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# The Effect of Perception of Price, Service Quality, and Facilities on the Decision to Use Sea Transportation Services of the Kalianget Branch, Sumenep Regency

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## ABSTRACT

Express Bahari is the only fast boat operating at Kalianget Port. The perceived high price, average service quality, limited service availability, and inadequate facilities may influence passengers' decisions to use the Express Bahari boat at the Kalianget branch. Therefore, this study aims to examine the influence of price perception, service quality, and facilities on the decision to use the Express Bahari boat at the Kalianget branch, both partially and simultaneously.

This research employs a quantitative method, with data collection techniques including observation and questionnaires. The population consists of all passengers of the Express Bahari Kalianget branch, with a sample size of 85 respondents determined using Hair's formula due to the unknown total population. The data were analyzed using multiple linear regression. The results indicate that price perception has a significant and positive effect on the decision to use the Express Bahari boat at the Kalianget branch. Similarly, service quality and facilities both have significant and positive effects on usage decisions. Simultaneous testing also shows that the independent variables collectively influence the dependent variable.

**Keyword: Price Perception, Service Quality, Facilities, Usage Decision**

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## Introduction

Indonesia is one of the largest archipelagic countries in the world, with a vast array of islands scattered across its territory. Strategically located between two continents—Asia and Australia—and surrounded by the Pacific and Indian Oceans along the equator, Indonesia's geography is expansive, with approximately 70% comprising maritime areas and 30% land. The growing number of new businesses, both small and large, has intensified competition, prompting renewed opportunities in Indonesia's maritime sector. This has encouraged entrepreneurs to establish companies operating in the water transportation services industry (Hadju, 2020).

Each year, Indonesia's land, sea, and air transportation systems continue to advance, encompassing both private and public transport modes. Transportation is defined as the movement of people or goods from one location to another using machines or human-powered vehicles (Sinaga et al., 2020). As a vital component of economic development, transportation plays a significant role. In an increasingly globalized economy, people require high mobility, allowing consumers to make more informed decisions. Many transport companies offer various products and services to attract consumer interest (Ardianti & Widayanto, 2022).

The growing user base of maritime transport in Indonesia has contributed to the expansion of this transportation mode. According to data from Statistics Indonesia (Badan Pusat Statistik), as of April 2024, domestic sea transport passengers increased significantly. Approximately 2.1 million passengers were scheduled to depart via sea transport, marking a 36.05% increase compared to March 2024. In contrast, land transportation recorded 34.8 million departing passengers in April 2024, a 6.31% rise from the previous month (BPS Kabupaten Sumenep, 2024).

These statistics reflect a substantial increase in sea transport usage, encouraging entrepreneurs to establish public transport service companies. As public demand for sea transport increases, it is expected that the quality of services provided by these companies will improve accordingly. However, issues still persist in maritime transportation. According to Pratiwi (2019), several low-cost sea transport providers offer cheaper tickets to gain market share, but this often comes at the expense of service quality and, more critically, compromises safety, comfort, and consumer protection. In this context, the focus is on sea transportation, specifically passenger ships.

Law No. 17 of 2008 on Shipping defines a ship as a water vehicle of specific shape and type, powered by wind, mechanical energy, or other sources, or pulled or towed. This includes dynamic support vehicles, submersibles, and floating structures. Ships vary by type and cargo, with passenger ships being one category (Mulatsih et al., 2022).

Passenger ships are essential in regions of Indonesia composed of multiple islands, where sea transportation is a critical means of mobility. This is evident in Sumenep Regency, which comprises numerous small islands. Sea transportation thus plays a vital role in connecting islands to the mainland. One crucial port serving as an inter-island gateway is Kalianget Port (Sadik et al., 2024).

Kalianget Port is the primary hub for maritime transport, connecting island communities to the mainland. Based on the researcher's observations, transport services operating in the area include the Express Bahari, Hulalo, Sumekar, and Tol Laut vessels. Among these, the Express Bahari is the most widely used by passengers. The main reason for this preference is the significantly shorter travel time of the Express

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Bahari. For instance, travel to Kangean Island takes only 4–5 hours with Express Bahari, while other vessels take 9–12 hours.

Express Bahari is operated by PT. Pelayaran Sakti Inti Makmur and is the fastest vessel operating from Kalianget Port (Hasanah & Syafriyani, 2024). The Express Bahari Kalianget branch currently serves routes such as Kalianget–Kangean–Sapeken and Kalianget–Sapudi–Raas–Jangkar. The presence of Express Bahari has brought hope to island residents who depend heavily on sea transport, and its success in serving passengers is of great importance.

The key to success in the service industry is when passengers are willing to reuse the services provided (Banjarnahor et al., 2023). In making decisions, consumers consider numerous influencing factors. Consumer feedback and information on these factors can serve as important input for companies (Putri & Firdaus, 2020).

According to Negara & Weda (2023), a purchase decision is a choice made between two or more alternatives. Silviyanti et al. (2023) define it as a phase in which consumers decide whether to repurchase a product or service.

One significant factor influencing purchasing decisions is price perception. Consumers often have opinions about the value of products or services, including whether the price is reasonable (Dewa et al., 2023). Price perception refers to an individual's evaluation of a price set by a company (Anissa et al., 2019). Prior research, including studies by Anasari & Hidayat (2024), Akbar et al. (2024), and Puspasari et al. (2024), confirms that price perception significantly affects consumer purchase decisions. Angelisia et al. (2024) add that price perception plays a crucial role by enabling consumers to assess price-related information and evaluate the product accordingly. Based on researcher observations, many Express Bahari users consider the ticket prices too expensive, suggesting that the service may not be affordable for all segments of island communities—despite the critical need for sea transportation and the lack of alternatives.

Beyond price perception, service quality also influences purchasing decisions. This has been supported by findings from Qumairoh (2023), Feinberg & Wooton (2020), Tianidar et al. (2024), and Chaerudin & Syafarudin (2021). Alfarizi (2021) defines service quality as the comparison between service performance and customer expectations. Field observations show that the high ticket prices of Express Bahari are not matched by corresponding service quality. For instance, double-booking issues frequently occur, leaving some passengers without proper seating.

Facilities are another factor affecting the decision to use a transport service. Research by Sejati et al. (2021) and Sahir (2024) highlights the influence of facilities on purchasing decisions. Sinaga et al. (2020) describe facilities as physical resources provided by service providers to ensure customer comfort. According to passenger feedback, available facilities on the Express Bahari are inadequate. Passenger spaces are often overcrowded with luggage, indicating a lack of dedicated storage areas. Furthermore, the vessel provides only one toilet per seating category, which is widely viewed as insufficient (Rahman et al., 2025).

In addition to the aforementioned issues, new problems have emerged on the newly launched Kalianget–Sapudi–Raas–Jangkar route. Passenger turnout on this route is very low. Field findings indicate that high ticket prices are a primary reason for low patronage. This is supported by the company's continuous fare promotions for this route on its social media platforms—promotions that are absent on the more established

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Kalianget–Kangean–Sapeken route. This discrepancy highlights a key challenge faced by the Express Bahari Kalianget branch.

**Literature Review**

Sinaga et al. (2020), conducted a study which showed that both partially and simultaneously, service quality, facilities, and price had an influence on customer satisfaction. Among these variables, price had the greatest influence. Accordingly, users of the Damri bus transportation service in the Lampung branch, on the intercity route between Lampung and Jakarta, considered price to be the most significant factor determining their satisfaction, followed by the facilities provided relative to the price offered. Therefore, there is a need for a pricing policy that can compete with similar competitors on the same route, supported by superior facilities within the offered price class.

Hadju (2020), in his research, explained that the results indicated service quality has a positive and significant influence on purchase decisions. The study also showed that price has a positive and significant effect on purchase decisions. Furthermore, facilities also have a positive and significant impact on purchase decisions.

Sejati et al. (2021), in their research, explained that based on data analysis, product variation has a positive and significant effect on purchase decisions. This is evidenced by the statistical analysis, where the regression coefficient for product variation ( $b_1$ ) is 0.226 and the t-value is greater than the t-table value ( $3.241 > 1.985$ ), with a significance level ( $\text{sig } t$ ) of  $0.000 < 0.05$ . Service quality also has a positive and significant effect on purchase decisions, as shown by the regression coefficient ( $b_2$ ) of 0.376 and a t-value greater than the t-table value ( $2.257 > 1.985$ ).

**Research Methods**

This study employs a quantitative research method. Quantitative research is based on the positivist paradigm, which aims to investigate specific populations or samples. The research design used in this study is the survey method. According to Sugiyono (2019), a survey is an approach used as a tool for collecting information, whether from the past or present, concerning beliefs, opinions, characteristics, behaviors, relationships between variables, and for testing various hypotheses related to sociological and psychological variables, based on samples taken from a specific location (Rahman et al., 2025).

**Result and Discussion**

On December 25, 1990, the company was established under the name *PT. Sakti Inti Makmur* by three brothers: Kalim Halim, Sukardi Halim, and Kurmin Halim, S.H. Initially, the company operated only a single vessel named *KM. Express Bahari*, which served the Palembang–Muntok route, with its main office located on Jln. Mayor Memet Sastrawijaya, Boombaru, Palembang.

In 2009, the company expanded its fleet by adding a new vessel, *KM. Express Bahari 2C*, which operated in the Pontianak region, serving the Pontianak–Ketapang route. This expansion continued with the opening of a new route: Kalianget–Kangean.

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As of 2024, PT. Sakti Inti Makmur operates two vessels under its Kalianget branch:

- *Express Bahari 9C*, serving the Kalianget–Kangean–Sapeken route, and
- *Express Bahari 8B*, serving the Kalianget–Sapudi–Raas–Anchor route.

The questionnaire in this study was distributed to 85 respondents who were considered representative of the research population. The distribution of the research questionnaire was conducted directly to respondents at Kalianget Port on November 11 and November 14. The final distribution on November 14 was carried out to complete the data collection process.

The questionnaires distributed by the researcher were then tabulated and processed using SPSS software according to the research needs. The following are the results of the study that have been analyzed through descriptive analysis.

**Table. 1** Respondent Characteristics Based on Age

Age	Frequency	Presentase
17-25	37	44%
26-30	15	18%
31-40	33	39%
<b>Total</b>	<b>85</b>	<b>100%</b>

Source: Data Processed (2024)

**Table. 2** Respondent Characteristics Based on Gender

		Frequency	Percent (%)
Valid	Man	47	55.3
	Woman	38	44.7
	Total	85	100.0

Source: Data Processed (2024)

**Table. 3** Respondents Based on Education Level

		Frequency	Percent (%)
Valid	Bachelo r	17	20.0
	SD	26	30.6
	SMA	28	32.9
	SMP	14	16.5
	Total	85	100.0

Source: Data Processed (2024)

**Table. 4** Respondents Based on Frequency of Using Express Bahari Ship Branch Kalianget

		Frequency	Percent
Valid	> 2 times	85	100.0

Source: Data Processed (2024)

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### **1. The Influence of Price Perception on the Decision to Use Express Bahari Vessel, Kalianget Branch**

Based on the research results through partial effect analysis, the significance value of the price variable was found to be 0.000, which is  $\leq 0.05$ , with a positive t-value. Therefore, it is concluded that the price variable has a significant and positive influence on the decision to use the Express Bahari vessel at the Kalianget Branch, and thus hypothesis H1 is accepted.

The significant and positive influence between price perception and the decision to use the Express Bahari vessel at Kalianget indicates that when price perception increases, the decision to use the vessel also increases. This is in line with field findings which show that although the ticket prices set by Express Bahari Kalianget Branch for island crossings are relatively high, usage of the vessel continues to increase. The community perceives that although the ticket prices are expensive, they are still considered affordable for island residents and are deemed appropriate considering the vessel's quality and the urgent need for faster travel times.

Furthermore, the researcher's survey shows that the ticket price for Express Bahari Kalianget Branch has increased from IDR 125,000 in 2015 to IDR 175,000, and today has reached IDR 230,000 for economy class. This finding demonstrates that despite the price increase, it has not led to a decrease in vessel usage at the Kalianget Branch, which aligns with the research findings.

The decision to use the Express Bahari vessel, as described above, illustrates that the price perception set by Express Bahari Kalianget Branch is proportional to the benefits and needs of island communities. This explains why people choose Express Bahari despite the relatively high price, reflecting how price perception plays a role in determining usage decisions. This is consistent with the opinion of Angelisia et al. (2024), who stated that price perception is one of the key determinants of purchase decisions because it allows consumers to understand the overall price information and evaluate the product accordingly.

These findings also provide insight into how the price level set by a service provider does not necessarily guarantee consumer usage decisions. As argued by Anissa et al. (2019), consumers do not solely consider the price amount but also how they perceive the price. Price perception is how consumers comprehend and interpret price information in a meaningful way (Anissa et al., 2019).

This study supports the findings of Dewa et al. (2023), who stated that price is considered one of the factors influencing purchase decisions. When making a purchase, customers usually have opinions about the product they want to buy, including how they perceive the price of goods or services (Dewa et al., 2023). These results are also in line with the findings of Anasari & Hidayat (2024), Akbar et al. (2024), and Puspasari et al. (2024), who all found that price perception affects consumers' purchasing decisions.

In contrast, this study's findings differ from those of Mariyana & Talumantak (2023), Mendur et al. (2021), and Nanda & Keni (2022), who found that price perception did not have a partial effect on purchasing decisions.

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**The Influence of Service Quality on the Decision to Use the Express Bahari Vessel, Kalianget Branch**

Based on the research findings through partial effect analysis, the service quality variable obtained a significance value of 0.000, which is  $\leq 0.05$ , with a positive t-value. This indicates that service quality has a significant and positive effect on the decision to use the Express Bahari vessel at the Kalianget Branch. Therefore, H2 is accepted.

These findings indicate that the higher the service quality, the greater the usage of the Express Bahari Kalianget Branch. This is supported by field observations showing that the quality of service provided by Express Bahari has improved. For instance, ticket sales that were previously handled manually—requiring passengers to purchase tickets at the counter—have now been upgraded with an online ticketing system. Express Bahari currently offers online ticket purchases to facilitate easier access for passengers, enabling them to buy tickets without having to queue at the counter.

Another finding that supports this result relates to the professionalism of the Express Bahari Kalianget Branch crew. The crew has demonstrated professional behavior by performing ticket checks and ensuring passengers are seated according to their assigned ticket numbers. This proves that Express Bahari personnel consistently strive to provide the best possible service to their users. The enhancement of service quality has had a clear positive impact, as many passengers continue to use the Express Bahari service. In fact, the Kalianget Branch has recently expanded its service routes, reflecting growing public enthusiasm. Thus, it can be concluded that increased service quality leads to greater usage of the vessel.

Service quality is an essential factor for companies aiming to sustain their operations and retain consumer trust. Service is not merely about fulfilling a duty but represents a strategic effort to build long-term, mutually beneficial relationships. Service quality reflects the comparison between the level of service delivered by a company and customer expectations (Alfarizi, 2021).

This research is in line with findings by Qumairoh (2023), Feinberg & Wooton (2020), Tianidar et al. (2024), and Chaerudin & Syafarudin (2021), which confirm that service quality significantly influences purchasing decisions. On the other hand, it contrasts with studies by Fadillah (2023), Ramadani (2019), and Rahendra & Nuvriasari (2022), which concluded that service quality does not significantly affect purchasing decisions.

**The Influence of Facilities on the Decision to Use the Express Bahari Vessel, Kalianget Branch**

Based on the research results through partial effect testing, the facilities variable showed a significance value of 0.041, which is  $\leq 0.05$ , with a positive t-value. This indicates that facilities have a significant and positive influence on the decision to use the Express Bahari vessel at the Kalianget Branch. Therefore, H3 is accepted.

The above findings demonstrate that the higher the quality of facilities provided by Express Bahari Kalianget Branch, the greater the usage of the service. This is supported by field observations indicating that the facilities onboard have improved. In terms of safety, for example, each passenger seat is now equipped with a life jacket, in

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accordance with safety procedures. Additionally, the vessel undergoes both routine maintenance and annual overhauls. Routine maintenance includes daily cleaning to ensure hygiene and passenger comfort, while annual docking ensures full mechanical and structural servicing of the ship. These improvements have positively influenced the public's interest in using Express Bahari, which is widely recognized as a fast boat service.

Facilities are one of the key factors influencing consumer decisions when using service-based transportation. This is in line with research by Sejati et al. (2021) and Sahir (2024), which found that facilities significantly affect purchase decisions. Sinaga et al. (2020) define facilities as all forms of physical equipment provided by service providers to support consumer comfort.

Facilities fulfill both the physical and psychological needs and expectations of customers, helping ensure a satisfying service experience. When facilities meet or exceed consumer expectations, they can enhance comfort and satisfaction. Additionally, the presence of appropriate facilities can support operational efficiency—for example, computerized ticketing systems that speed up and simplify the purchasing process. This ease of service encourages purchase decisions due to the fast and convenient experience (Hadju, 2020).

The results of this study are consistent with the findings of Sejati et al. (2021) and Sahir (2024), which confirmed that facilities affect purchasing decisions. However, they contradict the findings of Fitriyanti (2022) and Annishia & Prastiyo (2019), which found that facilities do not have a significant influence on the decision to use a service.

**The Simultaneous Influence of Price Perception, Service Quality, and Facilities on the Decision to Use the Express Bahari Vessel, Kalianget Branch**

Based on the results of the data analysis using simultaneous testing between the independent variables and the dependent variable, a significance value of 0.000 was obtained, indicating that the significance level is  $\leq 0.05$ . This means that the independent variables have a simultaneous influence on the dependent variable. Thus, H4 is accepted.

The results of this study illustrate the importance of price perception in determining the decision to use the Express Bahari vessel, which is known for its relatively high ticket prices. Additionally, service quality also showed a positive influence, suggesting that if the employees of Express Bahari at the Kalianget Branch are able to provide good service, then the decision to use the service will also increase.

Facilities also serve as a supporting factor influencing the decision to use the Express Bahari vessel. Comprehensive and well-maintained facilities can positively affect customer decisions. Improvements in facilities are likely to lead to increased usage of the service.

These findings are consistent with the study by Suhardi et al. (2022), which also found that price perception, service quality, and facilities—whether partially or simultaneously—have a significant influence on the decision to use a service.

**Conclusions and Practical Implication**



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Based on the results of the research conducted, the following conclusions can be drawn:

1. The first hypothesis is accepted.

The significance value for the price perception variable is  $0.000 \leq 0.05$  with a positive t-value. This indicates that price perception has a significant and positive influence on the decision to use the Express Bahari vessel, Kalianget Branch.

2. The second hypothesis is accepted.

The significance value for the service quality variable is  $0.000 \leq 0.05$  with a positive t-value. This shows that service quality has a significant and positive influence on the decision to use the Express Bahari vessel, Kalianget Branch.

3. The third hypothesis is accepted.

The significance value for the facilities variable is  $0.041 \leq 0.05$  with a positive t-value. This implies that facilities have a significant and positive influence on the decision to use the Express Bahari vessel, Kalianget Branch.

4. The fourth hypothesis is accepted.

The simultaneous significance value is 0.000, indicating that the significance level is  $\leq 0.05$ . This confirms that the independent variables (price perception, service quality, and facilities) collectively have a significant influence on the dependent variable, which is the decision to use the Express Bahari vessel, Kalianget Branch.

Recommendations from the Researcher:

1. The management of Express Bahari, Kalianget Branch, is advised to consistently set prices that align with the quality of services offered.

2. Express Bahari should continuously enhance its human resources to maintain the quality of service provided by employees to customers.

3. The leadership of Express Bahari is expected to be actively involved in the regular operations of the vessels scheduled to sail.

4. Future researchers are encouraged to include additional variables in accordance with the research object to obtain broader and more comprehensive findings.

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