Conference Paper

The Effect of Agency Services and Service Quality on The Number of Visits of The Travel Ship in PT. Andhika GAC Jakarta

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Abstract

The purpose of this study was to examine and analyze the relationship between agency services and service quality to the number of cruise ship visits at PT. Andhika GAC. This study uses data collection methods by publishing questionnaires with samples taken from 55 respondents. The data of this study are all cruise ship agency service activities for 3 months from November to December 2018. Sampling used is a non-probability sampling with a saturated sampling technique taken entirely from the population for a sample of 55 people. The data analysis technique uses multiple regression analysis techniques. The results showed that agency services partially had a positive and significant effect on the number of cruise ship visits. Service quality partially has a positive and significant effect on the number of cruise ship visits. Agency Services and Service Quality together have a significant effect on the number of cruise ship visits with a coefficient of determination (R2) of 0.617. The contribution of research shows that agency services and service quality can confirm the theory of sea transportation management, agency and human resource management.

Keywords: agency services, service quality, number of cruise ship visits.

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1. Introduction

Indonesia is an archipelagic country with more than two-thirds or territorial territory in the form of waters with biodiversity Indonesia has an attractive marine environment for cruise ship tourism activities. Because of the marine area is wider than the land. Therefore it can make a traffic lane in the economy of Indonesia, especially the sea sector. One of the roles of the marine region is in the field of the sea transportation industry. Along with the increasing number of cruise ship visits, many cruise ship travel companies send their ETA (Estimate Time Arrival) arrival schedule approximately one and two years before. An increase in the number of cruise ship visits in the 2019 period in July was 66 Call Ships and a decrease in February was 6 call ships. Whereas in the 2018 period the number of cruise ship visits increased in September by 57 call

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ships and decreased in April as many as 0 call ships. The existence of a government policy related to ship agency services provides an opportunity for Indonesian sea transportation companies to provide services to foreign vessels entering Indonesian territorial waters, so foreign vessels carrying out marine activities in Indonesia must appoint representatives or agents from sea transport companies in Indonesia. The development of the marine transportation industry, especially ship agency services, makes shipping companies more efficient in completing process activities that are based on the operational services of the vessel, such as the entry of ports, Customs, Immigration, and Syahbandar.

Based on the background and identification of the problem, it can be concluded that the formulation of this research problem is as follows:

1. Do the agency services partially have an effect on the number of cruise ship visits at PT. Andhika GAC?

2. Does the service quality partially have an effect on the number of cruise ship visits at PT. Andhika GAC?

3. Do the agency services and service quality simultaneously have an effect on the number of cruise ship visits at PT. Andhika GAC?

Simple sea transportation management is how the delivery of goods can be carried out properly and the transportation of the goods is well managed. Start to arrange from the place of shipment of goods, transportation and also warehousing. Shipments of goods by ship must pay attention to the size of the cargo and fulfillment of the cargo so that shipping costs do not swell and avoid sea transportation accidents. Transportation is the transfer of goods and humans from the place of origin to the destination. The transportation process is an activity from the place of origin, from which the transportation activity begins, to the destination, where the transportation activities are terminated (Nasution, 2010: 3). Transportation is the activity of moving goods (cargo) and passengers from one place to another (Salim, 2013: 6-7). The function of transportation is to transport passengers and goods from one place to another (Salim, 2008: 2). Someone (personal place utility) can travel for personal needs or for business purposes.

Kotler & Keller (2009: 36) explains that services are all actions or performance that can be offered by one party to another party which is essentially intangible and does not produce any ownership. According to Gronroos in Tjiptono & Chandra (2011: 17), that service is a process that consists of a series of intangible activities which usually (but

not necessarily) occur in interactions between customers and employees of services and physical resources or goods and systems of service providers, which provided as a solution to customer problems. While Craven was quoted by Abdul Majid (2013: 34), saying, "Services are actions or changes, the appearance of a business. If a product can be owned, seen, and touched, then the service is the opposite, which is, it cannot be seen, is intangible, and cannot be owned.

Human Resource Management is a policy and practice that is needed by someone to carry out the "person" aspect or human resources from a person's management position, including recruitment, screening, training, compensation and assessment. (Dessler, 2010) Human resources as one of the elements in an organization can be interpreted as humans working in an organization. Human resources can also be referred to as personnel, labor, workers, employees, human potential as an activator of the organization in realizing its existence. Human Resource Management is the withdrawal, selection, development, maintenance and use of human resources to achieve both individual and organizational goals (Handoko, 2009).

In general terms, the definition of agency is an intermediary, representative or proxy of the agent. Thus agency can be interpreted as a representative or power from another party (Principal) to do a job and get a commission / fee for the work that has been done from the principal. Republic of Indonesia Government Regulation Number 20 of 2010 concerning Water Transportation, Article 20 paragraph (1) states: "Domestic sea transport vessels operated by national sea transport companies can only be authorized by national sea transport companies or national ship agency companies". A shipping agent is a business entity engaged in the activities or activities of ships or shipping companies. If a ship docked at a port, the ship needs service and has various needs that must be met (Salim, 2013: 98). To service these various requirements, the shipping company will appoint a ship agent. According to Suyono (2007) to serve these various needs, shipping companies will appoint a ship agent. Broadly speaking, there are three types of ship agents, namely general agents, sub agents or agents, and agent branches.

According to Goetsch and Davis cited by Tjiptono & Chandra (2011: 152), quality can be interpreted as "dynamic conditions related to products, services, human resources, processes, and environments that meet or exceed expectations". Based on this definition, quality is the relationship between products and services or services provided to consumers can meet customer expectations and satisfaction. According to Kotler & Keller (2012: 49) quality is the overall characteristic or nature of a production or service that has an effect on its ability to satisfy needs expressed or implied. Quality is a dynamic condition that relates to, products, services, people, processes and

environments that meet or exceed expectations (Henriawan, 2015: 20). According to Minrohayati, Harsari, & Pujiastuti (2016: 155) states that service quality is centered on efforts to meet the needs and desires of customers as well as their delivery provisions to offset customer expectations. From these definitions, it can be concluded that quality is an interconnected element of quality that can affect performance in meeting customer expectations. Quality does not only emphasize the final results, namely products and services but concerns human quality, process quality, and environmental quality. In producing a product quality and service through human also quality processes.

Activities, benefits and satisfaction are forms of service that are basically intangible. This was revealed by Gronroos who was quoted by (Tjiptono & Chandra, 2011: 17) stating that service is a process that consists of a series of intangible activities which usually (but not necessarily) occur in interactions between consumers and service employees, resources physical, goods, or service provider systems provided as solutions to consumer problems. From this definition, it can be said that service is an activity given to consumers and basically intangible, provided as a solution or a consumer problem. According to Levi and Booms Tjiptono & Chandra (2012: 157) defines service quality in a simple way, namely a measure of how well the level of service provided is able to match customer expectations. This means that service quality is determined by the ability of certain companies or institutions to meet needs that are in accordance with what is expected or desired based on customer / visitor needs. According to Tjiptono & Chandra (2009), service quality is an effort to meet the needs and desires of consumers as well as the accuracy of delivery in offsetting consumer expectations.

According to Dienda Rieski Pramita (2014), in the journal Cruise Ship Passenger Perception of Benoa Harbor Passenger Terminal Services, the number of cruise ship visits to the port of Benoa from 2007 to 2010 continues to increase. The peak occurred in 2010 with the number of cruise ship visits reaching 76 calls. But in 2011, the number of cruise ship visits decreased dramatically to 34 calls, down by 55.26% from the previous year. This is expected to occur because of the Japan earthquake and tsunami on Friday March 11, 2011. An earthquake measuring 8.9 on the Ritcher scale (SR) rocked the east coast of Japan, followed by aftershocks measuring 7.4 (SR). These events certainly disrupt cruise ships, especially those sailing from the waters on the Asian Continent.

A ship is a production tool for a sea transportation service company (goods, passengers), a tool for working to produce money / services such as goods ships, passenger ships, fishing vessels, dredgers, cable ships (Kartini, 2011: 2). The ship can work or sail if the ship is seaworthy, its ship body, its engine and its escort, must comply with the requirements both nationally and internationally and those who will determine

the seaworthy vessel are the Bureau of Syahbandar Classification. In Government Regulation No. 17 of 1988 concerning the Implementation and Exploitation of Sea Freight, which is referred to as a ship, is a floating tool of any kind and type.

Based on the theory stated above, the development of the framework can be seen as below:
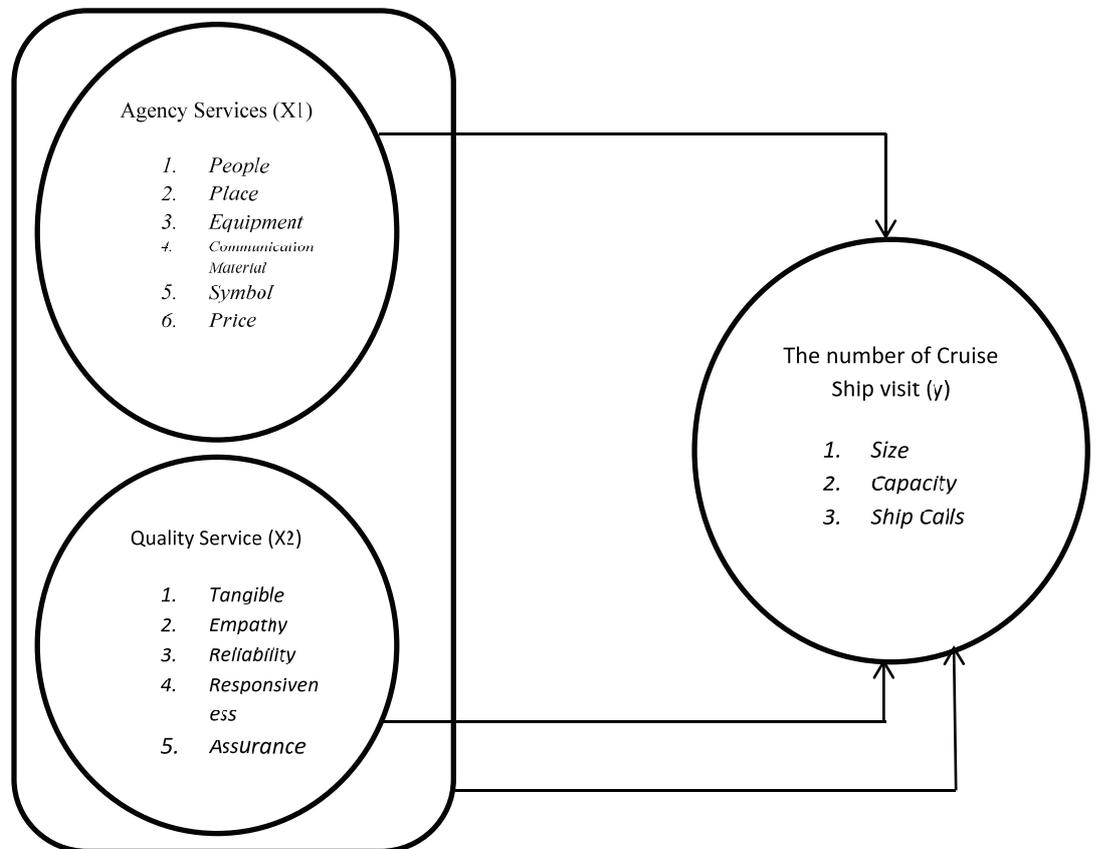

Figure 1: Research Framework.

Before this research was carried out and obtained conclusions, the authors made a temporary hypothesis that is suspected to have a significant relationship between the influence of agency services and service quality on the number of ship visits at PT. Andhika GAC Jakarta. In this case the author gives the following hypothesis:

1. H1: The agency services partially have a positive and significant effect on the number of cruise ship visits.

2. H2: The quality of service partially has a positive and significant effect on the number of cruise ship visits.

3. H3: The agency services and the quality of service simultaneously have significant effect on the number of cruise ship visits.

2. Research Method

The place of this research is at PT. Andhika GAC in the Operations Division of the Cruise Section section located at Wisma Staco Building, Lt. 2 Jl. Casablanca Kav. 18 Ex. Menteng in Kec. Tebet Dalam, South Jakarta. With telephone number +62 21 8311000 E-mail shipping.indonesia@gac.com and Establishment Deed Number 01 dated March 2, 2009 Notary Rohati, SH. This research was conducted from November 2018 to April 2019.

The population of this study was 55 respondents, namely data on all cruise ship agency services during the last 3 months at PT. Andhika GAC from November to December 2018 at PT. Andhika GAC.

The numbers of customer population who use services at PT. And the number of GAC is 55 people, because the population is less than 100, the sampling that is used is a non-probability sampling with a saturated sampling technique taken from the population for a sample of 55 people.

Primary data in this study is data obtained directly from customers who use services at PT. Andhika GAC in the form of answers to questions or statements in the questionnaire. in this study secondary data is data obtained through data that has been researched and collected by other parties related to the problem of this research.

To test the validity of the method used depending on the scale of measurement, for this study used Pearson product moment correlation formula (PPM). While for the reliability test this study uses measurements with the KR 20 method. The formula used uses Alpha Cronbach which is if the alpha value is> 0.07, the question in the questionnaire can be declared reliable (Sugiono, 2018: 209).

The analytical method used is to use multiple linear regression analysis that is calculated manually and with the help of IBM Statistics 20.0 SPSS Software application.

The multiple regression equation can be set as follows:

$$Y = a + b_1 X_1 + b_2 X_2$$

Notes:

Y = Number of Cruise Ship Visits

X1 = Effect of Agency Services

X2 = Service Quality

a = Intercept coefficient (Y value, if X1, X2)

b1 & b2 = the coefficient of each variable X1 X2

3. Data Analysis and Results

3.1. Test Validity

Significance test is done by comparing the value of r count (Pearson Correlation value at Corrected-Total Correlation output) with r table value for degree of freedom (df) = n - 2 (n is the number of samples). With the number of samples (n) is 55 with a significance level of 5%. Then the r table in the study is (n-2) = (55-2) = 53, then r table = 0.2656. If r count is greater than r table and is positively correlated, then the item or statement is valid. Or in other words, items or statements have a positive correlation.

TABLE 1: Validity Test Results of Agency Services (X1).

No.	Statement	R-Count	r-table	Remarks
1	Statement 1	0,684	0,2656	VALID
2	Statement 2	0,790	0,2656	VALID
3	Statement 3	0,797	0,2656	VALID
4	Statement 4	0,871	0,2656	VALID
5	Statement 5	0,771	0,2656	VALID
6	Statement 6	0,777	0,2656	VALID
7	Statement 7	0,739	0,2656	VALID
8	Statement 8	0,594	0,2656	VALID

Data source: processed by the author

Based on the above validity test table of all Agency Services questionnaire statements (X1), all statements are valid, because each person correlation or r-count> r-table, and at a significant rate <0.05 for r-table = 0.2656 obtained from table r statistics where df = N (number of respondents) - 2.

Based on the Agency Services validity test table (X1) has the value of Corrected Item Total Correlations> 0.2656 thus a decent statement is used as an analysis for variable X1 with 8 statements.

Based on the above validity test table of all Service Quality questionnaire statements (X2), all statements are valid, because each person correlation or r-count> r-table, and at a significant rate <0.05 for r-table = 0.2656 obtained from table r statistics where df = N (number of respondents) - 2.

Based on the validity test table Service Quality variable (X2) has a value of Corrected Item Total Correlations> 0.2656 so that a decent statement is used as an analysis for X2 variables with 8 statements.

TABLE 2: Service Quality Validity Test Results (X2).

No.	Statement	R-Count	r-table	Remarks
1	Statement 1	0,766	0,2656	VALID
2	Statement 2	0,791	0,2656	VALID
3	Statement 3	0,743	0,2656	VALID
4	Statement 4	0,849	0,2656	VALID
5	Statement 5	0,860	0,2656	VALID
6	Statement 6	0,782	0,2656	VALID
7	Statement 7	0,612	0,2656	VALID
8	Statement 8	0,790	0,2656	VALID

Data source: processed by the author

TABLE 3: Test Results for Validity of Number of Cruise Ship Visits (Y).

No.	Statement	R-Count	r-table	Remarks
1	Statement 1	0,301	0,2656	VALID
2	Statement 2	0,453	0,2656	VALID
3	Statement 3	0,823	0,2656	VALID
4	Statement 4	0,783	0,2656	VALID
5	Statement 5	0,768	0,2656	VALID
6	Statement 6	0,800	0,2656	VALID
7	Statement 7	0,819	0,2656	VALID
8	Statement 8	0,846	0,2656	VALID

Data source: processed by the author

Based on the validity test table for all Number of Cruise Ship Visits questionnaire statements (Y), all statements are valid, because each person correlation or r-count> r-table, and at a significant rate <0.05 for r-table = 0.2656 obtained from table r statistics where df = N (number of respondents) - 2.

Based on the above table of validity tests for Number of Cruise Ship Visit variables (Y), the value of Corrected Item Total Correlations> 0.2656, so that the statement is feasible to be analyzed for Y variable with 8 statements.

TABLE 4: Test of Reliability of Agency Services.

Variable	Cronbach's Alpha	N of Items	Remarks
Agency Services	0,886	8	RELIABLE

Data source: processed by the author

3.2. Reliability Test

The reliability test results for Agency Services variable (X1) show that all questions in the questionnaire have Cronbach's Alpha total reliability items of 0.886> 0.7, so the statement is said to be reliable.

TABLE 5: Test the Reliability of Service Quality.

Variable	Cronbach's Alpha	N of Items	Remarks
Service Quality	0,901	8	RELIABLE

Source: SPSS version 20 processed results

Reliability test results for Service Quality variables (X2) show that all questions in the questionnaire have Cronbach's Alpha total reliability items of 0.901> 0.7, so the statement is said to be reliable.

TABLE 6: Test the Reliability of Cruise Ship Visits.

Variable	Cronbach's Alpha	N of Items	Remarks
Numbers of Cruise Ship Visit	0,865	8	RELIABLE

Source: SPSS version 20 processed results

The reliability test results for the variable number of cruise ship visits (Y) show that all questions in the questionnaire have Cronbach's Alpha total reliability items of 0.865> 0.7, so the statement is said to be reliable.

3.3. Multiple Linear Regression Analysis

PT. Andhika GAC. Statistical calculations in multiple linear regression analysis can be seen in the following attachment:

Regression equation models that can be written from these results

$$Y = 13,099 + 0,376X1 + 0,254X2$$

In the form of a regression equation are as follows:

Notes:

TABLE 7: Multiple Linear Regression Analysis.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.099	2.245		5.836	.000
	Agency Services	.376	.119	.496	3.162	.003
	Service Quality	.254	.124	.321	2.045	.046

Coefficients^a

a. Dependent Variable: Numbers of Cruise Ship Visit

Source: SPSS version 20 processed results

1. Constant value a = 13,099 gives the meaning that if the independent variable is ignored or in other words if there is no variable Effect of Agency Services and Service Quality, the Number of Cruise Ship Visits at PT. Andhika GAC will be worth 13,099.

2. X1 = 0.376 coefficient value this means that every one-unit change in the Effect of Agency Services with variable assumptions of Service Quality is constant, then the Number of Cruise Ship Visits at PT. Andhika GAC will increase by 0.376 and move in the same direction.

3. The coefficient value of X2 = 0.254 this means that each one-unit change in the handling of Service Quality with the variable assumptions Effect of Agency Services is constant, the Number of Cruise Ship Visits at PT. Andhika GAC will increase by 0.254 and move in the same direction.

3.4. Correlation Coefficient

From the table above it can be seen that:

1. Nilia coefficient between the Effect of Agency Services (X1) with the number of cruise ship visits (Y) of 0, 625 which indicates a strong influence in the interval (0.60 - 0.799).

2. The correlation coefficient value between the handling of Service Quality (X2) and the Number of Cruise Ship Visits (Y) is 0.737 which indicates a strong influence in the interval (0.60 - 0.799).

TABLE 8: Inter Variable Correlation Coefficient.

Correlations			Agency Services (X1)	Service Quality (X2)	Number of Cruise Ship Visit (Y)
Agency Services (X1)	Pearson Correlation		1	,739**	,625**
	Sig. (2-tailed)			,000	,000
	N		53	53	53
Service Quality (X2)	Pearson Correlation		,739**	1	,737**
	Sig. (2-tailed)		,000		,000
	N		53	55	55
Number of Cruise Ship Visit (Y)	Pearson Correlation		,625**	,737**	1
	Sig. (2-tailed)		,000	,000	
	N		53	55	55

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS version 20 processed results

Based on the two correlation coefficients above, it turns out that the variable X1 has a strong influence of significance of 0.625. The X2 variable has a significant effect of significance of 0.737.

3.5. T test (Partial)

Partial testing based on table 4.15 can be obtained by the variable effect of handling container stacking on work safety, where it is known that a significant level of 0.003 and Thitung is 13.099 so that it can be concluded:

1) 0,003 <0,05, then the result Ho is rejected Ha accepted.

2) 3,162> 1,674 then the results are Ho rejected Ha accepted.

Then the results above show that the variable Service Quality has a positive and significant effect on the Number of Cruise Ships at PT. Andhika GAC. Next is shown in the curve image as follows:

Partial testing based on table 4.15 can be obtained the influence of Service Quality variables on the Number of Cruise Ships, where it is known that a significant level of 0.046 and t count is 2.045 so that it can be concluded:

3) 0.046 <0.05 then the results are Ho rejected Ha accepted.

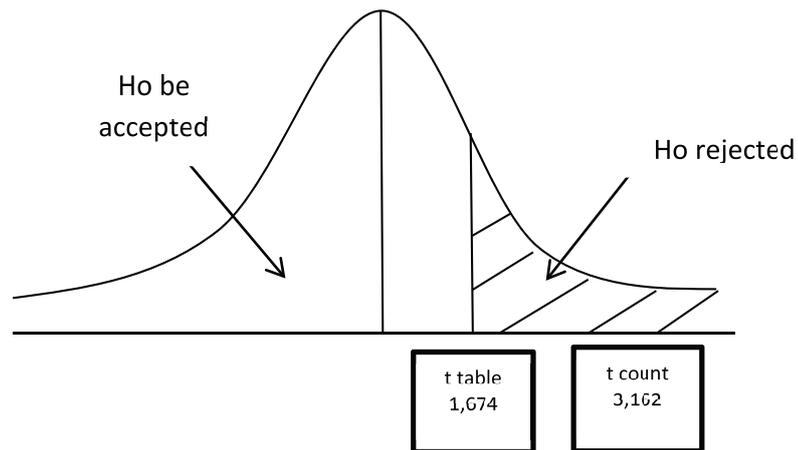4) 2,045> 1,674 then the results Ho are rejected Ha accepted.

Figure 2: t Test Curve Hypothesis I.

Then the results above show that the variable Service Quality has a positive and significant effect on the Number of Cruise Ships at PT. Andhika GAC. Next is shown in the curve image as follows:
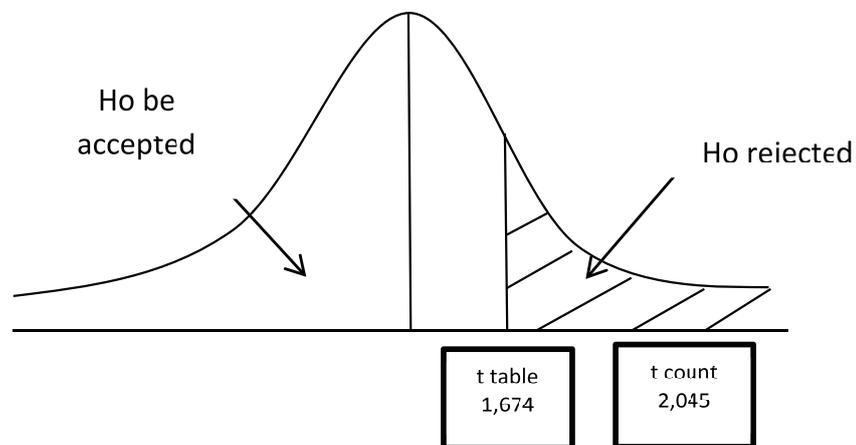

Figure 3: t Test Curve Hypotheses II.

3.6. F Test (Simultaneous)

From the table, it can be concluded:

1. 0,000 <0,05, H0 is rejected and Ha is accepted

2. 41,801> 3,18 then H0 is rejected and Ha is accepted

Next is shown in the following curve image:

Agency Service Variables (X1) and Service Quality (X2) simultaneously have a positive and significant effect on the Number of Cruise Ship Visits (Y) at PT. Andhika GAC, where h 41,801> 3.18 and significance of 0,000 <0,05, then Ho is rejected and Ha is accepted. Judging from the multiple correlation coefficient value R = 0.785 means the magnitude

TABLE 9: Correlation Analysis between Variables X1, X2 and Y.

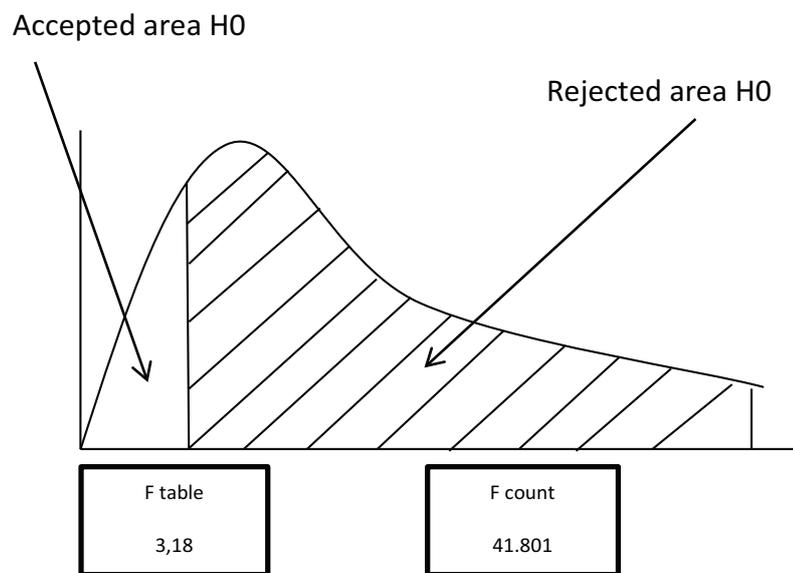| ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	517.995	2	258.997	41.801	.000[a]
	Residual	322.187	52	6.196		
	Total	840.182	54			
a. Predictors: (Constant Agency Services, Service Quality						
b. Dependent Variable: Numbers of Cruise Ship Visit						
Source: SPSS version 20 processed results						

Figure 4: Distribution Curve Test F Hypotheses III.

of the influence of Agency Services and Service Quality on the Number of Cruise Ship Visits at PT. Andhika GAC is 0.785 which means it has a strong influence.

3.7. R Square (R^2)

TABLE 10: Multiple Correlation Coefficient Analysis **Model Summary**.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785[a]	.617	.602	2.48916
a. Predictors: (Constant), Agency Services, Service Quality				
Source: SPSS version 20 processed results				

This coefficient of determination is used to find out how much the contribution or change given by the independent variable on the dependent variable is obtained by using the following formula:

$$KD = R^2 \times 100\%$$

Then KD = (0.785) 2 x 100%

KD = 0.617 x 100%

KD = 61.7%

Based on table 4.20 above, it produces an adjusted coefficient of determination or Adjusted R Square = 0.785. Thus the magnitude of the contribution of the Effect of Agency Services and Service Quality on the Number of Cruise Ship Visits at PT. Andhika GAC is 61.7% while the remaining 38.3% is influenced by other factors.

4. Conclusion

Based on the discussion of hypothetical testing from the previous chapter, things can Concluded:

1. There is a positive Effect of Agency Services on the Number of Cruise Ships at PT. Andhika GAC. Partially there is a significant influence between the Agency Services variable (X1) and the Number of Cruise Ship Visits (Y) at PT. Andhika GAC, where h is 3.162> 1.674 and is significant at 0.003 <0.05 so Ho is rejected and Ha is accepted.

2. There is a positive effect Quality of Service on the Number of Cruise Ships at PT. Andhika GAC. Partially there is a significant influence between Service Quality variables (X2) and the Number of Cruise Ship Visits (Y) at PT. Andhika GAC, where h is 2.045> 1.674 and is significant at 0.046 <0.05, so Ho is rejected and Ha is accepted.

3. There is the Effect of Agency Services and Service Quality on the Number of Cruise Ships at PT. Andhika GAC. Simultaneously there is a significant influence between the variables of Agency Services (X1) and Service Quality (X2) on Number of Cruise Ship Visits (Y) at PT. Andhika GAC, where h 41,801> 3.18 and significance of 0,000 <0,05, then Ho is rejected and Ha is accepted. Judging from the multiple correlation coefficient value R = 0.785 means the magnitude of the influence of Agency Services and Service Quality on the Number of Cruise Ship Visits at PT. Andhika GAC is 0.785 which means it has a strong influence.

5. Suggestion

Based on the conclusions of the discussion of the results of the research and the discovery of the problem at the time of conducting the research, the researchers tried to give suggestions for future improvements, namely the following:

1. Customer or Principal of PT. Andhika GAC, which is served by operational employees, has achieved its desire to use its services. In this case the company must remain stable in providing quality services, so that its customers feel comfortable in using their services, especially in terms of price. And can expand its wings by building branch offices throughout Indonesia and abroad.

2. Excellent service quality is something that is desired by any service provider institution, one of which is PT.Andhika GAC by delivering information faster and precisely to the Principal, so that it does not have a negative impact, namely the delay in carrying out its activities in certain ports served by PT.Andhika GAC, and can reflect the company's motto.

3. Operational employees also need to improve their ability to communicate with customers, so that they can be able to serve kindly, provide information accurately and quickly to serve their desires to achieve the satisfaction of PT.Andhika GAC customers who can increase the number of cruise ship visits each year.

4. Based on the results of the questionnaire filled out by the customer as the respondent on the Agency Services variable (X1) with a statement yes "Employee Ability To Meet Customer Needs" has the smallest weight, therefore the company must improve the ability of employees who are more professional, initiative and responsive in meeting customer desires.

5. Based on the results of the questionnaire filled in by the customer as the respondent in the Service Quality variable (X2) with the statement "Customers Feeling Safe Cooperating with the Company" has the smallest weight, therefore the company must be more able to convince customer trust.

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