



Influence of Trust on Customer Engagement and Intention to Reuse Ferry Transportation Modes Lembar – Padangbai

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Abstract

This study wants to examine buying intention factors that are influenced by trust variables and customer engagement. The study aims to find out the influence of trust on the intention of reusing the mode of transportation of the Lembar-Padangbai crossing. As well as seeing the indirect influence of trust on the intention of reusing through customer engagement on the mode of transportation crossing Lembar-Padangbai. This research was conducted on the Lembar-Padangbai crossing mode in 2021 with a population of 223,264,600 passengers. The sample number of 100 people using the formula Slovin and purposive sampling techniques. Data collection methods use questionnaires and data analysis tools using SEM analysis with the Help of the SMART-PLS Program. The results showed that trusts have a significant direct effect on reusing intentions, and customer engagement can affect the influence of trust on the intention of reusing. The contribution of the trust's direct influence on the intention of reusing is 70.5%, while the contribution of trust influence through customer engagement to the intention of reusing is 34.9%. Advice to the company to maintain the level of trust and customer engagement to increase customer intentions to reuse ferry services mode Lembar-Padangbai.

Keywords: *Trust; Customer Engagement; Intention; Reuse Ferry Transportation Modes*

Introduction

The intention of reusing in marketing studies is an interesting issue to research (Miranda and Nurdasila, 2020). This is because the intention to reuse is the occurrence of behavior so that it can make the company devise a strategy to attract the heart of service users to return to using the service, which in the end can be a reference for the company's future progress to continue to be a priority for service users. According to Sumarwan (2011), intention is a tendency or strong desire in individuals to perform certain behaviors. The intention is an indication of how strong the individual's desire to realize a behavior. In other words, the stronger the individual's desire, the more likely behavior is realized.

Sukamdewi and Prihatsanti 's research (2017) show the relationship between brand trust and customer engagement in female users of cosmetic Wardah. The study results proved that there is a

significant positive relationship between brand trust and customer engagement. The higher the brand trust, the higher the customer engagement.

Anggita Research, et al. (2020) on the influence of customer engagement and e-service quality on re-buying intentions with customer satisfaction as mediator variables. The results of this study state that customer engagement, e-service quality, customer satisfaction have a significant effect on re-buying intentions.

A survey of 1,000 companies and agencies by Econsultancy in 2011 stated the importance of customer engagement within the company. Companies have implemented customer engagement using social media as much as 43%. Customer engagement is a very important strategy in generating higher company performance, including sales growth (Neff, 2007; Athar, 2020).

Customer engagement is a process that involves physical, cognitive, and emotional so that it appears in the relationship between the customer and the company or organization (Patterson, 2006). In addition, if the customer has a high engagement, then he will process the information more deeply. According to Sheth (in Ma'ruf 2005), this increase in information processing will generally increase the stimulation of customers and will think harder about the decisions to be made. Trust from consumers is very influential on the ongoing or development of a business. Consumer confidence in a brand or company is very necessary for business (Rizanata, 2014; Prihatina et al., 2018). Mowen (2002) defines consumer confidence as the knowledge that consumers have and the conclusions consumers make about the products or services they consume.

PT. ASDP Indonesia Ferry Persero is a crossing service company and port manager for passengers, vehicles, and goods. The crossing of the Lembar-Padangbai Port Sea Ship as one of the gateways in the exchange of commodities and crossings between Lombok Island and Bali Island, has an important and strategic role in development in the Nusa Tenggara area, especially the Lombok and Bali Regions, both in the economic sector and marine transportation mobility managed by PT ASDP Ferry Indonesia (Persero), The Main Branch of Lembar - Padangbai under the supervision of the West Lombok District Transportation Office. and Karangasem District Transportation Office.

Indonesian people themselves are not a few who still use the services of ferry transportation modes as transportation between islands. Considering so many islands and ports in Indonesia, ferry ships become a transportation option even more so if it is not possible to board an airplane.

However, there are still various passenger/customer complaints about service at PT. ASDP Indonesia ferry. Based on the initial observations that the author made, the author found several problems, namely: a. The inconvenience of passengers who often complain has queued long to be able to get on board. b. Activities to unload/load goods that are not conducive. c. There is no shade, especially two-wheeled vehicles at Lembar-Padangbai crossing port. d. Although there has been the addition of a sandbar port or pier II ferry, the capacity of electricity adequacy is still an operational obstacle, so that one of the ports cannot be operational because the movable bridge (MB) or moving bridge cannot be used.

The MB weighs 50 tons, so the electricity is unable to lift the bridge. e. The author also found that some sellers carry hot water storage bottles, noodle poms, coffee, and so on or commonly called traveling sellers can easily enter the ship for free because of the reason from the employee that the person is familiar and familiar when the author asks if the person works in the canteen of the officer's ship replies "he is not a canteen person, only ordinary traveling sales, already know so enter. " PT. ASDP Indonesia Ferry Pelabuhan Lembar-Padangbai, One of the employees, said the commitment of loading and unloading time, each ship gets an allotment of 30-45 minutes. But in reality, one ship is there at the dock for up to 2 and 3 hours.

Based on the Phenomen, Gap theory, and the basis of the theory outlined above, more in-depth research is needed related to "the influence of trust on customer engagement and the intention to reuse the mode of transportation of ferry crossings Lembar - Padangbai."

Literature Review

Intention to Reuse

According to Hellier et al. (2003), repurchase intentions are a person's planned decision to repurchase a particular service, taking into account the situation and the level of liking. The indicators of repurchase intention, according to Hasan (2013), are 1) the desire to use the same product, 2) referring the product to others, 3) repurchasing based on good product evaluation. 4) seek information to support the positive nature of the same product.

Trust

Customer trust is the customer's knowledge of a product or service that is believed to have quality and benefits (Mowen and Minor, 2002 in Bahrudin & zuhro, 2015). Whereas (Mao 2010) stated that trust is a belief that the party will find what the other wants, not what is feared from the other party.

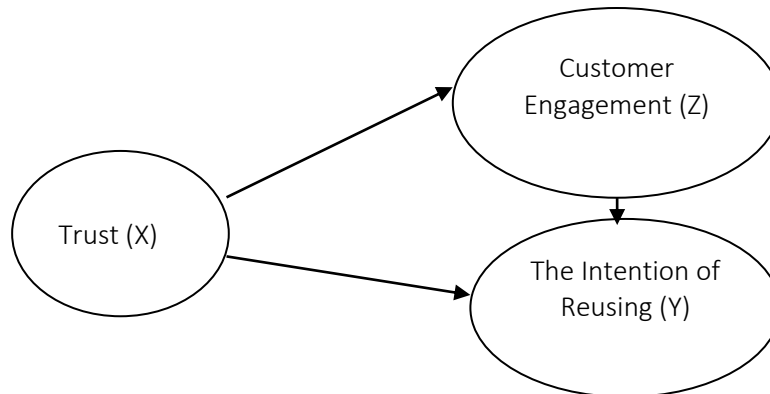
Customer Engagement

According to Kotler and Armstrong (2018), customer engagement is marketing that involves customers more than just selling brands to consumers. The goal is to make the brand interaction follow existing content so that the emergence of two-way communication of the brand and its growing customers has given a big boost to marketing customer management. While So et al. (2014 in Anggita et al., 2020) defines that as a customer's relationship with a brand as displayed in the form of affective, cognitive responses and behaviors outside of purchase.

Research Methodology

The type of research used in this study is causal research. A population is a combination of an element in the form of events, things, or people of similar characteristics that are the center of attention of a researcher because it is viewed as a universe of research (Ferdinand, 2014). The population in this study are all users of sea transportation services at the Lembar – Padangbai crossing as many as 223,264,600 passengers. (Source: PT. ASDP Indonesia Ferry (Persero) in 2020).

According to Ferdinand (2014), the sample is a subset of the population, consisting of several members of the population. This subset is taken because, in most cases we can't examine the entire population. Therefore we form a representation of the population called a sample. The number of samples specified in this study is as many as 100 respondents determined based on calculations from the Slovin Formula. Data collection methods use questionnaires and data analysis tools using SEM analysis with the Help of the SMART-PLS Program. It can be seen from the t-statistical value between independent variables to dependent variables. Here's the conceptual framework for this research.



Gambar 1. Conceptual Framework of Research

Results and Discussions

Validity and Reliability Test Results

Results of the study questionnaire validity test for variables as seen in the following table.

Table 1. Trust Variable Indicator Validity Test Results

No.	Trust (X)	r_{count}	r_{table}	Information
1.	X.01	0,875	0,300	Valid
2.	X.02	0,777	0,300	Valid
3.	X.03	0,799	0,300	Valid
4.	X.04	0,770	0,300	Valid
5.	X.05	0,902	0,300	Valid
6.	X.06	0,836	0,300	Valid
7.	X.07	0,607	0,300	Valid
8.	X.08	0,877	0,300	Valid

Based on Table 1, it is seen that as many as eight indicators of the Trust variable instrument have a calculated r count greater than the standard r table of 0.300, so it can be concluded that all indicators of the Trust instrument are all valid so that it can be continued on the next analysis.

Results of the study questionnaire validity test for the Customer Engagement variable as seen in the following table.

Table 2. Results of Customer Engagement Variable Indicator Validity Test

No.	Customer Engagement (Z)	r_{count}	r_{table}	Information
1.	Z.01	0,902	0,300	Valid
2.	Z.02	0,887	0,300	Valid
3.	Z.03	0,910	0,300	Valid

Based on Table 2, it is seen that as many as three instrument indicators customer engagement variable has an r count calculated greater than the standard r table of 0.300, so it can be concluded that all indicators of customer engagement instruments are all valid so that it can be continued on the next analysis.

Results of the research questionnaire validity test for the Reuse Intent variable as seen in the following table.

Table 3. Results of The Validity Test of the Reused Intention Variable Indicator

No.	The Intention of Reusing (Y)	r _{count}	r _{table}	Information
1.	Y.01	0,847	0,300	Valid
2.	Y.02	0,836	0,300	Valid
3.	Y.03	0,759	0,300	Valid
4.	Y.04	0,880	0,300	Valid

Based on table 3, it is seen that as many as four indicators of the Instrument Instrument Intention To Use Back have a calculated r count greater than the standard r table of 0.300, so it can be concluded that all instrument indicators of Intention To Reuse are all valid so that it can be continued on the next analysis.

The results of the research questionnaire rehabilitation test among trust variables, customer engagement, and intention to reuse for research variables as seen in the table below:

Table 4. Research Variable Reliability Criteria

No.	Variable	Reliability coefficient	Value Limit	Criterion
1.	Trust (X)	0,921	0,60	Reliable
2.	Costumer Engagement (Z)	0,882	0,60	Reliable
3.	The Intention of Reusing (Y)	0,849	0,60	Reliable

Based on table 4, it appears that Cronbach's alpha coefficient reliability value for each instrument of research variable is greater than Cronbach's alpha standard of 0.60, so it can be concluded that each instrument of research variables (trust, customer engagement, and reuse intent) is reliable or consistently reliable for the following analysis.

SEM Analysis Results

To assess the significance of the predictive model in structural model testing, it can be seen from the t-statistical value between independent variables to dependent variables in the Path Coefficient table in SmartPLS output below:

Table 5. Path Coefficient Results (Path Coefficients)

Influence Between Variables	t Statistics	weight significance	P Values	Sig 5%	Info
(Z -> Y)	2,026	>1,96	0,043	<0,05	Sig
(X -> Z)	6,137	>1,96	0,000	<0,05	Sig
(X -> Y)	7,383	>1,96	0,000	<0,05	Sig

Based on the table description it can be known that : (1) The statistical value between customer engagement to reuse 2,026 > the value of 1.96 and P values = 0.043 < 0.05 can be stated that customer engagement has a significant effect on the intention of reusing. This means that if the engagement costumer is good, it will affect the customer's intention in reusing the ferry mode of transportation; (2) The statistical value between trust and customer engagement of 6,137 > value 1.96 and P values = 0.000 < 0.05 can be stated that trust has a significant effect on Customer Engagement. This means that if customer trust in a company is very good, it will affect customer involvement in using ferry transportation services; (3) The statistical value between trusts to reuse 7,383 > the value of 1.96 and P values = 0.000 < 0.05 can

be stated that the trust has a significant effect on the Intention to Reuse. This means that if the customer is sure of ferry ship transportation service mode well, it will affect the customer's intention in reusing the ferry's mode of transportation.

Trusts influence Reusable Intent

The results of this study showed that the belief had a positive and significant effect on the intention of reusing the mode of transportation of the Lembar-Padangbai Ferry. This is evident from the results of statistical testing. Descriptively, this shows that trust is a major factor that significantly influences repurchase intentions because the results of the questionnaire spread show that respondents generally agree and strongly agree with the indicators of trust variables in this study and the contribution of positively influential trust variables. So that it can be concluded that respondents believe in the Mode of Ferry Services Crossing Lembar-Padangbai. This means that the better the trust, the more the intention of reusing it increases.

Some of the previous research results that will support the results of this study are Komaling & Suryani (2017), Masito & Widikusyanto (2017), and Miranda & Nurdasila (2020), which states that trust has a significant effect on consumer reuse intentions.

Trust Has an Influence on Customer Engagement

In this study, trust variables used eight indicators, and customer engagement variables used three indicators. The results showed that each indicator showed a strong linkage. Descriptive analysis of customer trust and engagement empirically found that trust has a positive and significant effect on customer engagement. Where the more confident the customer is in the services of ferry transportation modes that are used, then customer involvement in the Transportation Mode Service will be stronger in establishing emotional relationships. This can be seen from the condition of the intensity of Customer Involvement in the ferry transportation service mode is increasing. This is due to a strong sense of trust and confidence that using this mode of transportation will provide comfort and consistent service. PT. ASDP. Ferry in this decade has paid attention to customers, both customers who often use the service mode and new customers who use the ferry service mode. Some of the initial observations of researchers, that seen in the use of the services of the Lembar-Padangbai Ferry, the customers are seen from the many queues of other ships besides Ferry at Lembar-Padangbai port, only ferry ships as the main choice in crossing the destination of Lembar-Padangbai.

The results of this study are supported by several previous studies, such as Sukamdewi and Prihatsanti research, 2017 proving that trust has a significant influence on customer engagement. Riorini and Widayati's research, 2015, states that customer engagement can be a mediator between affective trust and repurchase intention. The results of this study also proved that trust influences customer engagement.

Customer Engagement influences the Intention to Reuse on the mode of transportation of Lembar – Padangbai crossing

The results of the analysis on Customer Engagement to reuse were obtained empirically, the finding that customer involvement had a positive and significant effect on the intention to reuse the mode of transportation services of The Sheet-Padangbai Ferry. Increasing customer involvement in the ferry transportation service mode will increase the intention to reuse the service mode. This can be seen from the condition of Customer Involvement in ferry transportation service modes, namely customers are seen reusing ferry service modes, and many customers are willing to queue to keep using ferry services at Lembar-Padangbai Port. Another thing is also seen in customer involvement in terms of showing an interesting attitude to see any information in the form of promotions or digital content available on the

website in posts by ferry companies through social media (FB) and websites. This is evident from the findings of researchers in conducting interviews on the ASDP management. Ferry provided information that many customers gave positive feedback on the website and social media after they used ferry transportation services and stated that they want to return to using the ferry service mode if traveling outside the city/province in the future. In addition, many customers provide advice in improving service on Ferry Service Mode, and this is in a quick response by the company well and proven implementation in service improvement, ASDP company. The ferry provides full service such as a special room for drivers, especially expedition drivers and ferry service drivers. Available air conditioning room for Ferry customers, there is a breastfeeding room for drivers who bring wives and baby children.

The results of this study are supported by several previous research results such as Riorini & Widayati (2015), Anggita & Trenggana (2020), and Meilano & Hidayat (2020), which prove that customer engagement has a significant effect on the intention of reusing.

Customer Engagement can be an intervening variable to the influence of trust to reuse the mode of transportation crossing Lembar – Padangbai

The results showed that trust can influence the intention of reusing through customer engagement. This shows that good customer engagement can affect the level of consumer confidence in the intention of reusing ferry transportation services.

The influence of trust through customer engagement on the intention of reusing is 34.9%. The role of customer engagement in this study positively impacts customer intentions in reusing ferry transportation modes. This is evident in customer engagement, namely the existence of customer attachment emotionally with the company is very good to show a sense of belonging to the service provided by the company, from this the customer also shows the motivation to be more actively participating by telling the quality of service felt by customers to colleagues, relatives and other prospective customers known by customers as positive in the company's image.

Conclusions

Based on the research result, it can be concluded that: (1) There is an influence between the variables of trust in the intention of reusing the ferry services of Lembar-Padangbai Ferry; (2) There is a significant influence between trust and customer engagement on the mode of transportation of Lembar – Padangbai crossing; (3) There is a significant influence between customer engagement and the intention of reusing ASDP modes of transportation; (4) There is a trusted effect on the intention of reusing through customer engagement. This shows that good customer involvement can affect consumer confidence in the intention of reusing the ferry transportation services Crossing Lembar-Padangbai. Currently, by increasing customer engagement, customers will not move to other brands because it involves a certain level of psychological or behavioral behavior between the brand and the consumer. High customer engagement is related to high consumption of products/services, so customer loyalty will increase.

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