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THE EFFECT OF INTERACTION QUALITY, PHYSICAL ENVIRONMENT QUALITY, AND OUTCOME QUALITY ON CUSTOMER SATISFACTION IN PT PORTS INDONESIA (PERSERO)REGIONAL 4 MAKASSAR BRANCHES

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Abstract
This study aims to determine and analyze the effect of Interaction Quality, Career Development and Outcome Quality on Consumer Satisfaction. The type of research used in this research is quantitative with a survey approach. This research was conducted at PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch with a research time of 2 months. The population used is passengers who get on and off ships at the port in 2021 at PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch, totaling 6,758 people. The sampling technique used the Slovin formula where 99 samples were obtained. The type of data used in this research is quantitative data, while the data sources use primary data. The analytical method used is Multiple Linear Regression Analysis. The results of this study prove that partially or simultaneously the quality of interaction, the quality of the physical environment and the quality of the results have a positive and significant effect on customer satisfaction at PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch. This study resulted in a coefficient of determination R2 or R Square of 0.430. These results mean that the variables of Interaction Quality, Physical Environment Quality and Result Quality have a relationship with Customer Satisfaction by 43%, and the remaining 57% is explained by other causes outside the model.

Keywords: Interaction, Physical Environment, Results, Customer Satisfaction

INTRODUCTION

The development of the business world is currently experiencing very rapid growth, both businesses engaged in manufacturing and services. The development of the economy as a whole accompanied by the development of technology and science has created an increasingly tight and sharp competition, both in the domestic market and in the international market. Therefore, in such competition, companies are required to be able to satisfy their customers by creating quality products according to consumer desires.

Changes in information technology that are developing rapidly require various companies to be able to provide appropriate and fast solutions according to customer needs or desires, so that customers are satisfied and will use port services in the future. To answer this problem, marketing is its survival. In modern marketing, the marketing paradigm has shifted, not only creating transactions to achieve marketing success but companies must establish long-term relationships with customers.

State-Owned Enterprises (BUMN) in Indonesia are very influential in the development of the business world and society in running their business, because most of these government-owned companies have monopolized several business fields that regulate life and the necessities of life for many people. Therefore, in organizing and running their business, SOEs are regulated and managed by the government because they are closely related to the fate of the Indonesian people. These State-Owned Enterprises are expected to be able to meet the needs and desires of the business world in general and society in particular and must be able to maintain a good image in the eyes of the public (Biringkanae, 2018).

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SOEs must be able to provide satisfaction to the community as consumers and provide a good image in the eyes of the public by providing quality services. Seeing this situation, the government is trying to make SOEs try to improve the situation by providing the best service to the community. With good service, it is hoped that people will feel valued and not feel their rights are being neglected and ultimately the community as users or customers of the services offered by the government-owned company will feel satisfied (Kana, 2017).

As one of the port centers in Eastern Indonesia (KTI) which oversees several port branches with its head office located in Makassar, PT Pelabuhan Indonesia (Persero) Regional IV is a State-Owned Enterprise (BUMN) engaged in port services that provides port services. and port infrastructure in order to support the smooth flow of ships, passenger transportation, and goods delivery.

PT Pelabuhan Indonesia (Persero) Regional IV Makassar continues to strive to improve service to customers, both manual services, direct contact with goods and system application services that continue to develop following the needs and progress of today's times and all of that to support the achievement of company targets and of course supported with an effective employee development program.

However, in reality, PT Pelabuhan Indonesia (Persero) Regional IV Makassar still has several deficiencies in terms of excellent service to customers, this can be seen from the results of preliminary observations that researchers conducted through the Customer Suggestion Box (KSP) to several customers at Makassar Port. both from Shipping Agents, Loading and Unloading Companies (PBM) and Ship Freight Forwarding (EMKL) which have direct contact with PT Pelabuhan Indonesia (Persero) Regional IV Makassar, and the most prominent complaint is the online administration system application which often has problems in this case in the operator (IT) system so that payment notes for the process of work activities are often delayed and problems in personal HR due to the slow work of employees.

Service is a very important element in efforts to increase customer satisfaction. Basically, this service position is a supporting factor for the marketing activities of PT Pelabuhan Indonesia (Persero) Regional IV Makassar services. If the service provided meets customer demand, the customer will be satisfied and if the service is below the expected level, the customer will feel less or dissatisfied. Customers who are dissatisfied with the quality or service provided, will naturally tell other people as complaints about their dissatisfaction. Therefore the measurement of satisfaction with the services provided by PT Pelabuhan Indonesia (Persero) Regional IV Makassar for the community must always be carried out to identify and plan better strategies in the future and further improve the quality of its services so that it can fulfill the desires and needs of consumers and to minimize problem.

Kotler (2013: 138) argues that "every company is required to make customers feel satisfied by providing better offers and services, considering that the company must be able to maintain its market position in the midst of competition and maintain a good image in the eyes of its customers". For that the company must be able to provide satisfaction to customers. Satisfaction is a person's level of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) against their expectations.

Therefore, every company is required to make customers feel satisfied by providing better offers and services, considering that companies must be able to maintain their market position in the midst of competition and maintain a good image in the eyes of their customers. For that the company must be able to provide satisfaction to customers.

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Satisfaction is a person's level of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) against their expectations.
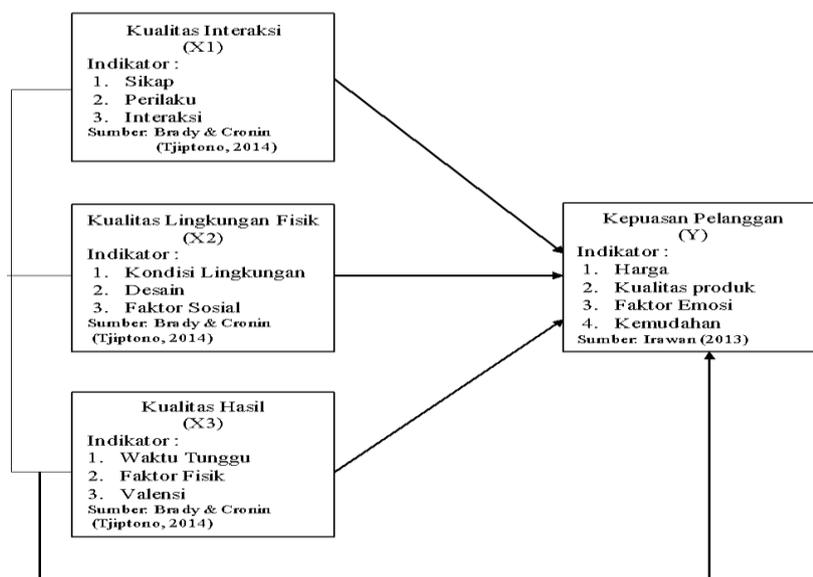
Research conducted by Maive Suuroja in Subhanto (2016) entitled "*Service Quality : Main Conseptualizations and Critique*". This research has raised variables that are slightly different from other studies. In this study using the variable interaction quality with indicators of attitude, behavior, and experience. Physical environment variable quality with ambie indicator*nt condition*, *design*, *social factor*. Variable*outcome quality* with indicators*waiting time*, *tangible*, *valence* which influence*Service Quality*. And the results of this study are*expectasi costumer* can influence perception*Service Quality* but the effect of these perceptions does not affect directly.

The facilities provided by the company are in the form of physical infrastructure or aspects*tangible* for customers must be provided in the context of providing "*comfortability*or convenience for customers. Besides that, companies must also communicate in a language that is easily understood by customers.*customer oriented*". While other factors directly affect the index*Service to Care* is "*connectivity*", that is, the company must build*relationship* strong relationships with customers so that they can understand their needs and expectations, and pay serious attention to the inputs they convey for service improvement.

This study uses the variables of the quality of the interaction, the quality of the physical environment and the quality of the results. The interaction quality variable is used to measure the quality level of PT Pelabuhan Indonesia (Persero) Regional IV Makassar customer interaction. The physical environment quality variable is used as a measuring variable to determine the extent to which physical environmental factors affect the quality of services provided to customers by PT Pelabuhan Indonesia (Persero) Regional IV Makassar. Meanwhile, the outcome quality variable is used in this study because it is a variable to measure the extent to which the level of quality and service perceived by customers affects the quality of service provided by the company.

Based on the description above, this research is structured through a conceptual framework that can be described as follows:

Figure 3.1. Research Concept Framework

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Through the conceptual framework image above, there will be three hypotheses developed in this study, namely:

1. It is suspected that the Quality of Interaction has an effect on Customer Satisfaction at PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch
2. It is suspected that the Quality of the Physical Environment affects Customer Satisfaction at PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch
3. It is suspected that the Quality of Results affects Customer Satisfaction at PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch
4. It is suspected that the Quality of Interaction, the Quality of the Physical Environment and the Quality of Results have a joint (simultaneous) effect on Customer Satisfaction at PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch

RESEARCH METHODS

The type of research used in this research is descriptive quantitative with a survey approach. Lawrence in (Sugiyono, 2013) explains that in survey research, researchers ask several people (which are called respondents) about past or present beliefs, opinions, characteristics of an object and behavior. Survey research is concerned with questions about one's own beliefs and behavior. The location in this research was conducted at PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch, which is located at Jl. Sabutung Paotere No.1, Gusung Village, Ujung Tanah District, Makassar City. Meanwhile, the research plan will be carried out for 2 months, starting from March 2022 to May 2022.

The population in this study are all customers or passengers who board and disembark at PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch in 2021, totaling 6,758 customers. Based on the calculation results of the formula*slovin*, then the number of samples can be determined with an error rate of 10% in the collection of primary data which is carried out on 99 (rounded) respondents, namely, customers of PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch. The type of data in this research is quantitative data and the data source used in this research is primary data.The data collection technique used by the authors in this study is a field study*(field work research),* i.e. direct research carried out on research objects, data collection was carried out through the observation stage and distributing questionnaires.

The data analysis technique uses multiple linear regression analysis, which is preceded by a validity test and a reliability test on the research data. Hypothesis testing In hypothesis testing, the F test is used to determine whether all the independent variables together have a significant influence on the dependent variable. Then it is done by comparing the value of F_{count} with F_{table} at a confidence level of 0.05. When the value of $F_{count} >$ of the F value$_{table}$, then it means that the independent variable simultaneously has a significant influence on the dependent variable, or the hypothesis is accepted. The magnitude of the influence can be seen in the value of R^2. The t-test serves to determine whether the effect of each independent variable on the dependent variable is significant or not. This test is carried out by comparing the value of t_{count} each independent variable with a value of t_{table} at a confidence level of 0.05.

RESEARCH RESULTS AND DISCUSSION
 Results

Statistical calculations in the multiple linear regression analysis used in this study are by using the help of an IBM computer program*SPSS for Windows* version 25. The full

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results of data processing using the SPSS program are in the appendix and are further explained in Table 1 below:

Table 1 Results of Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	2.276	1.974		1.153	.252
	X1 (Quality of Interaction)	.204	.081	.203	2.525	.013
	X2 (Physical Environment Quality)	.262	.081	.264	3.252	.002
	X3 (Quality of Yield)	.448	.085	.439	5.256	.000

a. Dependent Variable: Y (Customer Satisfaction)
Sumber : Output SPSS 25

Based on table 1 above, the estimation model can be analyzed as follows:
$$Y = 2.276 + 0.204X_1 + 0{,}262\ X_2 + 0{,}448\ X_3$$
From the regression model equation above it can be explained that:

1. A constant value of 2.276 (Positive) means that if the independent variables, namely Quality of Interaction (X1), Quality of the Physical Environment (X2) and Quality of Results (X3) have a fixed or constant value, then the dependent variable, namely Customer Satisfaction (Y) will increase by 2,276 units.
2. The coefficient value of the Interaction Quality variable (X1) is 0.204, meaning that if the Interaction Quality increases by 1 unit, Customer Satisfaction will increase by 0.204 units. The coefficient is positive, meaning that there is a unidirectional relationship between Interaction Quality and Customer Satisfaction.
3. The coefficient value of the Physical Environment Quality variable (X2) is 0.262, meaning that if the Physical Environment Quality variable increases by 1 unit, Customer Satisfaction will also increase by 0.262 units. The coefficient is positive, meaning that there is a unidirectional relationship between the Quality of the Physical Environment and Customer Satisfaction.
4. The coefficient value of the Yield Quality variable (X3) is 0.448, meaning that if the Yield Quality variable increases by 1 unit, Customer Satisfaction will also increase by 0.448 units. The coefficient is positive, meaning that there is a unidirectional relationship between Product Quality and Customer Satisfaction.

Partial hypothesis testing

The t test is used to see the partially significant effect of the independent variable on the dependent variable in multiple linear regression. The basis for decision making is if t_{count} bigger than t_{table}, then the hypothesis is accepted and vice versa In this study to obtain t-table values can be seen in the statistical t table at df = n-k or 99-3 = 96 (k is the number of independent variables). With a significant level of 0.05, and a 2-tailed test. The results obtained by t-table = 1.984.

Based on the test results in table 1, the results of the test can be explained as follows:

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1. In the Interaction Quality variable (X1), a t-count value of 2.525 is obtained. This means that t-count is greater than t-table (2.525 > 1.984), so it can be concluded that the hypothesis is accepted, the independent variable Interaction Quality (X1) partially has a significant effect on Customer Satisfaction (Y).
2. In the Physical Environment Quality variable (X2), a t-count value of 3.252 is obtained. This means that t-count is greater than t-table (3.252 > 1.984), so it can be concluded that the hypothesis is accepted, the independent variable Quality of the Physical Environment (X2) partially has a significant effect on Customer Satisfaction (Y).
3. In the Quality of Results variable (X3), a t-count value of 5.256 is obtained. This means that t-count is greater than t-table (5.256 > 1.984), so it can be concluded that the hypothesis is accepted, the independent variable Quality of Results (X3) partially has a significant effect on Customer Satisfaction (Y).

Simultaneous Hypothesis Testing

The F test is used to see the significant effect simultaneously (together) of the independent variables on the dependent variable in multiple linear regression. If F-count > F-table with significance <0.05, it can be stated that the independent variable has a significant effect on the dependent variable simultaneously and vice versa. The magnitude of the F-table value with the condition $\alpha = 0.05$, shows the value of df1 = 3 and df2 = 98 so that an F-table value of 2.310 is obtained. The results of the F test calculation to test the relationship of independent variables together can be seen in the following table:

Table 2 Simultaneous Test Results (Test F)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	83.777	3	27.926	23.911	.000[b]
	Residual	110.950	95	1.168		
	Total	194.727	98			

a. Dependent Variable: Y (Customer Satisfaction)
b. Predictors: (Constant), X3 (Quality of Results), X1 (Quality of Interaction), X2 (Quality of Physical Environment)
Sumber : Output SPSS 25

Based on table 2,it is known that the F-count value is 23.911 and the significance value is 0.00. This means that the calculated F-value is greater than the F-table (23.911 > 2.310) and the significance value is smaller than the probability value (0.00 <0.05). So that the hypothesis is accepted, meaning that there is a significant simultaneous influence between Interaction Quality (X1), Physical Environment Quality (X2) and Outcome Quality (X3) on Customer Satisfaction (Y).

Coefficient of Determination

The Coefficient of Determination test aims to measure how much the model's ability to explain the variation of the dependent variable. If the R value^2 small means the ability of the independent variables to explain variations in the dependent variable is very limited. The results of testing the coefficient of determination can be seen in the following

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Table 3 Test Results for the Coefficient of Determination of R^2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.656[a]	.430	.412	1.08069	1.707

a. Predictors: (Constant), X3 (Quality of Results), X2 (Quality of Physical Environment), X1 (Quality of Interaction)
b. Dependent Variable: Y (Customer Satisfaction)

Sumber : Output SPSS 25

Based on the table above, it can be seen that the acquisition of the coefficient of determination R^2 or R Square is 0.430. This result means that the variables Quality of Interaction (X1), Quality of the Physical Environment (X2) and Quality of Results (X3) have a relationship with Customer Satisfaction (Y) of 43%, and the remaining 57% is explained by other causes outside the model.

DISCUSSION
Effect of Interaction Quality on Customer Satisfaction

Based on the analysis of the regression equation, the results show that IfInteraction Quality increases, customer satisfaction will also increase. The coefficient is positive, meaning that there is a unidirectional relationship betweenInteraction Quality with Customer Satisfaction onPT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch. As for the results of the t test that has been carried out on the variable Quality of Interaction, obtained t-count is greater than t-table, it can be concluded that the independent variableInteraction Quality partially has a significant effect on customer satisfaction at PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch.

The results in this study indicate that variableInteraction Quality has a positive and significant influence on customer satisfaction at PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch. It can be concluded thatone of the factors that influence customer satisfaction is due to good interaction between port officers and customers, which is reflected in the abilities possessed by Makassar port officers according to their respective fields, a friendly attitude in serving customers and being able to provide solutions to problems service. So, customersfeel that the service provided byMakassar port alreadyas expected in this case is the passengerMacassar port

The findings of this study reinforce the theory put forward by Brady and Cronin in Tjiptono (2014) which states that the attitudes, behavior and skills of service employees define the quality delivered and ultimately "influence what the client evaluates as a satisfactory meeting". Bitner in Lupiyoadi (2013) also states that personal service attitudes and behavior broadly influence consumer perceptions which are then combined with consumer evaluations of technical quality and service environment to define service quality.

The results of this study are also supported by the results of previous research conducted by Akbar (2020), which states that variablesInteraction Quality has a significant effect on the Customer Satisfaction variable at LDC FEB UB, which means that consumers pay attention to the interaction quality variable in obtaining service satisfaction. However, there is another research that is not in line with that conducted by Subhanto (2016), which states thatthe interaction quality variable has no significant effect

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on service quality at PT Bank Jatim Bondowoso Branch Cash Office Rsud Dr. H. Koesnadi.

Effect of Physical Environment Quality on Customer Satisfaction

Based on the analysis of the regression equation, the results show that IfQuality of the Physical Environment increases, customer satisfaction will also increase. The coefficient is positive, meaning that there is a unidirectional relationship betweenQuality of the Physical Environment with Customer Satisfaction at PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch. As for the results of the t test that has been carried out on the variable Quality of the Physical Environment, obtained t-count is greater than t-table, it can be concluded that the independent variableQuality of the Physical Environment partially has a significant effect on customer satisfaction at PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch.

The results in this study indicate that variableQuality of the Physical Environment has a positive and significant influence on customer satisfaction at PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch. It can be concluded thatone of the factors that influence customer satisfaction is the existence of an adequate physical environment that is felt by customers at the Port of Makassar, such as the environment at the Port of Makassar which is maintained and maintained clean,attractive physical facility design,ample parking space as well as the comfort felt by passengers in the waiting room atMacassar port. So, passengersfeel happy with the performance of the service provided byPort of Makassar, where this indicates that there is satisfaction created for customers, in this case, passengers at Makassar port.

The findings of this study reinforce the theory put forward by Brady and Cronin in Tjiptono (2014) which says that because services are intangible and require consumers to be present during the process, the surrounding environment can have a significant influence on the overall perception of service quality. Halim*And al* (2021) also argues that the service environment is the setting and facilities needed to deliver services to customers and influences customer beliefs and attitudes.

The results of this study are also supported by the results of previous research conducted by Yusman (2016), which states that the variable Physical Environment Quality has a significant effect on Customer Satisfaction (CustomersSimpeda Savings) onBank Kalbar Branch Office in Pontianak. There are also other studies that also support the results of this study conducted by Noviasari and Onasie (2015), which state that the variable Quality of the Physical Environmentpositive and significant effect on Customer Satisfaction Five Star Hotel Pekanbaru.

Effect of Quality Results on Customer Satisfaction

Based on the analysis of the regression equation, the results show that IfYield Quality increases, customer satisfaction will also increase. The coefficient is positive, meaning that there is a unidirectional relationship betweenYield Quality with Customer Satisfaction at PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch. As for the results of the t test that has been carried out found on the Quality of Results variable, obtained t-count is greater than t-table, it can be concluded that the independent variableYield Quality partially has a significant effect on customer satisfaction at PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch.

The results in this study indicate that variableYield Quality has a positive and significant influence on customer satisfaction at PT Pelabuhan Indonesia (Persero)

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Regional 4 Makassar Branch. It can be concluded thatone of the factors that influence customer satisfaction is the quality of service performance results consisting of, the service delivery process does not take a long time, availabilitythe latest/latest equipment in supporting activities as well as port officers who are professional and have readiness to respond to passenger requests. So that,service system implemented byThe Port of Makassar makes it very easy to provide satisfaction to passengers.

The findings of this study strengthen the theory put forward by Menurrut Brady and Cronin in Tjiptono (2014) The quality of results is more on what factors are left by consumers when services are provided. Where, what is left by the consumer is the feeling or experience experienced by the consumer during the service process. Jacob Saleky (2019) also argues that the quality of results is also usually referred to as service delivery, where service delivery is a way of providing services on specific occasions (*specific occasions*), including*role performances* or*scripts* concerning the stages of service delivery and expectations of the roles of employees and customers in service interactions.

The results of this study are also supported by previous research conducted by Sutrisno (2016), where the results of his research show that the variable Quality of Resultspositive effect on Service User Satisfactionat PT. Waskita Karya Tbk Regional Division I - Sumatra. Other research that supports the results of this study was conducted by Subhanto (2016), who stated thatVariable Quality of Results has a significant effect on Service Quality at PT Bank Jatim Bondowoso Branch Cash Office Rsud Dr. H. Koesnadi.

CONCLUSION

Based on the results of the analysis carried out in this study, the following conclusions can be drawn:

1. Interaction Quality Variable has a positive and significant partial effect on Customer Satisfaction At PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch. This proves the first hypothesis in this study, so that the hypothesis can be accepted.
2. The Variable Quality of the Physical Environment has a positive and significant partial effect on Customer Satisfaction At PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch. This proves the second hypothesis in this study, so that the hypothesis can be accepted.
3. Result Quality Variable has a positive and significant partial effect on Customer Satisfaction At PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch. This proves the third hypothesis in this study, so that the hypothesis can be accepted.
4. The Variable Quality of Interaction, Quality of Physical Environment and Quality of Outcomes have a positive and significant simultaneous effect on Customer Satisfaction At PT Pelabuhan Indonesia (Persero) Regional 4 Makassar Branch. This proves the fourth hypothesis in this study, so that the hypothesis can be accepted.

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