor, namely the economy class or VIP class. and the passenger lounge on the 3rd floor became difficult and congested, as well as a strong smell because the ship carried chicken, fish, livestock, necessities and so on. The condition of passengers sleeping in economy class is quite alarming, often being overtaken by other passengers passing by there. The atmosphere of the economy class is also uncomfortable with a fan, the atmosphere of the room is greatly influenced by weather conditions whether it's hot, cold, or hit by strong winds during a sea storm, not to mention passengers who smoke, billowing cigarette smoke, noise, smells and so on. Meanwhile, passengers in the VIP class somewhat meet the minimum service standards for sea transport passengers with passenger bed facilities such as iron beds in rows and floors covered with mattresses, the atmosphere of the room is quite cool because there is air conditioning, it is not too noisy because the room is closed, and the pungent odors are not smelled by passengers in the VIP class.

The Mentawai Islands Regency, whose capital is Tuapejat, has natural and cultural tourism potential that can amaze both local and foreign tourists, therefore many foreign tourists come to the Mentawai Islands, especially to enjoy the waves in surfing. Therefore, tourists to go to the Mentawai Islands Regency must use sea transportation, as the main access to marine tourism spots or natural attractions in the Mentawai Islands area.

## LITERATURE REVIEW

Consumer expectations is known as consumer satisfaction. (Felderhoff et al., 2020) According to (Ollver & Westbrook, 2015) states that consumer satisfaction is a summary of the psychological

conditions where consumer satisfaction is a summary of the psychological state produced when the emotions do not match the experience of consumption. **Consumer satisfaction is a condition where consumers' needs,**

**desires and expectations for a product or service are purchased.**

According to Simangunsong, contentment is a post-consumption evaluation used to select from a variety of solutions to meet expectations. (Simangunsong et al., 2020) When quality meets and surpasses consumer expectations, desires, and needs, satisfaction is attained. So, from the various opinions above, it can be concluded that the definition of consumer is The degree of one's feelings following a comparison of the product's performance to his intended expectations is referred to as satisfaction.

**Facility.** Facilities are meant to facilitate the implementation of functions. Facilities are distinct elements of the offering that are simple to increase or decrease without compromising the quality and service model. They can also be used to set one institution's program apart from that of rival institutions. Fulfilling the needs of passenger ship facilities must meet the requirements set by the Ministry of Transportation Number PM 37 in 2015 regarding Sea Transportation Passenger Service Standards depending on Law Number 17 of 2008 concerning Shipping in general its provisions, achieving the level of safety and security necessary for sea transportation, ports and the maritime environment which is a necessity for the safety and security of shipping.

Currently the Ministry of Transportation will make changes in the construction of transportation facilities and infrastructure that lead to gender responsiveness, and one that is currently underway is changing the shape of toilets for women and men. This change is the government's response after hearing many complaints and proposals to meet the needs of the availability of facilities and infrastructure in all modes of transportation that are gender responsive, for women, men, and children, as well as those who are marginalized such as persons with disabilities, pregnant women, mothers, breastfeeding and the elderly.

Everything that can speed up and facilitate the implementation of a business is referred to as a facility. The infrastructure and amenities required to carry out or enable an activity make up the facility's size. Facilities are also infrastructure facilities that can enable the economic process to run smoothly, making it easier for consumers to meet their needs. Facilities are an important thing to consider in a service business, especially those closely related to what consumers feel, because in a service business, consumers' assessments of a company are based on what they get after using the service. Perceptions obtained from customer interactions with facilities affect service quality in the eyes of customers (Fandy Tjiptono dan Gregorius Chandra, 2016). Because services are performance and cannot be perceived as goods, customers tend to pay attention to facts related to services as evidence of quality.

**Convenience.** Convenience according to SNI 03-1733-2004 comfort criteria are the achievement of ease accessibility), easy communication (internal/external, direct, or indirect), activities (available infrastructure and environmental facilities). Convenience is a condition that has fulfilled the basic needs of clients or consumers. While safety is the state of being free from danger, this term can be used with reference to crime, any kind of accident and others.

Consumer comfort in using transportation means the feeling of safety, comfort and peace felt by consumers both for services, facilities obtained from the company for users of transportation/transportation services in the form of air conditioners, fans, clean and complete facilities to support their needs. consumers while on the move. The analysis of how activities interact with the transportation network system, which aims to comprehend how the system functions and use the analytical relationship between system components to predict the traffic impact of various land uses or transportation policies, includes the convenience measure (accessibility) as one of its components. Accessibility is frequently correlated with travel expenses, trip duration, and distance (Maharani Shinta, 2020).

**Service.** Service is often seen as a complex thing and needed by humans, because service is very

closely related to services in supporting human life. The word service has many meanings, ranging from personal service to the service of a product. Providing quality services as a successful strategy to survive in a competitive business environment. The definition of service according to the American Marketing Association, as quoted by Donald in (Hardiyansyah, 2018)"Services are intangible products, lasting for a while that is felt and experienced". It means that the service is a product that does not have a shape or form and is temporary or does not last long. But it can be felt and understood by service recipients.

Based on the phenomena and theories in this research, the conceptual framework is made as follows (Figure 1). From the conceptual framework, the following hypothesis is formed:

1. How is the influence of the Facility on Customer Satisfaction
2. How does Comfort affect Consumer Satisfaction
3. How is the influence of service on consumer satisfaction
4. How does the Facility affect the Service
5. How does Comfort affect Service
6. How is the influence of the Facility on Consumer Satisfaction with Service as Intervening
7. How is the influence of Convenience on Consumer Satisfaction with Service as Intervening.

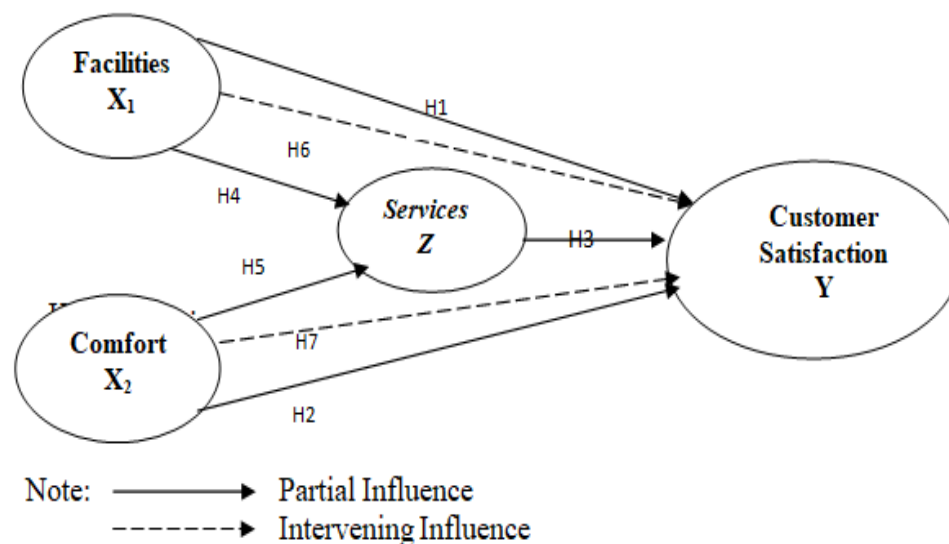


Figure 1. Conceptual Framework

## METHOD

This research paradigm uses a quantitative method, because this quantitative method meets scientific principles, namely concrete, objective, measurable, rational, and systematic. The population in this study were users of KM sea transportation services. Ambu-Ambu route Tuapejat-Padang as many as 50 people while the features of the sample are among the many that the population possesses. According to Muchson (2017), the appropriate sample size for research is more than 30 people and less than 500 people. Based on the theory proposed by Roscoe, the sample of this study was 50 respondents who were enough, and more than the minimum number of samples analyzed using Path Analysis with SPSS. The customer criteria that can be used as respondents are as follows:

1. Respondents are passengers on the PT ASDP ship (KM. Ambu-Ambu) on the Tuapejat-Padang Route, the location of the respondents is in the Central Capital City of the Mentawai Islands Regency (Tuapejat).
2. Consumers aged over 16 years. According to Ray Burton (2021) the age limit of respondents is more than 16 years, because at that age they are considered to have the ability to make decisions to make purchases.

3. The research instrument uses the Validity and Reliability Test, as well as the Classical Assumption Test. Then to test the hypothesis used Path Analysis with SPSS.

**RESULTS**

The research process uses the Validity and Reliability Test, and Classical Assumption Test. Then to test the hypothesis, a path analysis was carried out using SPSS. For the Validity and Reliability Test is carried out on each variable, namely:

**Test Validity and Reliability**

Validity and reliability are important concepts in quantitative research. Validity refers to the degree to which a study actually measures what it purpose to measure, while reliability refers to how consistent the results of a study are when repeated in the same way. In Table 1, it can be seen that the eight statements used by Consumer Satisfaction, Facilities, Convenience and Service are valid. This is because all of these statement items already have a corrected item total correlation value above 0.30, so that these statements can be used as a study of research. the statement used by Consumer Satisfaction, Facilities, Convenience and Service is valid. This is because all of these statement items already have a corrected item total correlation value above 0.30, so that these statements can be used as a study of research. The results of the reliability test for Customer Satisfaction were 0.895, Facilities were 0.867, Comfort was 0.926 and Service was 0.878 which is greater than 0.5 so that it can be concluded that all the variables in this study are reliable.

**Table 1 Test Validity and Reliability**

Statement	Corrected Item-Total Correlation				Decision
	Customer Satisfaction	Facilities	Comfort	Service	
Statement 1	0,561	0,618	0,788	0,564	Valid
Statement 2	0,557	0,693	0,661	0,585	Valid
Statement 3	0,616	0,757	0,785	0,688	Valid
Statement 4	0,802	0,638	0,701	0,645	Valid
Statement 5	0,772	0,668	0,793	0,719	Valid
Statement 6	0,704	0,600	0,827	0,717	Valid
Statement 7	0,748	0,510	0,632	0,537	Valid
Statement 8	0,665	0,488	0,828	0,708	Valid
Cronbach' Alpha	0,895	0,867	0,926	0,878	Reliable

**Classical Assumption Test**

The classical assumption test is a statistical requirement that must be carried out in an ordinary les square-based multiple linear regression analysis. This test performs Normality, Multicollinearity and Heteroscedasticity.

**Normality Test**

Data testing was carried out using the Kolmogorof-Smirnov Test technique (KS Test) by looking at the distribution of the data used at the significant alpha level of 0.05. Guidelines in this normality as follows:

If Asymp. Sig. (2-tailed) > 0.05 the data distribution is normal

If Asymp. Sig. (2-tailed) < 0.05 the data distribution is not normal

The normality test results for each variable of Consumer Satisfaction, Facilities, Convenience, and Service can be seen in Table 2 below:

**Table. 2 Normality Test Results**  
One-Sample Kolmogorov-Smirnov Test

		Customer Satisfaction	Facilities	Comfort	Service	
N		50.0	50	50	50	
Normal Parameters	ab	Mean	23.4800	23.6200	21.7200	24.4800
		Std Deviation	5.7583	5.27949	5.93516	4.96617
Most Extreme Differences		Absolute	0.067	0.074	0.108	0.098
		Positive	0.067	0.074	0.108	0.098
		Negative	-0.067	-0.069	-0.075	-.075
Kolmogorov-Smirnov Z			0.475	0.520	0.766	0.695
Asymp.Sig. (2-tailed)			0.475	0.950	0.601	0.720
a. Test distribution is Normal						
b. Calculated from data						

From Table 2, the Smirnov-Kolmogorof value of the consumer satisfaction variable is 0.475 with an *asymp.sig* of 0.978 meaning that the value of 0.978 is greater than 0.05 ( $0.978 > 0.05$ ). The Smirnov-Kolmogorof value of the facility variable is 0.520 with an *asymp.sig* of 0.950 meaning that the value of 0.950 is greater than 0.05 ( $0.950 > 0.05$ ). The Smirnov-Kolmogorof value of the comfort variable is 0.766 with an *asymp.sig* of 0.601 meaning that the value of 0.601 is greater than 0.05 ( $0.601 > 0.05$ ). The Smirnov-Kolmogorof value of the service variable is 0.695 with an *asymp.sig* of 0.720 meaning that the value of 0.720 is greater than 0.05 ( $0.720 > 0.05$ ), thus it can be explained that the data used for this study are normally distributed or fulfill the normality test requirements.

### Multicollinearity Test

The requirements for the multiple linear regression model are that the independent variables are not significantly related (also called the classical assumption). The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. A good correlation model should not have a correlation between variables. To detect the presence of multicollinearity by making a hypothesis:

Tolerance value  $< 0,10$  or VIF  $> 10$  : multicollinearity occurs

Tolerance value  $> 0,10$  or VIF  $< 10$  : multicollinearity does not occur

In this study, there are two independent variables, namely (1) Facilities, and (2) Convenience and intervening variables, namely services, which are presented in Table 3 below:

**Table. 3**  
**Multicollinearity Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std Error	Beta			Tolerance	VIF
1 (Constant)	0.727	2.271		0.320	0.750		
Facilities	0.556	0.148	0.510	3.764	0.000	0.322	3.106
Comfort	0.268	0.123	0.276	2.176	0.035	0.367	2.722
Service	0.155	0.165	0.134	0.943	0.350	0.293	3.416

a. Dependent Variable : Consumer Satisfaction

Based on Table 3, it can be seen that the facility variable has a VIF value of 3.106, comfort 2.722 and service 3.416. Thus, it can be said that the regression equation model does not have multicollinearity problems and can be used in this study.

**Uji Heteroskedastisitas**

Heteroscedasticity test is used to test whether in the regression model there is an inequality of variables from one residual observation to another. A good regression model is one that does not have heteroscedasticity. In this thesis, there are two independent variables, namely (1) Facilities, and (2) Convenience and Intervening Variables namely Services which are presented in Table 4 below:

**Table 4 Heterokedastisitas test**

Model	Unstandardized		Standardized	t	Sig
	Coefficients		Coefficients		
	B	Std Error	Beta		
1 (Constant)	1.625	1.543		1.053	0.298
Facilities	0	0.1	0.001	0.003	0.998
Comfort	-0.091	0.084	-0.26	-1.084	0.284
Service	0.102	0.112	0.244	0.908	0.369

a. Dependent Variable : RES2

Based on Table 4, it can be seen that the data is spread above and below the number of 0, this means that there is no heteroscedasticity in the regression equation model, so that the regression model is feasible to use to predict the effect of facilities and comfort and service on customer satisfaction.

**Path Analysis**

**Substructure I.** Analyzing the effect of Facilities (X<sub>1</sub>) and Comfort (X<sub>2</sub>) on Consumer Satisfaction (Y) as shown in Table 5 is the purpose of Substructure Hypothesis Test I on Table 5.

Based on the table above, the substructure equation I is:

$$Y = 0,510 X_1 + 0,276 X_2 + 0,134 Z$$

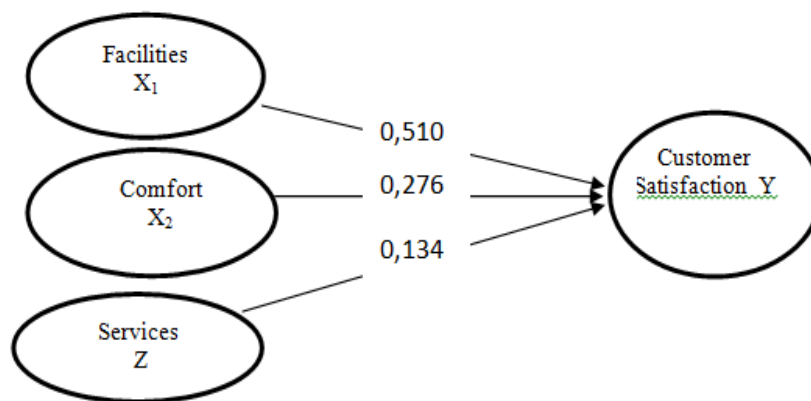
**Table 5**  
Results of X<sub>1</sub> and X<sub>2</sub> Data Processing against Y

Influential variables	Coefficients	Sig
Facilities (X <sub>1</sub> )	0.510	0.000
Convenience (X <sub>2</sub> )	0.276	0.035
Service (Z)	0.134	0.320

**b<sub>1</sub>=0.510**; it denotes a favorable relationship between the Facility variable (X<sub>1</sub>) and Customer Satisfaction (Y). This demonstrates that consumer happiness will increase as amenities improve.

**b=0.276**; it denotes a favorable relationship between the variables Convenience (X<sub>2</sub>) and Customer Satisfaction (Y). This demonstrates that consumer pleasure rises as comfort levels rise.

**b<sub>3</sub> = 0.134**; it denotes a favorable relationship between the service variable (Z) and customer satisfaction (Y). This demonstrates that customer happiness rises with improved service.



**Figure 2.**

Results of the Effect of Facilities, Convenience and Service on Consumer Satisfaction

The conclusions of the hypotheses H1, H2, and H3 are as follows:

**Table 6.** Summary Of Assessing The First, Second, And Third Hypotheses

Hypothesis	Standardized Coefficients	Test Results
H1	Facilities significantly impact how satisfied Mentawai Islands Regency Sea Transportation Service Users (KM Ambu-Ambu) are with their services.	Accepted
H2	Convenience of significant effect on consumer satisfaction of Sea Transportation Service Users (KM Ambu-Ambu) mentawai islands regency	Accepted
H3	The service does not of significant effect on consumer satisfaction of Sea Transportation Service Users (KM Ambu-Ambu) of the Mentawai Islands Regency	Accepted

**Substructure II.** As shown in **Table 7** below, the variables Facilities (X<sub>1</sub>) and Convenience (X<sub>2</sub>) have the following effects on Service (Z): The substructure equation II is:

$$Z = 0.513 X_1 + 0.388 X_2$$

**b<sub>1</sub> = 0.513**; it means that the relationship between the variable Facilities (X<sub>1</sub>) and Service is favorable (Z). This demonstrates that better facilities lead to greater service.

**b<sub>2</sub> = 0.388**; it denotes a favorable relationship between the variables Convenience (X<sub>2</sub>) and Service (Z). This demonstrates that the quality of service increases with comfort.

**Table 7**

Results of X<sub>1</sub> and X<sub>2</sub> Data Processing against Z

Influential variables	Standardized Coefficients	Sig
Facilities (X <sub>1</sub> )	0.513	0.000
Convenience (X <sub>2</sub> )	0.388	0.002



From **Table 6**, it can be done partially test each causal variable to the effect variable while in **Tabel 8**, it summarizes to answer the fourth and fifth hypotheses

**Table 8**  
Summary Substructure II Hypothesis Testing Results

Hypothesis	Standardized Coefficients	Test Results
H4	Facilities have a significant effect on Sea Transportation Service Users' Services (KM Ambu-Ambu) of Mentawai Islands Regency	Accepted
H5	Convenience has a significant effect on Sea Transportation Service Users (KM Ambu-Ambu) of Mentawai Islands Regency	Accepted

**Intervening**

An intermediary variable called intervening mediates the interaction between endogenous and exogenous factors. Through work motivation, the research model shows how salary and competence have an indirect impact on employee performance. Using path analysis or path analysis, the intervening test is performed as follows:

1. Service acts as an intervening variable between Facilities and Consumer Satisfaction on Sea Transportation Service Users (Passenger Study of KM. Ambu -Ambu with Tuapejat - Padang Route) Mentawai Islands Regency. Following are some examples of how to assess an exogenous variable's direct or indirect impact on an endogenous variable:

a) Results of Direct effect of variable  $X_1$  on  $Y$

$$Y \rightarrow X_1 \rightarrow Z = (\rho_{YX_1}) \times (\rho_{YX_1})$$

$$= (0,510) \times (0,510) = 0,2601 = 26 \%$$

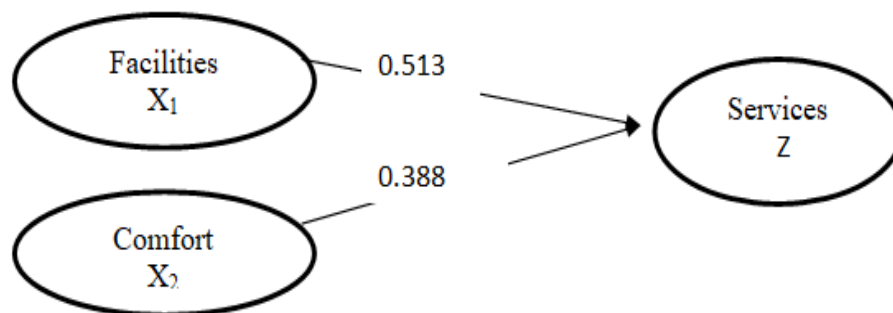
b) Results of Indirect effect from  $X_1$  to  $Y$  via  $Z$

$$Z \rightarrow X_1 \rightarrow Y \rightarrow Z = (\rho_{YX_1}) \times (\rho_{ZX_1}) \times (\rho_{ZY})$$

$$= (0,728) \times (0,513) \times (0,134) = 0,05 = 5 \%$$

According to the calculations above, the facility's direct impact on consumer satisfaction is 0.2601 (26%), while its indirect impact on customer satisfaction with respect to services is 0.05 (5%). Because the coefficient value is less than the direct effect ( $0.05 < 0.26$ ) so that the service cannot operate as an intervening for the relationship between facilities and customer happiness.

2. Service acts as an intervening variable between Convenience and Consumer Satisfaction on Sea Transportation Service Users (Passenger Study of KM. Ambu-Ambu with Tuapejat-Padang Route) Mentawai Islands Regency. To determine the effect of an exogenous variable to an endogenous variable, either directly or indirectly, it can be seen as follows:



**Figure 3**  
Substructure II Results of the Effect of Facilities and Convenience on Services

**Coefficient of Determination (R<sup>2</sup>).**

**Table 9** below shown the coefficient of determination for substructures 1 and 2. Based on **Table 4**, the total  $R^2$  value is:

$$R^2 = 1 - (0.522 \times 0.541) = 1 - 0.282 = 0.718$$

It means that 71.8% of Consumer Satisfaction can be explained by Facilities, Convenience and

**Table 9** Coefficient of Determination Results

Equation	Variable Relationships	$R^2$
Substructure I	Facilitation, Comfort and Service to Customer satisfaction	0.728
Substructure II	Facilitation and Comfort of Service	0.707

a) Results of Direct effect of variable  $x_2$  on Y

$$Y \rightarrow X_2 \rightarrow Y = (\rho_{YX_2}) \times (\rho_{YX_2}) \\ = (0,276) \times (0,276) = 0,076 = 7,6 \%$$

b) Results of Indirect effect from  $X_2$  to Y via Z

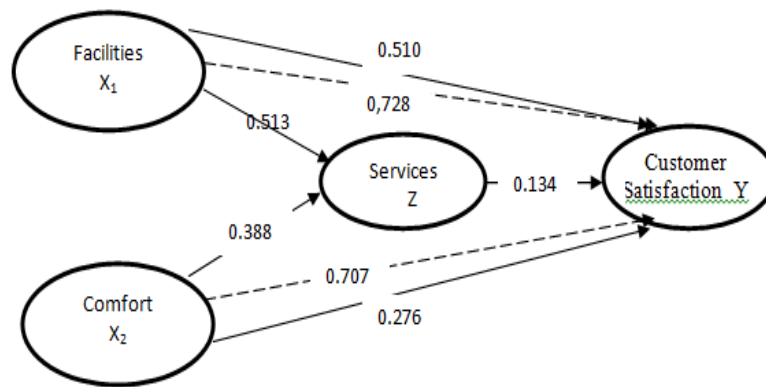
$$Z \rightarrow X_2 \rightarrow Y \rightarrow Z = (\rho_{ZX_2}) \times (\rho_{YX_2}) \times (\rho_{ZY}) \\ = (0,707) \times (0,510) \times (0,134) = 0,048 = 4,8 \%$$

It was found that the direct effect of comfort on consumer satisfaction is 0.076 (7.6%), while the indirect effect of the convenience variable on consumer satisfaction through services is 0.048 (4.8 %). From these results it can be concluded that the service variable cannot act as an intervening variable for the relationship between convenience and consumer satisfaction because the coefficient value is smaller than the direct effect ( $0.048 < 0.076$ ).

The outcomes of the sixth and seventh hypothesis tests can be summarized as follows using the path analysis's findings on **Table 10**

**Table 10**  
Path Analysis Test Results

Hypotheses	Means	Results
H6	Facilities affect Customer Satisfaction with Services as an Intervening variable for Sea Transportation Service Users (KM Ambu-Ambu) of Mentawai Islands Regency	Rejected
H7	Comfort affect Customer Satisfaction with Services as an Intervening variable for Sea Transportation Service Users (KM Ambu-Ambu) of Mentawai Islands Regency	Rejected



**Figure 4**  
Path Analysis Model

## DISCUSSION

### The Effect of Facilities on Consumer Satisfaction

It has been determined from testing the first hypothesis that the facility significantly affects customer satisfaction of Sea Transportation Service Users (Passenger Study of KM. Ambu-Ambu with Tuapejat - Padang Route) Mentawai Islands Regency. This shows complete facilities, increasing customer satisfaction. According to (Gustafsson et al., 2005) reliability represents the company's ability to provide services in accordance with appropriate facilities to meet consumer needs and promised accurately and reliably. Companies must meet the facilities according to customer expectations. This means completeness of facilities and infrastructure, punctuality, the same service for all customers and information for consumer safety. This condition has been carried out by (Basak, Bhaskar, 2017) that the Facility variable affects the efficiency of customer satisfaction, which is related positif to customer satisfaction. Based on theoretical studies, expert opinions, and the results of this study, it was concluded "Facilities have a significant effect on Consumer Satisfaction of Sea Transportation Service Users (Passenger Study of KM. Ambu-Ambu with Tuapejat-Padang Route) Mentawai Islands Regency".

### The Effect of Convenience on Consumer Satisfaction

The results of testing the second hypothesis are known that convenience has a significant effect on consumer satisfaction. Todd Litman (2015), the ease or difficulty of reaching various locations via transportation, as well as how easily land use locations can interact with one another. One component of the interaction analysis of activities with the transportation network system is the convenience measure, which aims to comprehend how the system functions and use the analytical relationship between system components to predict the traffic impact of various land uses or transportation policies. This has to do with travel expenses, journey duration, and distance (Norkamaliah, 2014).

High comfort by the company will lead to higher consumer satisfaction. Conversely, if the comfort provided by the company is bad, then consumer satisfaction will also be lower. Research conducted by Amir Khazaei, et al, 2014 states that convenience has a significant effect on consumer satisfaction. The conclusion is that comfort has a significant effect on consumer satisfaction of sea transportation service users (Passenger Study of KM. Ambu-Ambu with Tuapejat - Padang route) Mentawai Islands Regency".

### The Effect of Service on Consumer Satisfaction

The results of testing the third hypothesis are known that service has a significant effect on consumer satisfaction. This is also in accordance with (Basak, 2017) which states the reliability of the company's ability to provide services to meet consumer needs so that consumers become satisfied. Service to consumers depends on the benchmark value of a product or service. Conditions of high or low service products or services offered to consumers will affect the quality of products or services purchased by consumers. The better the services provided by the company to consumers, the more quality the products or services sold to consumers or vice versa. Based on this, the conclusion is

"Service has no significant effect on Consumer Satisfaction of Sea Transportation Service Users (Passenger Study of KM. Ambu-Ambu with Tuapejat - Padang Route) Mentawai Islands Regency".

### **Influence of Facilities on Services**

The results of testing the fourth hypothesis are known that facilities have a significant effect on services. Facilities are an important thing to consider in a service business, especially those closely related to what consumers feel, because in a service business, consumers' assessments of a company are based on what they get after using the service. Perceptions obtained from customer interactions with facilities affect service quality in the eyes of customers (Fandy Tjiptono dan Gregorius Chandra, 2016)

Physical facilities are an indicator of whether the quality of a service is good and is closely related to the formation of customer perceptions, with good facilities, consumers will be interested in the services offered and make purchases of the services offered. Service quality focuses on efforts to fulfill customer needs and desires, as well as the accuracy of delivery to balance customer expectations. Customers usually judge a company based on its resources and the way it operates. In detail, the conclusion is "Facilities have a significant effect on Sea Transportation Service User Services (Passenger Study of KM. Ambu-Ambu with Tuapejat - Padang Route) Mentawai Islands Regency".

### **The Effect of Convenience on Service**

The results of testing the fifth hypothesis are known that comfort is a feeling that arises because of minimal or no disturbance in body sensations. According to (Kolbaca, 2003), comfort or comfort is a condition that basic human needs have been fulfilled, such as 1) the need for peace, which is a satisfaction that improves daily appearance, 2) relief, which means that all needs have been fulfilled, and 3) Transcendence is the state of something beyond problems and pain. The sensation of discomfort arises when the situation / atmosphere is outside normal, it can increase from being annoying to causing pain depending on how far the balance is disturbed.

Service according to (Lam & Chen, 2012) is an effort to help others, either in the form of material or non-material so that the person can overcome the problem itself. Meanwhile, according to Wahyono, etc. (2020) that service is a process of meeting needs through the activities of others directly. The data processing carried out turned to have a significant effect on the convenience of Sea Transportation Service Users (Passenger Study of KM. Ambu-Ambu with Tuapejat - Padang Route) Mentawai Islands Regency.

### **The Effect of Facilities on Consumer Satisfaction with Service as an Intervening Variable**

Companies engaged in services, including in the field of public transportation services, companies in selling services to consumers must be able to satisfy consumers in using these services. Where the company must consider customer satisfaction through the selling value of products or services by paying attention to the needs of consumers, such as facilities and excellent service to consumers.

If the company sells its products or services with a high value to service users or consumers, the company in terms of facilities and providing services to consumers must be of quality and meet the standards of consumer tastes in general, but if the company sells its products or services with low value to users services or consumers, the company in terms of facilities and providing services to consumers, usually in terms of quality is also low, meaning that it does not satisfy consumer tastes.

Based on the studies above where the independent variable Facility ( $X_1$ ) has an influence on the service intervening variable ( $Z$ ) which has a simultaneous effect on the dependent variable of Consumer Satisfaction ( $Y$ ). The facility variable ( $X_1$ ) and the service variable ( $Z$ ) as the Intervening variable have a simultaneous influence on the customer satisfaction variable ( $Y$ ). Based on the description above, the following hypothesis can be presented: "It can be interpreted that there is no influence of Facilities on Consumer Satisfaction with Service as an Intervening variable for Sea Transportation Service Users (Passenger Study of KM. Ambu-Ambu with Tuapejat-Padang Route)

Mentawai Islands Regency.

**The Effect of Convenience on Consumer Satisfaction with Service as an Intervening Variable**  
Companies engaged in services, including in the field of public transportation services, must be able to satisfy consumers in using these services. Where the company must consider consumer satisfaction through the selling value of products or services by paying attention to the needs of consumers, such as comfort and excellent service to consumers.

If the company sells its products or services with a high value to service users or consumers, the company in terms of convenience and providing services to consumers must be of quality and meet the standards of consumer tastes in general, but if the company sells its products or services with low value to users services or consumers, the company in terms of convenience and providing services to consumers, usually in terms of quality is also low, meaning that it does not satisfy consumer tastes.

Based on the studies above, the independent variable Convenience ( $X_2$ ) has an influence on the service intervening variable (Z) which has a simultaneous influence on the dependent variable of Consumer Satisfaction (Y). In the Convenience variable ( $X_2$ ) and the service variable (Z) as the Intervening variable, it has a simultaneous influence on the consumer satisfaction variable (Y). Based on the description above, the following hypothesis can be presented: "It can be interpreted that there is no influence of Comfort on Consumer Satisfaction with Service as an Intervening variable for Sea Transportation Service Users (Passenger Study of KM. Ambu-Ambu with Tuapejat-Padang Route, Mentawai Islands Regency).

## CONCLUSION

The conclusions of the results of the study show that Facilities have a significant effect on Consumer Satisfaction Facilities have a significant effect on Customer Satisfaction on Sea Transportation. It turns out that convenience is significant to consumer satisfaction in marine transportation. Service is not significant to Consumer Satisfaction on Sea Transportation. Facilities have a significant effect on Services for Passenger. Convenience has a significant effect on Services on Sea Transportation. Facilities are not significant to Customer Satisfaction with Service as Intervening. Convenience is not significant to Customer Satisfaction with Service as Intervening

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