

# The Influence of E-Ticketing, Facilities and Service Quality on Customer Satisfaction at Sekupang Domestic Port

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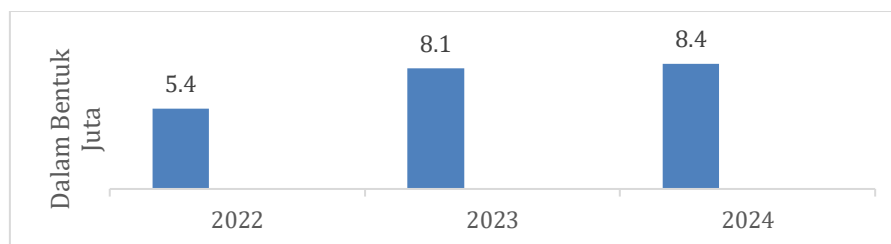
## Abstract

The objective of this research is to investigate the effects of ET, F, and SQ on CS at Sekupang Domestic Port. The research was conducted using a quantitative approach through survey data collection. Data collection was carried out through the distribution of online questionnaires using Google Forms to 100 participants selected using purposive sampling method. The data analysis used MLR analysis with the assistance of SPSS 26 software. The findings of the study reveal that ET has a positive and significant effect on CS. F have a positive and significant effect on CS. SQ has a positive and significant effect on CS. All three variables simultaneously have a significant effect on CS.

**Keywords:** E-Ticketing, Facilities, Service Quality, Customer Satisfaction

## Introduction

In the maritime transportation sector, customer satisfaction serves as an important indicator for evaluating the effectiveness and performance of service delivery. Domestic ports now serve a function beyond supporting domestic transportation, as they are also part of the global logistics system (Nwafor, 2025). These developments require improvements in the quality of service at domestic ports to meet international standards. Customer satisfaction indicates the level of service capability in meeting user expectations. The use of digital technologies such as e-ticketing systems, the availability of adequate facilities, and the quality of service from port management play a crucial role in building a port's image. The following is passenger data for Sekupang domestic port, namely:



**Figure 1.** Sekupang Domestic Port Passenger Data

**Source:** Batam Port (2025)

Despite the implementation of the e-ticketing system, Sekupang Domestic Port in Batam City still faces various operational challenges. These include high passenger numbers during peak hours, which lead to long queues, limited supporting facilities such as inadequate waiting rooms, and technical issues with the digital system, which sometimes hinder smooth transactions (Irnawaty, 2022). Furthermore, some people are still unfamiliar with technology-based services, requiring assistance in booking tickets. This situation indicates that even though innovation has been implemented, improvements in the quality of services and facilities are still needed.

Although numerous studies have examined ET, F, SQ, and CS, previous research has examined them separately. Research by Tiara et al (2025) found that there are variables that link ET to CS. Similarly, research by Irnawaty (2022) also found that F and SQ are interrelated with CS. The ET variable itself has not been operating optimally, and some customers still lack understanding of its use. Therefore, in this study, the researchers combined these four variables into a single model: ET, F and SQ on CS at the Sekupang domestic port. This study was conducted to address the identified research gap.

The novelty of this study lies in the integration of ET, F, and SQ variables into CS in the maritime transportation industry, a relatively understudied area. Given that ET is a new concept and the public may not yet be fully familiar with it. This study offers new perspectives on the impact of technological developments on CS. This research not only examines the application of ET but to examines how F and SQ can enhance CS. This research provides new insights into the readiness of the maritime transportation industry to face the digital transition.

Based on this background, this research seeks to examine the effect of ET, F and SQ on CS. Understanding relationships between these variables is expected to provide relevant recommendations for port managers. Furthermore, this research is anticipated to enrich the existing literature concerning CS in the Indonesian maritime transportation industry. This research will benefit not only port managers but also policymakers seeking to encourage innovation in maritime transportation services. The findings of this study are expected to provide a reference for planning service improvement strategies focused on achieving CS.

## **Theoretical Review**

### **The Influence of E-Ticketing (ET) on Customer Satisfaction (CS)**

ET is a digital system that makes it easier for customers to order, pay and verify tickets without having to come to the counter (Tiara et al., 2025). Application ET at Sekupang Domestic Port is expected to reduce queues, speed up the check-in process and provide easy access to departure schedule information (Annisa et al., 2023). According to Rispawati et al (2024) that ease of use, transaction speed and reliability of the system ET have a positive effect on CS. CS will be achieved if the service provided meets or exceeds customer expectations (Marlenni et al., 2023). Successful implementation ET It is highly dependent on the quality of systems and services that are capable of fulfilling the needs and expectations of users (Nisa et al., 2024).

**H1:** Suspected ET has an effect on CS

### **The Influence of Facility (F) on Customer Satisfaction (CS)**

F are physical support the comfort and smoothness of customers when using Port services (Purwanto et al., 2025). Complete, clean and well-maintained F can create a positive experience for customers and increase the perception of SQ (Basara et al., 2023). According to Syafri et al (2023) that the quality of F such as waiting rooms, toilets, parking areas and information boards can improve CS among service users. Therefore, adequate F will increase the sense of satisfaction and safety for customers (Istiqomah et al., 2023).

**H2:** Suspected F has an effect on CS

### **The Effect of Service Quality (SQ) on Customer Satisfaction (CS)**

SQ is the ability of service providers to meet or exceed customer expectations through fast, precise and professional service (Nithya et al., 2020). According to (Ermida et al., 2021) to measure the quality of service through five dimensions, namely physical evidence, reliability, responsiveness, assurance, and attention. According to (Nugraha et al., 2024) that the dimensions of reliability and responsiveness have the most dominant influence on CS in the public transportation sector. This shows that consistent, fast, and friendly service is able to create a positive experience for customers (Wati et al., 2025). Thus, it can be hypothesized that SQ has a positive and significant effect on CS (Rijal et al., 2023).

**H3:** Suspected SQ has an effect on CS

### **The Influence of E-Ticketing (ET), Facility (F) and Service Quality (SQ) on Customer Satisfaction (CS)**

An easy-to-use, fast and secure ET system can increase the efficiency and convenience of customers in making transactions (Annisa et al., 2023). Adequate F such as a comfortable waiting area, cleanliness of the environment, and ease of access also support a positive experience during the service process (Tiara et al., 2025). Meanwhile, SQ which includes reliability, responsiveness, assurance, empathy and physical evidence are important aspects that shape customer perception of the overall service (Irnawaty, 2022). According to (Nithya & Kiruthika, 2020) when these three aspects run optimally at the same time, customers will feel satisfied because their expectations are well met. Thus, it can be hypothesized that ET, F and SQ simultaneously have a positive and significant effect on CS (Rizki et al., 2021).

**H4:** Suspected ET, F and SQ has an effect on CS

### **Research Method**

The research uses a quantitative method, which is a scientific approach that uses numerical data and statistical analysis to objectively understand phenomena and relationships between variables. The population selected for this study is all people in Batam City who have used ET, F, and experience services from Sekupang Port. The sample size for this study was calculated using the Lemeshow formula, considering that the number of respondents is currently not known for sure and is unlimited, using the formula:

$$n = (Z^2 \times P \times (1 - P)) / d^2$$

With the explanation that n is the number of samples, Z is the 95% confidence level (1.96), P is the proportion of the population assuming 0.5 (because the proportion is unknown), and d is the margin of error set at 0.1. Based on the calculations, the result was  $n = (1.96^2 \times 0.5 \times (1 - 0.5)) / (0.1^2) = 96.04$ , so that the minimum sample required was 96 respondents. To improve accuracy and anticipate invalid data, the number of samples was increased to 100 respondents. Data collection using Google Form with questions related to research variables, namely ET, F, SQ and CS. The data collection technique was carried out by distributing questionnaires through the social media of the Sekupang port and directly meeting with passengers before boarding the ship to fill out a research questionnaire accessed through Google Forms.

### **Results and Discussion**

#### **Respondent Demographics**

This research was conducted using a sample consisting of 100 respondents. The questionnaire was distributed by the researcher to 152 respondents to anticipate incomplete

data. After selection and data cleaning, 100 satisfied the analytical requirements were selected. The selected characteristics include, gender, age, last education, occupation, frequency of use of the Sekupang Domestic Port and frequency of ET use.

**Table 1.** Distribution of Gender

| <b>Respondent Gender</b> | <b>Number of Respondents</b> | <b>Propotion (%)</b> |
|--------------------------|------------------------------|----------------------|
| Male                     | 59                           | 59%                  |
| Women                    | 41                           | 41%                  |
| Total                    | 100                          | 100%                 |

**Source:** Primary Data Processed (2026)

Based on the table, the number of male respondents is higher than that of women, so the composition of respondents is dominated by men. The current condition shows that the data obtained is more filled in by men, while the proportion of female respondents is relatively lower. This difference illustrates an imbalance in the distribution of respondents based on gender.

**Table 2.** Age Distribution of Participants

| <b>Age</b>    | <b>Number of Respondents</b> | <b>Propotion (%)</b> |
|---------------|------------------------------|----------------------|
| < 18 Years    | 3                            | 3%                   |
| 19 – 25 Years | 51                           | 51%                  |
| 26 – 41 Years | 30                           | 30%                  |
| 42 – 57 Years | 12                           | 12%                  |
| > 57 Years    | 4                            | 4%                   |
| Total         | 100                          | 100%                 |

**Source:** Primary Data Processed (2026)

**Table 3.** Frequency of Use of Sekupang Domestic Port

| <b>Port Usage</b> | <b>Number of Respondents</b> | <b>Propotion (%)</b> |
|-------------------|------------------------------|----------------------|
| Never             | 0                            | 0%                   |
| Ever              | 100                          | 100%                 |

**Source:** Primary Data Processed (2026)

Based on the respondents' experience, it is known that all respondents in this study have used or experienced the indicators asked, namely as many as 100 people or 100% of the total respondents. Meanwhile, there were no respondents who answered never with a percentage of 0%. This condition illustrates that all respondents have experience related to the object being studied so that they can provide relevant assessments of this research.

**Table 4.** Frequency of Use of ET

| <b>Use of ET</b> | <b>Number of Respondents</b> | <b>Propotion (%)</b> |
|------------------|------------------------------|----------------------|
| Never            | 0                            | 0%                   |
| Ever             | 100                          | 100%                 |

**Source:** Primary Data Processed (2026)

Based on the table that presents the characteristics of the respondents, all respondents in this study admitted that they had experienced what was researched, while none of the respondents answered that they had never. This reflects that each respondent has experience

relevant to the object of the research, so that the data obtained can be considered valid and suitable for further analysis in this study.

### Validity Test

The purpose of the validity test is to find out about the question in the questionnaire whether it can measure the variable in question. This test is necessary so that the researcher can ensure that the questions made are relevant to the purpose of the research, then the data obtained will be used in the next analysis. According to (Sugiyono, 2013) A variable is considered valid when the value of R-is calculated is greater than the R-table and vice versa. The test results are presented in the table below:

**Table 5.** Validity Test

| Construct                     | Item | R Count | R Table | Remarks |
|-------------------------------|------|---------|---------|---------|
| ET<br>(X1)                    | ET1  | 0,829   | 0,165   | Valid   |
|                               | ET2  | 0,867   |         | Valid   |
|                               | ET3  | 0,832   |         | Valid   |
|                               | ET4  | 0,861   |         | Valid   |
|                               | ET5  | 0,867   |         | Valid   |
|                               | ET6  | 0,857   |         | Valid   |
|                               | ET7  | 0,875   |         | Valid   |
|                               | ET8  | 0,839   |         | Valid   |
| F<br>(X2)                     | F1   | 0,876   | 0,165   | Valid   |
|                               | F2   | 0,868   |         | Valid   |
|                               | F3   | 0,836   |         | Valid   |
|                               | F4   | 0,856   |         | Valid   |
|                               | F5   | 0,868   |         | Valid   |
|                               | F6   | 0,846   |         | Valid   |
| Quality of<br>Service<br>(X3) | KL1  | 0,823   | 0,165   | Valid   |
|                               | KL2  | 0,828   |         | Valid   |
|                               | KL3  | 0,834   |         | Valid   |
|                               | KL4  | 0,870   |         | Valid   |
|                               | KL5  | 0,867   |         | Valid   |
|                               | KL6  | 0,855   |         | Valid   |
|                               | KL7  | 0,783   |         | Valid   |
|                               | KL8  | 0,813   |         | Valid   |
|                               | KL9  | 0,845   |         | Valid   |
|                               | KL10 | 0,844   |         | Valid   |
| CS<br>(Y1)                    | KP1  | 0,814   | 0,165   | Valid   |
|                               | KP2  | 0,835   |         | Valid   |
|                               | KP3  | 0,858   |         | Valid   |
|                               | KP4  | 0,812   |         | Valid   |
|                               | FP5  | 0,790   |         | Valid   |
|                               | KP6  | 0,837   |         | Valid   |

**Source:** Primary Data Processed (2026)

Based on the findings of the validity assessment, statements about the ET, F, SQ and CS are said to be valid. It is declared valid because the questions on the questionnaire can measure the variables accurately and in accordance with the research concept. All statements in the research instrument can be used for further testing.

### Reliability Test

The reliability test was conducted to assess the consistency of the variables examined in this study. This test is carried out so that the researcher is able to ensure that each question item is able to measure the research variable. According to (Sugiyono, 2013) pTesting Ddeclare reliable when Cronbach's Alpha value  $> 0.60$ . The test results are presented in the table below:

**Table 6.** Reliability Test

| Construct | Cronbach's Alpha | Item | Remarks  |
|-----------|------------------|------|----------|
| ET        | 0,946            | 8    | Reliable |
| F         | 0,928            | 6    | Reliable |
| SQ        | 0,957            | 10   | Reliable |
| CS        | 0,906            | 6    | Reliable |

**Source:** Primary Data Processed (2026)

The reliability test results indicate that all variables tested can be said to be reliable. This is because the research questions that are always consistent, so all statements will be stable. Thus, the variables used are suitable for use in future tests.

### Normality Test

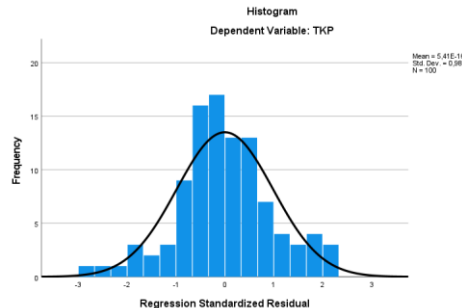
Normality tests need to be carried out in order to find out that the research model is distributed normally. This test is carried out in three stages, namely the One Sample Kolmogorov-Smirnov test (OSKS) test as a formal statistical test, histogram test and P-Plot test as a visual test. The OSKS test was performed to test the hypothesis of whether residual data is statistically normally distributed. Furthermore, histogram and P-Plot tests were performed to visually see the distribution pattern of residual data. If the histogram pattern forms a bell curve, the points on the P-Plot follow a diagonal line, and the data spread is around the normal curve line, then the data can be said to be normally distributed.

**Table 7.** OSKS Test

| OSKS Test                        |                |                         |
|----------------------------------|----------------|-------------------------|
|                                  |                | Unstandardized Residual |
| N                                |                | 100                     |
| Normal Parameters <sup>a,b</sup> | Red            | ,0000000                |
|                                  | Std. Deviation | 3,210143                |
| Most Extreme Differences         | Absolute       | ,067                    |
|                                  | Positive       | ,055                    |
|                                  | Negative       | -,067                   |
| Test Statistic                   |                | ,067                    |
| Asymp. Sig. (2-tailed)           |                | ,200                    |

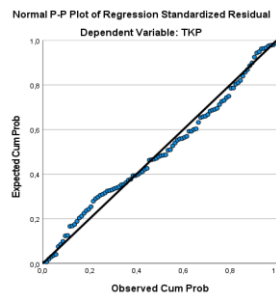
**Source:** Primary Data Processed (2026)

Based on the results of the OSKS test, a significance value of  $0.200 > 0.05$  was obtained, so the data was declared to be distributed normally. The results explained that the normality test had been fulfilled so that the data were allowed to be tested. Next, it will perform a normality test by looking at the histogram graph in the following image:



**Figure 2.** Normality Test Histogram  
**Source:** Primary Data Processed (2026)

The graph results show that the data spread is patterned similar to the bell curve and most of the data is around the middle of the distribution. This pattern means that the residual value in the model spreads following the normal distribution. Thus, it can be concluded that the research has met the required normality so that it can be used for further tests. Next, P-Plot testing is carried out which will be seen in the image below:



**Figure 3.** P-Plot Normality Test  
**Source:** Primary Data Processed (2026)

Based on the Normal P-P Plot graph, it can be seen that the residual data points are scattered according to the diagonal line. The pattern explains the residual distribution in the regression model close to the normal distribution. Thus, it can be concluded that the normality assumptions in the regression model have been met, so that this model can be used for further analysis.

### Multiple Linear Regression (MLR) Test

To test the influence of ET, F and SQ simultaneously and partially on CS, MLR analysis was performed. The results of MLR testing are presented in the following table:

**Table 8.** MLR Test Results

| Coefficient  |                             |            |                           |       |
|--------------|-----------------------------|------------|---------------------------|-------|
| Models       | Unstandardized Coefficients |            | Standardized Coefficients | t     |
|              | B                           | Std. Error | Beta                      |       |
| 1 (Constant) | 2,870                       | 1,460      |                           | 1,965 |

|                           |    |        |       |       |        |
|---------------------------|----|--------|-------|-------|--------|
|                           | ET | 0,265  | 0,051 | 0,324 | 5, 218 |
|                           | F  | 0,185  | 0,061 | 0,309 | 3,030  |
|                           | SQ | 0, 238 | 0,040 | 0,332 | 5,962  |
| a. Dependent Variable: CS |    |        |       |       |        |

**Source:** Primary Data Processed (2026)

$$Y = a + b1.x1 + b2.x2 + b3.x3$$

$$Y = 2.870 + 0.265X1 + 0.185X2 + 0.238X3$$

Based on the results of the multiple linear regression test, an equation was obtained that showed that ET, F, and SQ had a positive effect on CS. ET has an influence of 0.265, F of 0.185, and SQ of 0.238. In addition, based on the beta coefficient value, SQ has the most dominant influence, which is 0.332, followed by ET at 0.324 and F at 0.309. All variables are proven to have an influence on dependent variables.

### **T(Partial) Test**

Partial tests need to know about the partially independent variable with the dependent variable. This test is used to see the level of significance of ET, F and quality of service on CS. To determine the value of the t-table, the formula for finding the value df can be used:

$$T_{table} = t(a/2; n-k-1) \text{ with a significance level of } < 5\% (0.05)$$

$$Table = 0.05/2; 96$$

$$Table = 1,661$$

**Table 9.** T Test (Partial)

|                        | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|------------------------|-----------------------------|------------|---------------------------|-------|-------|
|                        | B                           | Std. Error | Beta                      |       |       |
| (Constant)             | 2,870                       | 1,460      |                           | 1,965 | 0,052 |
| ET                     | 0,265                       | 0,051      | 0,324                     | 5,218 | 0,001 |
| F                      | 0,185                       | 0,061      | 0,309                     | 3,030 | 0,003 |
| SQ                     | 0,238                       | 0,040      | 0,332                     | 5,962 | 0,001 |
| Dependent Variable: CS |                             |            |                           |       |       |

**Source:** Primary Data Processed (2026)

Based on the results of the t-test, the ET variable has a t-value calculated  $> t$  table and a significance of  $0.001 < 0.050$  so that it is declared to have a significant effect. The Facility variable shows the value of  $t$  calculated  $> t$  table and the significance of  $0.003 < 0.050$ , so it is declared significant. The SQ variable has a t-value of  $> t$  table and significance of  $0.001 < 0.050$  so that it is declared to have a significant effect. Thus, it can be concluded that ET, F and Quality of Service have a real contribution in improving CS.

### **F Test (Simultaneous)**

Simultaneous tests need to be carried out to find out whether simultaneous independents have an effect on dependents. The findings suggest that the variables of ET, F, and SQ simultaneously have an influence on CS. To determine the value of the f-table, a formula for finding the value of df can be used:

$$F_{table} (DF1) = k - 1 = 4 - 1 = 3$$

$$F_{table} (DF 2) = n - k = 100 - 4 = 96$$

$$F_{table} = 2.14$$

**Table 10.** F Test (Simultaneous)

| Models                                              | Sum of Squares | Df | Mean Square | F      | Sig.   |
|-----------------------------------------------------|----------------|----|-------------|--------|--------|
| Regression                                          | 2119,513       | 3  | 706,504     | 66,482 | <.001b |
| Residual                                            | 1020,197       | 96 | 10,627      |        |        |
| Total                                               | 3139,710       | 99 |             |        |        |
| a. Dependent Variable: CS                           |                |    |             |        |        |
| b. Predictors (Constant): ET, F, Quality of Service |                |    |             |        |        |

**Source:** Primary Data Processed (2026)

Based on the results of the F test, it is known that the value of  $f$  is calculated  $> f$  of the table and the significance value  $< 0.1$ . Therefore, the variables of ET, F and SQ simultaneously have a significant effect on CS. The results demonstrate that the proposed model is suitable for describing the association between the independent variables and the dependent variable. In addition, all three variables simultaneously have a significant effect on CS.

#### Coefficient of Determination Test ( $R^2$ )

The  $R^2$  used to measure the extent to which independent variables can explain dependent variables in regression models. This value illustrates the contribution of the variables of ET, F, and SQ in explaining changes in CS. The results of  $R^2$  test can be seen in the following table.

**Table 11.**  $R^2$  Test

| Model Summary <sup>b</sup>           |        |       |                |                            |
|--------------------------------------|--------|-------|----------------|----------------------------|
| Models                               | R      | $R^2$ | Adjusted $R^2$ | Std. Error of the Estimate |
| 1                                    | 0.822a | ,675  | ,665           | 3,260                      |
| a. Predictors: (Constant), ET, F, SQ |        |       |                |                            |
| b. Dependent Variable: CS            |        |       |                |                            |

**Source:** Primary Data Processed (2026)

Based on the results of  $R^2$  test, a value of 0.675 was obtained, which means that 67.5% of the variation in CS can be explained by the variables of ET, F, and SQ together. The remaining 32.5% is influenced by other factors outside the model. The Adjusted  $R^2$  value of 0.665 indicates that the regression model has a fairly good predictive ability. In addition,  $R^2$  of 0.822 indicates a strong relationship between the three independent variables and CS.

#### Discussion of the Influence of ET on CS

Based on the results of the study, the ET system was rated well by respondents, with the convenience of purchasing tickets online, high time efficiency, and non-cash payment options that are more attractive than conventional methods. This condition shows that the implementation of a digital system is able to help customers in making ticket purchases faster and more practically, especially during the busy departure hours that often occur at Sekupang Port. The use of ET also helps reduce the queue to buy tickets directly so that customers feel more comfortable in using port services.

The results are in accordance with the research conducted by (Tiara et al., 2025) with the topic "The Effect of ET Implementation on User Satisfaction at Kamal Crossing Port". The results show that the implementation of ET has been proven to have a positive impact on user satisfaction. This means that if the ET system at the Sekupang Domestic Port continues to be developed well, customers will tend to feel more satisfied. Then it is also in line with previous research conducted by (Annisa et al., 2023) which said that the quality of the ET system, information and services has a positive and significant effect on consumer satisfaction.

The average value of the respondents' responses was 3.63, which shows that the respondents' perception of the ET variable is at a very positive level.

### **Discussion of the Influence of F on CS**

Based on the results of the study, the F provided at the Sekupang Domestic Port were considered good by the respondents, with a system that helps to obtain services optimally, speed up the service process, and place F that support comfort. This condition shows that adequate F such as waiting rooms, information areas and other supporting F are able to increase customer comfort while at the port. In certain conditions, the high number of passengers at Sekupang Port makes F an important aspect because customers need comfort and ease of access while waiting for departure.

These findings are also consistent with previous research conducted by (Irnawaty, 2022) entitled "The Influence of F and SQ on Passenger Satisfaction at the Port of Indonesia Regional 2 Tanjung Priok". The results of this study show that F have a significant effect on passenger satisfaction. This means that if the F at Sekupang Domestic Port continue to be improved and maintained properly, customers will tend to feel more satisfied. Then it is also in line with previous research conducted by (Purwanto et al., 2025) which says that the better the port F provided, the more passenger satisfaction will increase.

The average value of the respondents' responses was 3.64, which indicates that the respondents' perception of the facility variables was at a very positive level.

### **Discussion of the Influence of SQ on CS**

Based on the results of the study, the quality of service at the Sekupang Domestic Port was assessed well by the respondents, with a choice of diverse travel routes, modern equipment and service F, and the consistency of the services provided. This condition shows that fast, responsive and professional service is able to provide a positive experience for customers. In port operational activities that involve many passengers every day, the ability of officers to provide information, help customers when problems occur, and maintain service order is an important factor in increasing CS.

These findings are also in line with previous research conducted by (Nugraha et al., 2024) entitled "The Influence of ET Quality on Consumer Satisfaction of PT ASDP Ketapang Banyuwangi Branch". The results of this study show that SQ has a positive and significant effect on consumer satisfaction. This means that if the quality of service at Sekupang Domestic Port continues to be improved through improving the competence of officers and service speed, customers will tend to feel more satisfied. Then it is also in line with previous research written by (Rijal et al., 2023) which says that the quality of service has a positive and significant effect on the satisfaction of service users.

The average value of the respondents' responses was 3.46, which indicates that the respondents' perception of the SQ variable is at a very positive level.

### **Discussion of the Influence of ET, F and SQ on CS**

Based on the results of the ET research, F and SQ simultaneously create a good experience for respondents at Sekupang Domestic Port. This condition shows that CS is not only influenced by the convenience of the digital system, but also the convenience of the F and the quality of services received directly. In port activities with high passenger mobility such as Sekupang Port, customers not only expect a fast ticket purchase process, but also adequate F and responsive service. When the ET system is running well but the F and services are not optimal, customers can still experience inconvenience. Therefore, all three variables need to be managed simultaneously to create an optimal service experience.

These findings are also in line with previous research by (Syafri et al., 2023) entitled "The Influence of Port F, SQ and Service Performance on Service User Satisfaction at PT Pelindo Terminal Peti Bitung". The results of this study show that port F, SQ, and service performance partially or simultaneously have a positive and significant effect on the satisfaction of service users. This result means that the three variables at the Sekupang Domestic Port are managed in an integrated and sustainable manner, so customers will tend to feel more satisfied.

### **Conclusion**

Based on the results of the research, it can be stated that ET, F and SQ have a significant effect on CS both partially and simultaneously.

1. ET has a significant effect on CS at Sekupang Domestic Port. The implementation of ET that facilitates the transaction process and reduces queues has proven to be able to increase CS at Sekupang Domestic Port.
2. F have a significant effect on CS at Sekupang Domestic Port. This shows that improving the quality of F can directly increase CS while at the port.
3. The quality of service has a significant effect on CS at Sekupang Domestic Port. This shows that fast, consistent, and professional service from the officer can create a positive experience for customers.
4. ET, F and SQ have a significant effect on CS at Sekupang Domestic Port. This shows that these three variables together are the main factors that determine CS, so they need to be managed in an integrated manner to achieve optimal results.

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