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Analysis Of Service Quality Dimensions On Customer Satisfaction At New Makassar Container Terminal

Dedi F. Silolongan^{1,*}; Mashur Razak² and Azlan Ashari³
^{1,2,3}Institut Teknologi dan Bisnis Nobel Indonesia Makassar

*Correspondence: ¹dedipiter@gmail.com,

Abstract: This study aims to determine and analyze the influence of service quality dimensions, including Interaction Quality, Physical Environment Quality, and Outcome Quality, on Customer Satisfaction. The type of research used in this research is quantitative with a survey approach. This research was conducted at the New Makassar Container Terminal with a research time of 2 months. The population used in this study is all customers who actively use the services of the New Makassar Container Terminal. The sampling technique used in this study uses a saturated sample. So based on the sample payment technique used, the number of respondents in this study was 30 samples. The data type used in this study is quantitative, while the data source uses primary data. The analytical method used is Multiple Linear Regression Analysis.

The results of this study prove that partially or simultaneously, the variables Quality of Interaction, Quality of the Physical Environment, and Quality of Results have a positive and significant effect on Customer Satisfaction at the New Makassar Container Terminal. This study produces a coefficient of determination of R² or R Square of 0.534. This result means that the variables Quality of Interaction, Quality of Physical Environment, and Quality of Results have a relationship with Customer Satisfaction at the New Makassar Container Terminal by 53.4%, and other causes outside the model explain the remaining 46.6%

Keywords: Interaction; Physical Environment; Results, Service Quality; Customer Satisfaction

A. Introduction

Indonesia is the largest archipelagic country in the world with 17,503 islands with 63% of its territorial area in the form of waters. Indonesia also has the longest beach in the world, which is 81,000 km. As the largest archipelagic country, Indonesia needs a broad and well-developed maritime sector so that it can help the country to achieve economic, social and political goals. Sea transportation plays a very important

role in connecting one island to another so that the distribution of goods and passengers from one island to another can run smoothly, so that equitable development can be carried out and not only concentrated in one region or one island.

Ports are an important node in the flow of trade and distribution of goods in Indonesia and in the world. Almost 95% of goods and services distribution activities are



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carried out by sea because it is more profitable because ships can load large volumes of goods at low costs. The desired economic factors in sea transportation must be able to meet several requirements, namely fast, large loading capacity, ease of loading and unloading, or fast ship turnover. Judging from the role of the port, it can be concluded that the port is very important to build economic activities in a region because it is part of the sea transportation and logistics system. The port is not only an inter-island activity, but also used as a medium for import-export trade.

Based in the largest archipelagic country with a long history of maritime influence in the world, Port Indonesia (Pelindo) is a world-class port that offers integrated services between ports in Indonesia. Pelindo is a company resulting from the integration of four (4) port SOEs, namely PT Pelindo I (Persero), PT Pelindo II (Persero), PT Pelindo III (Persero) and PT Pelindo IV (Persero) which was officially established on October 1, 2021. The establishment of Pelindo as a company as a result of this integration is a strategic initiative of the government as a shareholder to realize national connectivity and a stronger logistics ecosystem network. Maritime connectivity, both between ports in the country, as well as between ports at home and abroad, will increase.

New Makassar Container Terminal is engaged in loading and unloading services, especially loading and unloading containers for the purpose of shipping goods in large quantities and those that require special handling. The New Makassar Container Terminal also provides various types of services such as container loading and unloading services, temporary storage, and distribution of goods through containers. The terminal serves cargo ships and container trucks. Companies engaged in this field are more likely to prioritize service quality in order to be able to meet customer needs. Thus, in its development, the New

Makassar Container Terminal is designated as a separate business unit from the management of Makassar Port Regional 4. One of the considerations for this separation is as an anticipatory step for the growth of Container transportation in the future as well as a form of more professional service from the management of the Port of Makassar. The management must be aware of the high competition in the current globalized market, thus triggering the management to always anticipate in various ways in order to gain market share.

Thus, the New Makassar Container Terminal is required to make customers feel satisfied by providing better offers and services, considering that the New Makassar Container Terminal 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 this reason, the company must be able to provide satisfaction to customers. Satisfaction is the level of a person's feelings of pleasure or disappointment that arise from comparing the perceived performance of a product (or result) against their expectations.

But in reality, there are still various problems that occur at the New Makassar Container Terminal related to the level of customer satisfaction. These problems include, the lack of responsiveness from the New Makassar Container Terminal staff in responding to customer requests or complaints, causing customers to feel frustrated and ignored. In addition, the New Makassar Container Terminal also often encounters dirty and messy environments, which can make customers feel uncomfortable or doubt the cleanliness and professionalism of the New Makassar Container Terminal. These issues can affect the customer's perception of the overall quality of service. Customers tend to expect good service and in accordance with their expectations. If there are problems in the interaction, the physical environment, or the

results received, the customer may experience dissatisfaction, disappointment, and loss of trust. This can reduce customer satisfaction levels, as well as potentially reduce the image and reputation of the New Makassar Container Terminal and other negative impacts.

Customer or consumer satisfaction is related to the quality of the products offered. Customer satisfaction has its own level depending on what they get. According to Tamonsang and Apriliyanto (2020), customer satisfaction is a response in the form of a feeling of satisfaction that arises due to the experience of consuming a product or service, or a small part of that experience. Meanwhile, according to Kotler and Keller (2012), customer satisfaction is a feeling of happiness or disappointment that arises after comparing their perception/impression of the performance or results of a product and its expectations. So that to achieve this, the company must make changes, both from technological factors and from human resources.

Service quality plays an important role in influencing customer satisfaction. High service quality can create a positive experience for customers. When customers feel well treated, staff interact with each other in a friendly and helpful manner, and service is delivered effectively, customers are more likely to feel happy and satisfied with their experience. These positive experiences can yield long-term benefits. The dimensions of service quality that are generally measured include the quality of interaction, the quality of the physical environment, and the quality of results.

This dimension of interaction quality encompasses all aspects of the interaction between the service provider and the customer. The quality of interaction involves attitudes, behaviors, responsiveness, communication skills, and staff expertise in interacting with customers. Good service in this dimension is characterized by courtesy,

friendliness, the ability to understand customer needs, and a willingness to help and solve problems. The Physical Environment Quality Dimension is related to the physical condition of the service place and the surrounding environment. Gronroos (2000), a service marketing expert, argues that the quality of interaction is one of the key factors in creating a long-term relationship between service providers and customers. According to him, good interaction can build trust, mutual understanding, and effective communication between customers and service providers.

The quality of the physical environment includes factors such as cleanliness, neatness, comfort, attractive room design, adequate facilities, adequate lighting, and safety and security for customers. These factors can affect customer perception of the overall quality of service. Bitner (1990), in the concept of "physical service environment", proposed that the quality of the physical environment can affect customer perception of the overall service quality. According to him, a fun, comfortable, and attractive environment can increase customer satisfaction.

The Quality of Results dimension involves the concrete results that customers obtain after receiving services. The quality of the results includes the match between what is promised and what is actually delivered, reliability in delivering the expected results, timeliness, and customer satisfaction with the results. In some cases, the quality of the results can also include aspects such as sustainability or the long-term impact of the services provided. Oliver in Tjiptono and Chandra (2015), based on the theory of cognitive dissonance, proposed that the quality of results is an important factor that affects customer satisfaction. If the service results are not in line with expectations, customers can experience cognitive dissonance that reduces their satisfaction.

The expert opinion emphasizes the importance of interaction quality, physical environment quality, and product quality in influencing customer satisfaction. Understanding and paying attention to these dimensions can help service providers improve the customer experience, and strengthen relationships with customers. Measuring and improving these dimensions is an important part of service quality management. By understanding and managing these aspects, service providers can improve customer satisfaction.

Research conducted by Maive Suuroja in Subhanto (2016) entitled "*Service Quality: Main Conseptualizations and Critique*". In this study, it has raised variables that are slightly different from other studies. In this study, interaction quality variables were used with indicators of *attitude, behavior, and experience*. Physical environment quality variables with indicators of *ambient condition, design, social factor*. Outcome quality variables with indicators of *waiting time, tangibles, and valence* that affect *Service Quality*. And the result of this study is that *customer expectations* can affect the perception of *Service Quality* but the effect of this perception does not affect directly. Facilities provided by the company in the form of physical infrastructure or *tangible* aspects for customers must be provided in the context of providing "*comfortability*" or comfort for customers. In addition, the company must also communicate in a language that is easy to understand by "*customer oriented*" customers. Meanwhile, another factor that directly affects the

Service to Care index is "*connectivity*", which is that the company must build a *strong relationship with customers so that they can understand their needs and expectations, and pay serious attention to the input they convey for service improvement*.

Therefore, this study uses the variables of interaction quality, physical environment quality and quality of results. The interaction quality variable was used to measure the level of customer interaction quality of the New Makassar Container Terminal. The physical environment quality variable is used as a measuring variable to find out the extent to which physical environmental factors affect the quality of services provided to customers by the New Makassar Container Terminal. Meanwhile, the result quality variable is used in this study because it is a variable to measure the extent to which the level of service quality perceived by customers affects the satisfaction provided by the New Makassar Container Terminal.

Based on the background description above, the formulation of this research problem is, 1) Does the Quality of Interaction affect Customer Satisfaction at the New Makassar Container Terminal?; 2) Does the Physical Environment affect Customer Satisfaction at the New Makassar Container Terminal?; 3) Does the Quality of Results affect Customer Satisfaction at the New Makassar Container Terminal?; and 4) Does the Quality of Interaction, Quality of the Physical Environment and Quality of Results affect Customer Satisfaction simultaneously at the New Makassar Container Terminal.

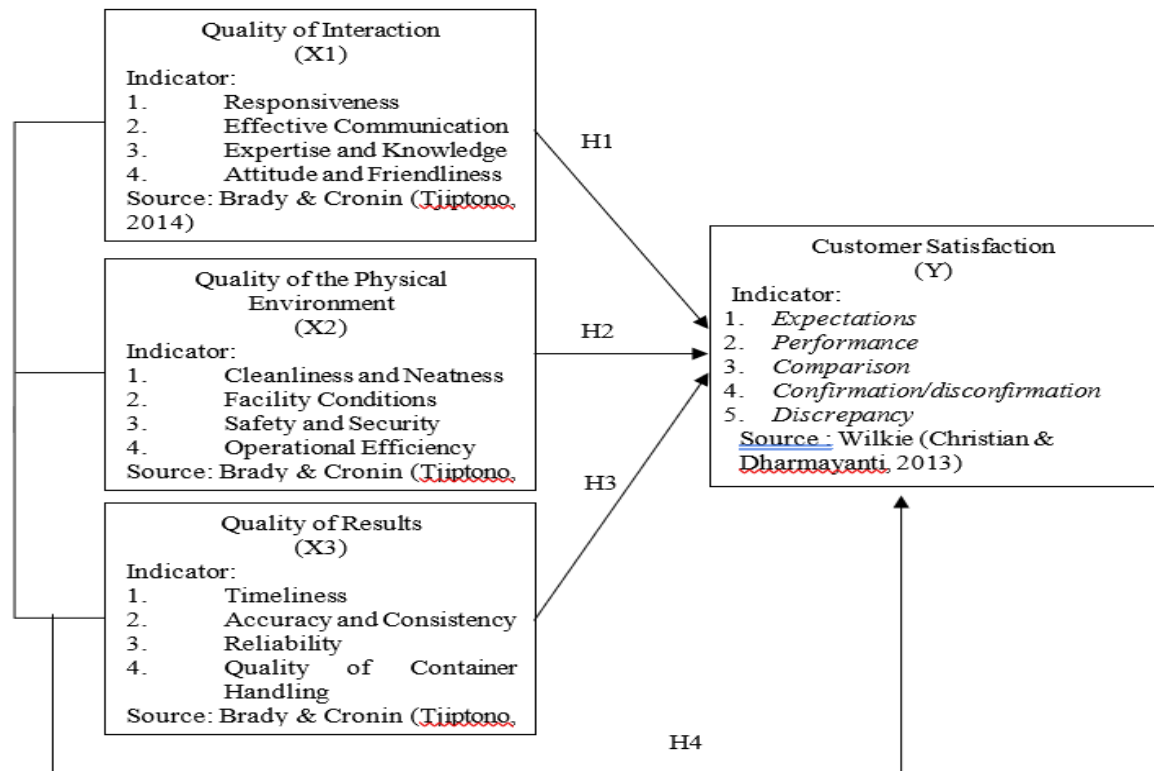


Figure 1 Research Concept Framework

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

1. It is suspected that the Quality of Interaction affects Customer Satisfaction at the New Makassar Container Terminal
2. It is suspected that the Quality of the Physical Environment affects Customer Satisfaction at the New Makassar Container Terminal
3. It is suspected that the Quality of Results affects Customer Satisfaction at the New Makassar Container Terminal
4. It is suspected that the Quality of Interaction, the Quality of the Physical Environment and the Quality of Results have a simultaneous effect on Customer Satisfaction at the New Makassar Container Terminal.

B. Materials and Methods

The research approach used in this study is a quantitative method with a survey approach. Lawrence in (Sugiyono, 2018) explained that survey research is quantitative research. In the survey study, the researcher asked several people (called respondents) about their beliefs, opinions, characteristics of an object and past or present behavior. Survey research deals with questions about one's own beliefs and

behavior. The location in this study was carried out at the New Makassar Container Terminal (Terminal 2), which is located at Jl. Nusantara No.329, Butung, Wajo District, Makassar City, South Sulawesi Province.

The sample in this study is all active customers of the New Makassar Container Terminal totaling 30 companies. The type of data used for the purpose of data processing in this study is quantitative data and the data source used in this study is primary

data. In this study, the data collection method was carried out using a questionnaire. Questionnaire is a data collection technique by providing or distributing a list of questions to respondents in the hope of providing a response to the list of questions.

The data analysis technique uses multiple linear regression analysis which is preceded by a validity test and a reliability test on the research data. In hypothesis testing, the F test is used to find out whether all the independent variables together have a significant influence on the bound variables. Then it was done by comparing

C. Result and Discussion

Validity Test Results

The validity test in this study was carried out by comparing the r-count value with the r-table. With a significance level of 5%, the r-table value of 0.361 was obtained.

the value of F_{cal} with F_{table} at a confidence level of 0.05. If the value of F_{cal} is > from the value of F_{table} , it means that the independent variable simultaneously exerts a meaningful influence on the bound variable, or the hypothesis is accepted. The magnitude of the influence can be seen in the R^2 value. The t-test is useful to find out whether the influence of each independent variable on the bound variable is significant or not. This test was carried out by comparing the calculated t-value of each independent variable with the t-table value at the confidence level of 0.05.

Table 1. Validity Test Results

Variable	Statement Items	R Hitung	R Table	Information
Quality of Interaction (X1)	Statement 1	0.476	0,361	Valid
	Statement 2	0.594	0,361	Valid
	Statement 3	0.621	0,361	Valid
	Statement 4	0.540	0,361	Valid
Quality of the Physical Environment (X2)	Statement 1	0.832	0,361	Valid
	Statement 2	0.695	0,361	Valid
	Statement 3	0.787	0,361	Valid
	Statement 4	0.520	0,361	Valid
Quality of Results (X3)	Statement 1	0.618	0,361	Valid
	Statement 2	0.648	0,361	Valid
	Statement 3	0.542	0,361	Valid
	Statement 4	0.852	0,361	Valid
Customer Satisfaction (Y)	Statement 1	0.603	0,361	Valid
	Statement 2	0.440	0,361	Valid
	Statement 3	0.693	0,361	Valid
	Statement 4	0.827	0,361	Valid
	Statement 5	0.746	0,361	Valid

Source: Researcher-processed data, 2023

Based on the results of the validity test in the table above, it is known that each statement item has an r-count value greater than the r-table (0.361) and a positive value.

Thus, each of these statements can be declared valid and worthy of continuing to conduct research.

Reliability Test Results

The reliability test of the questionnaire in this study is said to be

reliable if the *cornbach alpa* value is greater than 0.60.

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Alpha Value	Information
Quality of Interaction (x1)	0,782	0,60	Reliabel
Kualitas Lingkungan Fisik (X2)	0,739		Reliabel
Quality of Results (x3)	0,717		Reliabel
Customer Satisfaction (Y)	0,753		Reliabel

Source: Researcher-processed data, 2023

Based on the results of the reliability test in the table above, it shows that each variable has a *cronbach alpha* value greater

than the *alpha* value (0.60). That way, all variables can be declared reliable.

Results of the Classic Assumption Test

The classical assumption test in this study uses normality, multicollinearity, and heterokedasticity tests.

Table 3. Results of the Classic Assumption Test

Uji	Test Statistics	Nilai Sig.	Kesimpulan
Normality	<i>Kolmogorov-Smirnov</i>	0.200	Normality fulfilled
Multicollinearity	<i>Variance Inflation Factor</i>	VIF < 10	No problems multikolinearitas
Heteroscedasticity	<i>Glejser</i>	Sig. > 0.05	Heteroscedasticity is not Detected

Source: Researcher-processed data, 2023

Based on the table above, the regression coefficient of each variable with the help of SPSS version 25 obtained the regression equation as follows:

$$Y = 3,122 + 0,120 X_1 + 0,442 X_2 + 0,388 X_3$$

The results of the multiple linear regression equation above can be interpreted as follows:

1. A constant value of 3.122 (positive) means, if the independent variables, namely Interaction Quality, Physical Environment Quality and Result Quality, are fixed or constant, then the bound variable, namely Customer Satisfaction will increase by 3.122 units.
2. The value of the Interaction Quality variable coefficient (X1) of 0.120 means that if the Quality of Interaction increases by 1 unit, then customer satisfaction will increase

- by 0.120 units. A positive value coefficient means that there is a one-way relationship between Interaction Quality and Customer Satisfaction.
3. The value of the coefficient of the Physical Environmental Quality variable (X2) is 0.442, meaning that if the Physical Environmental Quality variable increases by 1 unit, customer satisfaction will also increase by 0.442 units. A positive value coefficient means that there is a one-way relationship between the Quality of the Physical Environment and customer satisfaction.
4. The value of the variable coefficient of Result Quality (X3) is 0.388, meaning that if the Quality of Results increases by 1 unit, then customer satisfaction will also increase by 0.388 units. A positive value coefficient means that there is a one-way relationship between Result Quality and Customer Satisfaction.

Partial Hypothesis Testing

In this study, the t-table value can be seen in the t-statistical table with a significant level of 0.05, and a 2-sided test. The result of t-table = 2.042 was obtained. Based on the results of the partial hypothesis test in table 5. then the results of the test can be explained as follows:

1. In the Interaction Quality variable (X1), a t-count value of 2,551 was obtained. This means that the t-count is greater than the t-table ($2,551 > 2,042$), 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 2,408 was obtained. This means that the t-count is greater than the t-table ($2,408 > 2,042$), so it can be concluded that the hypothesis is accepted, the independent variable Physical Environment Quality (X2) partially has a significant effect on Customer Satisfaction (Y).

3.

In the Result Quality variable (X3), a t-count value of 2,979 was obtained. This means that the t-count is greater than the t-table ($2,979 > 2,042$), so it can be concluded that the hypothesis is accepted, the independent variable of Result Quality (X3) partially has a significant effect on Customer Satisfaction (Y).

Simultaneous Hypothesis Testing

The F test is used to see the simultaneous (together) significant influence of independent variables on bound variables in multiple linear regression. If F-count > F-table with a significant < 0.05, it can be stated that the independent variable has a significant effect on the bound variable simultaneously and vice versa if the $F_{cal} < F_{table}$ can be stated that the independent variable does not have a significant effect on the bound variable simultaneously. The magnitude of the F-table value with the provision $\alpha = 0.05$, in the statistical f table the F-table value is obtained as 2.98. The results of the F (simultaneous) test in this study are as follows:

Table 5. Simultaneous Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	180.690	3	60.230	9.936	.000 ^b
	Residual	157.610	26	6.062		
	Total	338.300	29			

a. Dependent Variable: Y (Customer Satisfaction)

b. Predictors: (Constant), X3 (Kualitas Hasil), X2 (Kualitas Lingkungan Fisik), X1 (Kualitas Interaksi)

Sumber: Output hasil olah data SPSS, 2023

Based on the table above, it is known that the F-count value is 9.936 and the significance value is 0.000. This means that

the F-count value is greater than the F-table ($9.936 > 2.98$) and the significance value is smaller than the probability value ($0.00 <$

0.05). So that the hypothesis is accepted, it means that there is a simultaneous significant influence between Interaction Quality (X1), Physical Environment Quality (X2) and Result Quality (X3) on Customer Satisfaction (Y).

Coefficient of Determination (R²)

The Coefficient of Determination test aims to measure how much the model is able to explain the variation of dependent variables. If the R² value is small, it means that the ability of the independent variables to explain the variation of the dependent variable becomes very limited.

Table 6. R² Determination Coefficient Test Results

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.731 ^a	.534	.480	2.46210	2.236
a. Predictors: (Constant), X3 (Quality of Results), X2 (Quality of the Physical Environment), X1 (Quality of Interaction)					
b. Dependent Variable: Y (Customer Satisfaction)					

Source: Output of SPSS data processing, 2023

Based on the table above, it can be seen that the value of the determination coefficient of R² or *R Square* is 0.534. This result means that the variables Quality of Interaction (X1), Quality of Physical Environment (X2) and Quality of Results (X3) have a relationship with Customer Satisfaction (Y) of 53.4%, and the remaining 46.6% are explained by other causes outside the model.

Discussion

The Effect of Interaction Quality on Customer Satisfaction

Based on the regression equation analysis, the results were obtained if the Quality of Interaction improved, then Customer Satisfaction would also increase. A positive value coefficient means that there is a one-way relationship between Interaction Quality and Customer Satisfaction. The results of the t-test that have been carried out find in the Interaction Quality variable where the t-count has been obtained greater than the t-table, then it can be concluded that the independent variable of Interaction Quality partially has a

significant effect on Customer Satisfaction.

The results in this study show that the Interaction Quality variable has a positive and significant influence on Customer Satisfaction at the New Makassar Container Terminal. This can indicate that the higher the quality of interaction between customers and staff at the New Makassar Container Terminal, the higher the level of customer satisfaction. This means that good service, effective communication, staff expertise, and a friendly and responsive attitude from container terminal staff can make a positive contribution to customer satisfaction. The friendly, courteous, and responsive attitude of the container terminal staff plays an important role in shaping the quality of the interaction. Customers tend to feel more satisfied if they are treated well and feel heard by staff. The staff's expertise in handling situations that may arise and providing adequate solutions also contributes to the quality of positive interactions.

The results in this study are in accordance with Gronroos' theory (2000), that the quality of interaction is one of the

key factors in creating a long-term relationship between service providers and customers. According to him, good interaction can build trust, mutual understanding, and effective communication between customers and service providers. Meanwhile, according to Parasuraman, et al. in Tjiptono (2014) that, the quality of interaction is one of the five main dimensions in the Servqual model that affect customer satisfaction. They stated that positive interactions with service staff can provide a pleasant experience and increase customer satisfaction.

Thus, a good quality of interaction can be obtained through effective communication between container terminal staff and customers. Staff who have good communication skills can easily understand customer needs, provide clear information, and respond quickly to questions or complaints. This helps to create a positive experience for customers and increase their satisfaction. Good quality of interaction can also help build trust and good relationships between customers and container terminals. When customers feel well treated and get good support from the staff, they are more likely to become loyal customers and recommend container terminal services to others.

The results of this study can provide guidance for container terminal management in improving the quality of interaction with customers. Management can provide training and development to staff to improve communication and service skills. Additionally, it is important to create a company culture that focuses on customer satisfaction and rewards staff who provide good service. By understanding the importance of interaction quality in achieving customer satisfaction, container terminals can

improve customer experience and strengthen their position in the market. Focusing on the quality of interaction can be an effective competitive strategy to achieve a competitive advantage in the container terminal industry.

The Effect of Physical Environment Quality on Customer Satisfaction

Based on the analysis of the regression equation, the results were obtained if the Quality of the Physical Environment improved, then Customer Satisfaction would also increase. A positive value coefficient means that there is a one-way relationship between Physical Environment Quality and Customer Satisfaction. The results of the t-test that have been carried out find in the Physical Environment Quality variable where the t-calculation has been obtained greater than the t-table, it can be concluded that the independent variable of Physical Environment Quality partially has a significant effect on Customer Satisfaction.

The results in this study show that the Physical Environment Quality variable has a positive and significant influence on Customer Satisfaction at the New Makassar Container Terminal. This means that the quality of the physical environment at the New Makassar Container Terminal contributes positively to customer satisfaction. This signifies that aspects such as cleanliness, safety, convenience, and visual appearance of container terminals have an important influence on customer perception of the quality of services provided. The New Makassar Container Terminal always ensures that the terminal area remains clean, waste-free, and well-organized. Maintained cleanliness gives an impression of professionalism and increases customer comfort when using container terminal services. The New

Makassar Container Terminal also always pays special attention to safety factors, such as the existence of adequate security systems and good lighting, thus creating a safe and trustworthy physical environment.

The results in this study are supported by the opinion of Bitner (1990), that the quality of the physical environment can affect customer perception of the overall quality of service. According to him, a fun, comfortable, and attractive environment can increase customer satisfaction. Baker, et al. (2002) also stated in their research that a well-designed physical environment can create a positive effect on customers and significantly affect customer satisfaction.

As such, customers who feel comfortable and well-served in the physical environment of the container terminal tend to be more satisfied with the services provided. Conversely, a poor or inadequate physical environment can reduce customer satisfaction levels and can even affect their perception of service quality. In addition, the existence of a quality physical environment can also affect the overall customer experience. The existence of good security, such as adequate lighting, security surveillance, and safe infrastructure, can also provide a sense of comfort for customers. A comfortable physical environment can reflect the professionalism and commitment of the container terminal to the quality of service. This can increase customer trust and encourage them to choose New Makassar Container Terminal as their choice.

The findings of this study can provide guidance for the management of the New Makassar Container Terminal in improving the quality of the physical environment. Management can allocate resources to maintain and maintain the

physical environment of the terminal on a regular basis. Improvement and improvement efforts can be made based on customer feedback and regular evaluation of the quality of the physical environment. By paying attention to the quality of the physical environment, New Makassar Container Terminal can improve customer satisfaction, create a positive experience, and strengthen their positive image in the container terminal industry. Focusing on the quality of the physical environment can be an important strategy in retaining and attracting customers, as well as differentiating yourself from competitors.

The Effect of Result Quality on Customer Satisfaction

Based on the analysis of the regression equation, the result is obtained if the Quality of Results improves, then Customer Satisfaction will also increase. A positive value coefficient means that there is a one-way relationship between Result Quality and Customer Satisfaction. The results of the t-test that have been carried out find in the Result Quality variable where the t-count has been obtained greater than the t-table, it can be concluded that the independent variable of Result Quality partially has a significant effect on Customer Satisfaction.

The results in this study show that the Result Quality variable has a positive and significant influence on Customer Satisfaction at the New Makassar Container Terminal. This shows that the quality of the results provided by the New Makassar Container Terminal has a positive influence on customer satisfaction. These quality results include the efficiency, reliability, accuracy, and speed of the container terminal services provided. The better the

quality of the results, the higher the level of customer satisfaction.

Customers appreciate the speed of service provided by the New Makassar Container Terminal. The ability to deliver services quickly and reduce the waiting time of those customers has increased their satisfaction. New Makassar Container Terminal is constantly optimizing their operational processes and identifying areas where speed improvements can be made to improve the customer experience. The New Makassar Container Terminal also focuses on improving operational efficiency, such as fast and timely container processing, efficient administrative management, and smooth handling of the loading and unloading process. Such efficiency can help ensure that its customers get fast and effective service, which in turn contributes to their satisfaction.

The results in this study are in accordance with the opinion of Bitner and Zeithaml (2003) that the quality of results is one of the critical dimensions in customer assessment of service quality. They state that results that meet or exceed customer expectations can increase customer satisfaction, while poor results can lead to dissatisfaction. Meanwhile, Oliver in Tjiptono and Chandra (2015), also stated that the quality of results is an important factor that affects customer satisfaction. If the service results are not in line with expectations, customers can experience cognitive dissonance that reduces their satisfaction.

D. Conclusion

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

Thus, customers expect goods sent through container terminals to be maintained in their integrity and condition. The New Makassar Container Terminal must maintain the quality and safety of goods during the process of loading and unloading, storage, and distribution to ensure the integrity of the goods. Customers also need reliability in the loading and unloading process, so the New Makassar Container Terminal needs to ensure that the loading and unloading process runs well, without significant obstacles or damage to the container or goods inside. The quality of the results also includes the reliability and accuracy of the services provided by the New Makassar Container Terminal. Customers expect that the container terminal services they use are reliable and deliver results that match their expectations.

The results of this study provide guidance for the management of the New Makassar Container Terminal in improving the quality of results provided to customers. Management needs to ensure that operational processes, information systems, and logistics management are carried out efficiently and effectively to achieve a high level of quality of results. By providing good quality results, New Makassar Container Terminal can increase customer satisfaction and build a good reputation in the container terminal industry. Focusing on the quality of results can help container terminals meet customer expectations, increase loyalty, and gain a competitive advantage.

1. The Interaction Quality variable has a positive and significant effect on Customer Satisfaction at the New Makassar Container Terminal. Thus,

- the good Quality of interaction between the container terminal staff and the customer contributes positively to customer satisfaction. Effective communication, staff expertise, and a friendly and responsive attitude play an important role in shaping customer perceptions of service quality.
2. The Physical Environment Quality variable has a positive and significant effect on Customer Satisfaction at the New Makassar Container Terminal. Thus, the good quality of the Physical Environment at the New Makassar Container Terminal has a positive impact on customer satisfaction. Cleanliness, safety, comfort, and adequate facilities create a positive experience for customers.
 3. The Result Quality variable has a positive and significant effect on Customer Satisfaction at the New Makassar Container Terminal. Thus, good Result Quality in terms of accuracy, speed, integrity of goods, and reliability of the loading and unloading process has a positive influence on customer satisfaction. This is because customers really expect timely delivery, the integrity of goods is maintained, and a reliable loading and unloading process
 4. The variables of Interaction Quality, Physical Environment Quality and Result Quality have a positive and significant effect simultaneously on Customer Satisfaction at the New Makassar Container Terminal. Thus, the factors of interaction quality, physical environment quality, and product quality have an important role in achieving customer satisfaction at the New Makassar Container Terminal. Container terminals need to pay attention to these aspects in an

effort to improve service and meet customer expectations.

SUGGESTION

Based on the conclusions that have been outlined earlier, the suggestions that the researcher can give are as follows:

1. New Makassar Container Terminal can train staff in effective communication skills and good service. Ensuring staff are friendly, responsive, and helpful can provide a positive customer experience.
2. The New Makassar Container Terminal must continue to maintain the cleanliness and neatness of the terminal area. Ensuring the safety, reliability of the facility, as well as customer comfort such as adequate lighting, good ventilation, and adequate supporting facilities, will improve the customer experience.
3. The New Makassar Container Terminal needs to pay attention to the accuracy of delivery, delivery speed, integrity of goods, and reliability of the loading and unloading process. Improving operational processes, information systems, and logistics management will help improve the quality of results provided to customers
4. For the next researcher with a similar topic in order to be able to research other variables that can affect customer satisfaction such as service price, service availability, or other relevant factors. And it is hoped that it can increase empirical studies and improve the theories used. This can provide a more comprehensive and thorough understanding of the factors that affect customer satisfaction.

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