

The Effect of Service Quality of Customer Satisfaction and the Effect of Customer Loyalty at Belawan International Container Terminal (BICT)

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ABSTRACT

Law No.17 of 2008 on Shipping, opens opportunities for private companies to conduct business activities that have been done by Pelindo, this will make the business competition in the future will be higher. In line with the development of the industry of crude palm oil (CPO) in Indonesia, opens opportunities for the CPO industry group to create their own specialized port / terminal operators. Taking into account these conditions, Belawan International Container Terminal (BICT) as a container terminal operators managed by Pelindo I continues to make continuous improvement efforts in improving operational performance for the smooth flow of goods loading and unloading. The formulation of the problem in this research is first whether the quality of service (reliability, assurance, tangible, empathy, responsiveness) has a positive and significant impact on customer satisfaction in Belawan International Container Terminal and whether customer satisfaction has positive and significant impact on customer loyalty in Belawan International Container Terminal. The purpose of this research is to know and analyze the influence of service quality (reliability, assurance, tangible, empathy, responsiveness) to customer satisfaction at Belawan International Container Terminal To know and analyze the influence of customer satisfaction influence to customer loyalty in Belawan International Container Terminal. This study uses primary data, with population and sample of 63 respondents with the spread of census questionnaire. The results of research are simultaneously reliability, assurance, tangible, empathy and responsiveness influence on customer satisfaction in Belawan International Container Terminal partially reliability affecting customer satisfaction in Belawan International Container Terminal, partially assurance affects customer satisfaction in Belawan International Container Terminal. This partially tangible effect on customer satisfaction in Belawan International Container Terminal. Partially empathy effect on customer satisfaction in Belawan International Container Terminal. Partially responsiveness affects customer satisfaction in Belawan International Container Terminal. Customer satisfaction affects customer loyalty in Belawan International Container Terminal.

Keywords: *Quality of Service, Satisfaction, Loyalty.*

INTRODUCTION

Sea transportation plays an important role in world trade where transportation is the most efficient compared to other transportation uses. In the development of sea transportation, the port industry is currently leading to a rapidly

developing containerization system due to a more efficient containerization system.

Indonesia currently has 2,155 ports and terminals spread throughout Indonesia, consisting of 1,241 public ports (commercial and non-commercial) and 914 special terminals to serve the needs and activities of mining, oil and gas, plantations,

fisheries, chemicals and so on. Of 1,241 public ports, 114 ports are managed by port BUMNs, while the majorities are managed by the Ministry of Transportation through the Technical Implementation Unit (UPT) of the Sea Transportation Directorate.

Before the enactment of Law No.17 of 2008 on Shipping, Pelindo was still the only port service terminal operator and other port businesses. At present, both the government and the private sector have the opportunity to conduct business activities that have been carried out by Pelindo, this will make competition going higher in the future. Besides being caused by new arrivals, the level of competition is also influenced by global terminal operators in several regions such as Hutchinson (JICT Jakarta) and DP World (TPS Surabaya). In line with the development of the crude palm oil (CPO) industry in Indonesia, it opens up opportunities for CPO industry groups to create their own special industrial port/terminal operators. Noting these conditions, Belawan International Container Terminal (BICT) as a container terminal operator managed by Pelindo I continues to make efforts to improve continuously in improving operational performance to smooth the loading and unloading of goods.

Haid & Sims (2009) said that the development of an economic situation that tends to fluctuate shows how the business acts and indirectly predicts the success of the company in maintaining the continuity of the company. Related to business continuity, customer loyalty has an important role in a company, retaining customers means improving financial performance and maintaining the viability of the company. This is the main reason for a company to attract and retain customers. Loyalty is the desire of customers to continue to subscribe to the company for a long period of time, and recommend these products or services to friends and colleagues (Lovelock & Wirtz, 2011).

Customer loyalty can prove the level of customer satisfaction with the product or service offered by the company. Customer

satisfaction is the level of one's feelings after comparing the performance or results he feels compared to his expectations (Kotler and Keller, 2012). Customer satisfaction as a full evaluation, where the perception of the performance of the product or service chosen meets or exceeds expectations before purchase. If perceptions of performance meet expectations, customer satisfaction will be formed. But if perceptions of performance cannot meet expectations, then what happens is dissatisfaction that results in the shift of customers to other companies. So that customer satisfaction becomes an important factor in the creation of a loyalty. It is important for companies to create customer satisfaction as a first step to retain customers and win the competition.

Kumar (2009) states that high service quality will result in high customer satisfaction and increase customer loyalty. If the quality of service provided by the company can satisfy the customer, then the customer will automatically be loyal to the company. Research conducted by Caruana in Mosahab (2010) concluded that customer satisfaction plays the role of mediator in the influence of service quality on loyalty. So, service quality affects loyalty through customer satisfaction. In addition, the results of this study indicate that service quality is an important gateway for customer satisfaction. Another study conducted by Bloemer et al. (2010) show that service quality findings affect loyalty, both directly and indirectly (through satisfaction).

According to Parasuraman in Lupioyadi (2013: 216) there are 5 dimensions of Service Quality consisting of Tangibles, Reliability, Responsiveness, Assurance, Empathy.

From the data obtained, the level of service at BICT is increasingly showing improvement. This can be seen from the increase in loading and unloading productivity and Turn Round Time (TRT) or the length of the ship at the port. One of the service items that service users have

often complained about so far is TRT or ship length in port due to the slow loading and unloading process (responsiveness). In 2014, TRT at the BICT container terminal averaged 44.16 hours per ship or 1.84 days per ship, but in 2015 it accelerated to an average of 41.34 hours per ship or 1.72 days. An increase also occurred in loading and unloading productivity. In 2014, the productivity of loading and unloading was recorded at an average of 24.12 boxes per crane per hour, but in 2015, the productivity of loading and unloading rose to 24.72 boxes per crane per hour.

On the side of loading and unloading services, BICT has made efforts to improve

terminal facilities and infrastructure, namely pre-gate (control in and out of trucks from the terminal), container yard (container yard), road markings and signs for structuring traffic flow in the field, tool reliability; and Terminal Operation System. In addition, BICT also increases the ability and expertise of employees through education and training. The improvements and improvements made by BICT have not been able to fully meet customer expectations. The following is the number of loading and unloading activities at BICT which can be seen in Table 1.3:

Table 1.3 Loading and Unloading of Containers At Belawan International Container Terminal

Year	2012	2013	2014	2015	2016
Unit TEUs	406.185	421.733	449.536	435.539	474.996

Source: BICT, 2017

In Table 1.3, it can be seen that loading and unloading activities show that the distribution pattern of goods tends to increase to use container services, where there is an increase in container stevedoring loading and unloading at BICT. This condition results in the inhibition of loading and unloading activities where at certain times during loading and unloading activities from ships to the stevedoring field together with activities of receiving goods from outside the stacking field (receiving) and shipping activities from the stacking field to the intended location (delivery). The following is the condition of the existing loading and unloading equipment at BICT which can be seen in Table 1.4:

Table 1.4 Equipment At Belawan International Container Terminal

No	Equipment	Unit	Capacity	Production Year	Condition
1.	Container Crane	7	40 Ton	2 unit (1987)	1 Unit Structural Damage
2.	Transtainer / RTG	17	40 Ton	6 unit (1992)	3 Unit Severely Damaged, 2 Unit No Surgery, dan 3 Unit In Repair
3.	Reach Stacker	2	40 Ton	2007	Ready for Operation
4.	Side Loader	1	7,5 Ton	2007	Ready for Operation
5.	Forklift	1	3 Ton	2016	Ready for Operation
6.	Head Truck	35	40 Ton	2006	10 Unit (Broken)

Source: BICT, 2017

In Table 1.4 it can be seen that the condition of loading and unloading equipment at BICT often suffers damage, resulting in delays in the loading and unloading process which can reduce service performance. Problems in service quality will certainly affect the level of customer satisfaction, poor service will certainly cause a sense of customer disappointment. Disappointment tends to cause dissatisfaction and this can affect customer loyalty.

Hypothesis

Based on the concepts presented by the author, the research hypothesis can be formulated as follows:

1. Reliability has a positive and significant effect on customer satisfaction at BICT.
2. Assurance has a positive and significant effect on customer satisfaction at BICT.
3. Tangible has a positive and significant effect on customer satisfaction at BICT.
4. Empathy has a positive and significant effect on customer satisfaction at BICT.

5. Responsiveness has a positive and significant effect on customer satisfaction at BICT.
6. Reliability, assurance, tangible, empathy, and responsiveness simultaneously have positive and significant effects on customer satisfaction at BICT.
7. Customer satisfaction has a positive and significant effect on customer loyalty at BICT.

MATERIAL AND METHODS

The research is descriptive quantitative and explanatory. Research is called quantitative descriptive because the data collected is a literature review and then translated into quantitative form. The nature of this research is descriptive explanatory research. According to Sugiyono (2015), explanatory research (explanatory research) is a research that intends to explain the position of the variables examined as well as the relationship between one variable with another variable.

The populations in this study were all customers in BICT during the First Quarter of 2017 as many as 63 companies using container services. The sampling technique used is saturation sampling or the other term is census. So that the number of samples studied is equal to the population of the subjects to be studied.

The data collection technique in this study is the Questionnaire, which is a list of pre-formulated written statements which will be answered by respondents, usually in clearer alternatives. Interview is a way of collecting data by asking directly to the parties who are entitled and authorized to provide information or data in BICT and documentation studies, namely collecting data by studying scientific journals and books as well as internet research related to the problem under study.

Types and sources of data used in this study are Primary Data Namely data obtained directly from selected respondents at the study site by providing a list of questions (questionnaire) to respondents and

Secondary Data Namely primary data that has been further processed and presented by the data collectors primary or other party. This data can be obtained through documentation studies obtained from books, journals, magazines, and the internet that can be used as a reference for this research.

RESULTS AND DISCUSSION

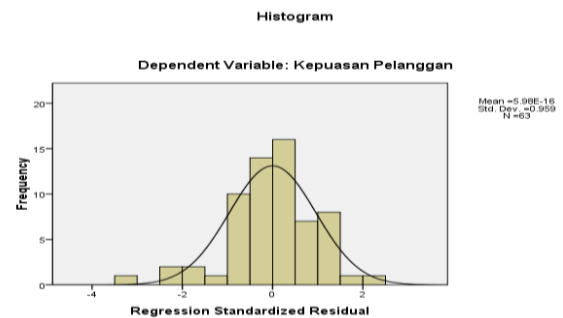
Classic Assumption Test

Normality Test Results

Normality test in research can be done using histogram graphs, and scatterplots (parametric), and Kolmogorov-Smirnov (K-S) / non parametric, the following results from normality testing are as follows:

1. Histogram and Scatterplot charts

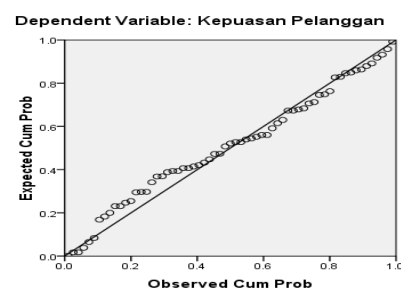
The following results of normality test using histogram and scatterplot charts are as follows:



Source: 2017 Research Results (Data Processed)

Based on Figure 4.2 it can be seen that the shape of the curve is neither left nor right so that it is normally distributed in this research data. While testing for parametric normality of data can be identified using scatterplot, the following tests for normality using scatterplot are:

Normal P-P Plot of Regression Standardized Residual



Source: 2017 Research Results (Data Processed)

Based on Figure 4.3 it can be seen that the points approach the diagonal line so that it can be said that the data is normally distributed.

1. Kolmogorov-Smirnov (K-S)

Kolmogorov-Smirnov (K-S) is a non-parametric normality test, the following K-S tests in this study are:

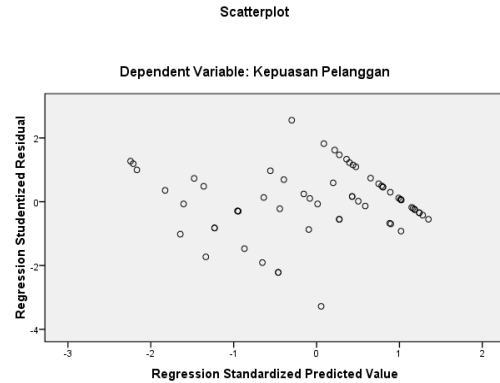
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		63
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	.99416887
Most Extreme Differences	Absolute	.093
	Positive	.056
	Negative	-.093
Kolmogorov-Smirnov Z		.739
Asymp. Sig. (2-tailed)		.646
a. Test distribution is Normal.		

Source: 2017 Research Results (Data Processed)

Based on Table 4.10 it can be seen that the value of Asymp.Sig (2-tailed) is 0.646 or greater than 0.05 (5%) so that the normality test using K-S data is normally distributed.

Heteroskedasticity Test

Heteroskedasticity test in this study can be done using scatterplot and Glejser test, the following results of heteroskedasticity test in this study are:



Source: 2017 Research Results (Data Processed)

Based on Figure 4.4 the points spread at point 0 which is below or above so that the data does not occur the symptoms of heterokedastisitas. One way to detect heteroskedasticity can be done by using the Glejser test with the decision that if the Significance value is above 0.05 there is no heteroskedasticity and vice versa, the following results from the Glejser test are:

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.206	.823		2.679	.010
	Reliability	-.061	.032	-.266	-1.910	.061
	Assurance	-.009	.034	-.037	-.257	.798
	Tangible	.020	.034	.081	.600	.551
	Empathy	-.015	.033	-.064	-.475	.637
	Responsiveness	-.022	.029	-.099	-.743	.460

a. Dependent Variable: Absut

Source: 2017 Research Results (Data Processed)

Based on Table 4.11, the Glejser test based on the classical assumption of heteroskedasticity can be seen that the significance value of the reliability variable is 0.061, assurance is 0.798, tangible is 0.551, empathy is 0.637, and responsiveness is 0.460, the significance value of all independent variables of this study is above 0.05 so that the data does not occur the

symptoms of heteroskedasticity in this study.

Multicollinearity Test

Multicollinearity test can be done by using the value of tolerance and VIF value with decision making if tolerance > 0.1 and VIF value < 10 do not occur multicollinearity in this study and vice versa, the following results from the multicollinearity test are:

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-4.530	1.298		-3.489	.001		
	Reliability	.205	.050	.283	4.070	.000	.811	1.233
	Assurance	.262	.053	.348	4.901	.000	.776	1.289
	Tangible	.124	.054	.156	2.311	.024	.857	1.166
	Empathy	.180	.051	.236	3.489	.001	.856	1.168
	Responsiveness	.254	.046	.368	5.567	.000	.897	1.115

a. Dependent Variable: Customer Satisfaction

Source: 2017 Research Results (Data Processed)

Based on Table 4.12 it can be seen in multicollinearity testing that is tolerance and VIF values on reliability variable of 0.811, VIF of 1.233, assurance variable of 0.776, VIF of 1,289, tangible variables as large as 0.857, VIF of 1,166, empathic variables as large as 0.856, VIF of 1,168, and VIF of 1,168, VIF of 1,166, VIF of 1,166, VIF of 1,166, and VIF of 1,168, the responsiveness variable is 0.897, the VIF is 1.115, all tolerance values are above 0.1 and the VIF value is below 10 so that there are no symptoms of heterokedasticity in this study.

Hypothesis Test Results Simultaneously

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	213.578	5	42.716	39.733	.000 ^a
	Residual	61.279	57	1.075		
	Total	274.857	62			

a. Predictors: (Constant), Responsiveness, Reliability, Empathy, Tangible, Assurance
b. Dependent Variable: Customer Satisfaction

Source: 2017 Research Results (Data Processed)

Based on Table 4.13 it can be seen that the value of Fcount is 39,733 with a significance of 0,000, while Ftable is 2.36 which means Fcount > Ftable or 39,733 > 2.36 so that simultaneous reliability, assurance, tangible, empathy responsiveness are carried out simultaneously on customer satisfaction.

Partial Hypothesis Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.530	1.298		-3.489	.001
	Reliability	.205	.050	.283	4.070	.000
	Assurance	.262	.053	.348	4.901	.000
	Tangible	.124	.054	.156	2.311	.024
	Empathy	.180	.051	.236	3.489	.001
	Responsiveness	.254	.046	.368	5.567	.000

a. Dependent Variable: Kepuasan Pelanggan

Source: 2017 Research Results (Data Processed)

Based on Table 4.14 on partial hypothesis testing are:

- The results of the t test or hypothesis test partially produce a regression equation is

$$Y = - 4,530 + 0.205 X_1 + 0.262 X_2 + 0.124 X_3 + 0.180 X_4 + 0.254 X_5$$
- Reliability with a tcount of 4070 with a significance of 0.000 with a t table of 1.66940 or tcount > t table (4.070 > 1.66940) which results in partial

- reliability having a significant effect on customer satisfaction at Belawan International Container Terminal.
- Assurance with a tcount of 4,901 with a significance of 0,000 with a table of 1,66940 or tcount > ttable (4,901 > 1,66940) which results in partially assurancial significant influence on customer satisfaction at Belawan International Container Terminal.

- d. Tangible with a tcount of 2,311 with a significance of 0,000 with a t table of 1,66940 or $t_{count} > t_{table}$ ($2,311 > 1,66940$) which results in a partially significant influence on customer satisfaction at Belawan International Container Terminal.
- e. Empathy with a tcount of 3,489 with a significance of 0,000 with a table of 1,66940 or $t_{count} > t_{table}$ ($3,489 > 1,66940$) which results in partial empathy having a significant effect on customer satisfaction at Belawan International Container Terminal.
- f. Responsivness with a tcount of 5,567 with a significance of 0,000 with a table of 1,66940 or $t_{count} > t_{table}$ ($5,567 > 1,66940$) which results that partially responsiveness has a significant effect on customer satisfaction at Belawan International Container Terminal.

Coefficient of Determination (R2)

The coefficient of determination aims to measure how much or how far the model's ability to explain the dependent variable, the following results from the coefficient of determination in this study are:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.882 ^a	.777	.757	1.03686

a. Predictors: (Constant), Responsiveness, Reliability, Empathy, Tangible, Assurance
Source: 2017 Research Results (Data Processed)

Based on Table 4.15 it can be seen that the adjusted r square value of 0.757 or 75.7% which indicates that reliability, assurance, tangible, empathic responsiveness explain customer satisfaction by 75.7%, while the rest can be influenced by other variables not examined in this research is like consumer behavior.

Simple Linear Regression Testing Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.475	.242		1.959	.055
	Customer Satisfaction	.964	.018	.989	52.557	.000

a. Dependent Variable: Customer Loyalty
Source: 2017 Research Results (Data Processed)

Based on Table 4.16 it can be seen that the tcount is 52,557 with a significance of 0.00 while the ttable is $t_{table} = 1.66940$, that is $t_{itung} > t_{table}$ or $52.557 > 1.66940$ which results in significant customer satisfaction towards customer loyalty at Belawan International Container Terminal.

DISCUSSION

Effect of Reliability on Customer Satisfaction at Belawan International Container Terminal.

Reliability has a significant effect on customer satisfaction at Belawan International Container Terminal, this is in accordance with Lewis & Booms' opinion in Tjiptono & Chandra (2011; 180), which states that service quality is a measure of how well the level of service provided is

able to match customer expectations. Quality of service can be realized through meeting the needs and desires of customers and the accuracy of delivery to balance customer expectations. Good service quality will give a good impact for the company because it will become a loyal customer and provide benefits for the company.

The results of this study are consistent and consistent with the results of research conducted previously by Panjaitan (2016), Wiyanto (2015), Sari (2017), and Safrina (2016), which results in service quality affecting customer satisfaction. This means that reliability has a positive and significant effect on customer satisfaction at Belawan International Container Terminal.

Effect of Assurance on Customer Satisfaction at Belawan International Container Terminal

Assurance has a significant effect on customer satisfaction at Belawan International Container Terminal. This is in accordance with Lewis & Booms' opinion in Tjiptono & Chandra (2011: 180), which states that service quality is a measure of how well the level of service provided is able to match customer expectations. Quality of service can be realized through meeting the needs and desires of customers and the accuracy of delivery to balance customer expectations. Good service quality will give a good impact for the company because it will become a loyal customer and provide benefits for the company. Based on the descriptive analysis of the respondents' answers in Table 4.4 shows the assurance variable owned by Belawan International Container Terminal has a good value because the answers of the dominant respondents agree strongly.

The results of this study are consistent and consistent with the results of research conducted previously by Panjaitan (2016), Wiyanto (2015), Sari (2017), and Safrina (2016), which results in service quality affecting customer satisfaction. This means that the insurance has a positive and significant effect on customer satisfaction at Belawan International Container Terminal.

Tangible Effect on Customer Satisfaction at Belawan International Container Terminal.

Tangible has a significant effect on customer satisfaction at Belawan International Container Terminal, this is in accordance with Lewis & Booms opinion in Tjiptono & Chandra (2011: 180), which states that service quality as a measure of how well the level of service provided is able to match customer expectations . Quality of service can be realized through meeting the needs and desires of customers and the accuracy of delivery to balance customer expectations. Good service quality

will give a good impact for the company because it will become a loyal customer and provide benefits for the company.

The results of this study are consistent and consistent with the results of research conducted previously by Panjaitan (2016), Wiyanto (2015), Sari (2017), and Safrina (2016), which results in service quality affecting customer satisfaction. This means that the hand has a positive and significant influence on customer satisfaction at the Belawan International Container Terminal.

Effect of Empathy on Customer Satisfaction at Belawan International Container Terminal.

Empathy has a significant effect on customer satisfaction at Belawan International Container Terminal, this is in accordance with Lewis & Booms' opinion in Tjiptono & Chandra (2011; 180), which states that service quality is a measure of how well the level of service provided is able to match customer expectations . Quality of service can be realized through meeting the needs and desires of customers and the accuracy of delivery to balance customer expectations. Good service quality will give a good impact for the company because it will become a loyal customer and provide benefits for the company.

The results of this study are consistent and consistent with the results of research conducted previously by Panjaitan (2016), Wiyanto (2015), Sari (2017), and Safrina (2016), which results in service quality affecting customer satisfaction. This means that the four positive and significant influences on customer satisfaction at Belawan International Container Terminal.

Effect of Responsiveness on Customer Satisfaction at Belawan International Container Terminal.

Responsiveness has a significant effect on customer satisfaction at Belawan International Container Terminal, this is in accordance with Lewis & Booms' opinion in Tjiptono & Chandra (2011; 180), which states that service quality as a measure of

how well the level of service provided is able to match customer expectations . Quality of service can be realized through meeting the needs and desires of customers and the accuracy of delivery to offset customer expectations. Good service quality will give a good impact for the company because it will become a loyal customer and provide benefits for the company.

The results of this study are consistent and consistent with the results of research conducted previously by Panjaitan (2016), Wiyanto (2015), Sari (2017), and Safrina (2016), which results in service quality affecting customer satisfaction. This means that responsiveness has a positive and significant impact on customer satisfaction at Belawan International Container Terminal.

Effect of Customer Satisfaction on Customer Loyalty at Belawan International Container Terminal.

Customer satisfaction has a significant effect on customer loyalty in Belawan International Container Terminal, according to or consistent with the opinion of Kotler & Armstrong, (2012: 10), stating that customer satisfaction is the level at which the perceived performance of the product or service will be in line with expectations buyer. If the performance of the product or service is far lower than customer expectations, the buyer is not satisfied. However, if the performance is in line with expectations or exceeds expectations, the buyer feels satisfied or feels very happy and loyal. Based on the descriptive analysis of the respondents' answers in Table 4.8 shows the reliability variable owned by Belawan International Container Terminal has a good value because the respondent's answers are dominant at strongly agree.

The results of this study are consistent and consistent with the results of previous studies conducted by Zakiyah (2017), Khairina (2017), Safrina (2016), and Hutapea (2017) which resulted in research

that customer satisfaction affects customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

The conclusions in this study are:

1. Simultaneously reliability, assurance, tangible, empathy and responsiveness have positive and significant effects on customer satisfaction at Belawan International Container Terminal.
2. Partially, reliability has a positive and significant effect on customer satisfaction at Belawan International Container Terminal.
3. Partially, assurance has a positive and significant influence on customer satisfaction at Belawan International Container Terminal.
4. Partially tangible positive and significant effect on customer satisfaction at Belawan International Container Terminal.
5. Partially empathy has positive and significant effect on customer satisfaction at Belawan International Container Terminal.
6. Partially responsiveness has a positive and significant effect on customer satisfaction at Belawan International Container Terminal.
7. Customer satisfaction has a positive and significant effect on customer loyalty at Belawan International Container Terminal.

RECOMMENDATIONS

The suggestions in this study are:

1. Overall service quality consisting of reliability, assurance, tangible, empathy and responsiveness can be said to be quite good but it is expected that BICT will improve services to BICT customers such as providing services that process time is faster than specified standards so as to provide satisfactory satisfaction maximum for BICT users.
2. In the case of loading and unloading equipment, it is necessary to rejuvenate

- old and unproductive equipment in accordance with the economic age of the equipment to improve and speed up the loading and unloading services of the container (reliability).
3. BICT can guarantee that the equipment used is good or if there is a backup equipment in case of damage, joint operations can be carried out with vendors / third parties. (assurance).
 4. Appearance of equipment at BICT to give the impression of a clean and attractive, equipment can be repainted, and the appearance of the dock so that it is always clean. (tangible).
 5. Provide ongoing training to field officers and administrative officers either directly related to consumers or not directly related to consumers to provide improved quality of personal service. (empathy).
 6. With the development of increasingly sophisticated technology and equipment, it is hoped that field officers will always update equipment technology and field officers and administrative officers will be given insights to be more skilled. (responsiveness)
 7. For the next researcher, it is expected to develop hypotheses through other variables that may have an influence on customer satisfaction and customer loyalty and can add other theories, such as price because the price will influence customers to enter the port, whether the price is in accordance with the value issued and services that customers get.
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