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## Comparative Study: Passenger Satisfaction on ASDP Ferry and Dharma Lautan Ferry to Selayar

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### Abstract

*This study aims to identify the level of passenger satisfaction with the services provided by the ASDP ferry and the Dharma Lautan ferry on the Selayar route, the factors that influence passenger satisfaction on both ferries and a comparison between the quality of service and the operation of the two vessels. Passenger satisfaction is measured based on indicators: service quality (staff friendliness, responsiveness), ship facilities (seat comfort, cleanliness, and additional facilities), and punctuality of departure and arrival. Service quality is assessed based on passenger perceptions of indicators such as service speed, staff friendliness, and punctuality. Ship operation is assessed from the aspects of facility comfort, departure frequency, and operational efficiency. This study uses a descriptive quantitative approach with a comparative method to compare the level of passenger satisfaction between two ship operators, namely PT ASDP Indonesia Ferry and Dharma Lautan Nusantara. Based on the results of the study, the average value (mean score) of the two vessels has a difference of approximately 8 points. The average level of customer satisfaction of the ASDP ferry is 64.68 while the average level of customer satisfaction of the Dharma Lautan is higher at 72.96. This figure shows that statistically, Dharma Lautan ship customers are generally more satisfied than ASDP ship customers. Factors that influence passenger satisfaction: On-time departure schedule; Crew service; Ship cleanliness and facilities; Ticket price; Passenger boarding and disembarkation process. Research shows that the percentage comparison of passenger satisfaction on these two ships is significantly different where the Dharma Lautan Utama ship has a high percentage on each satisfaction assessment indicator, while the ASDP ferry ship is only in the highest percentage range of 30%.*

**Keywords:** Satisfaction, Passengers, ASDP, Dharma Lautan.

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## INTRODUCTION

Customer satisfaction can be influenced by various factors, one of which is providing high-quality customer service. In reality, several elements contribute to customer satisfaction, namely the total customer value which consists of: 1) product value, 2) service value, 3) personnel value, 4) image value, and 5) total customer cost which consists of a) monetary cost, b) time cost, c) energy cost, and d) psychological cost. Therefore, companies must begin to consider the importance of customer service more thoroughly through service quality, as it is increasingly realized that service is a vital aspect in maintaining business and winning the competition. Indonesia, as an archipelagic country, relies heavily on maritime transportation to support population mobility and the distribution of goods.

The route to Selayar, one of the tourist destinations and strategic areas, is served by ferry operators such as ASDP and Dharma Lautan Nusantara. Both offer passenger transport services with various differences in service, facilities, and price structures. This study aims to analyze the differences in passenger satisfaction levels between the two operators.

Good service quality increases passenger comfort and loyalty, while competitive prices and adequate facilities are also very important factors in influencing passenger perception. The term customer satisfaction is a label used by customers to summarize a visible set of actions or behaviors related to a product or service. For example, if a customer smiles while looking at a promoted product or service, that person has experienced satisfaction with the product or service they see. Several factors affecting passenger satisfaction in maritime transportation include fast and friendly service, cabin comfort, departure punctuality, and prices that are proportional to the quality provided. One study states that customer satisfaction depends not only on service but also on facilities and fleet reliability.

They found that customers who feel valued and well-treated tend to be more satisfied with their experience, regardless of the price paid.

## RESEARCH METHODS

This study employs a descriptive quantitative approach with a comparative method to compare the levels of passenger satisfaction between two shipping operators, namely PT ASDP Indonesia Ferry and Dharma Lautan Nusantara. The research was conducted on the Makassar-Selayar route served by ferry ships owned by ASDP and Dharma Lautan Nusantara, spanning a period of one year from April to December 2025. The types of data collected in this study include both primary and secondary data. Primary data refers to data collected directly from the first source, specifically the respondents related to this research. The primary data collected consists of passenger satisfaction questionnaires. These questionnaires measure various dimensions of satisfaction, such as service quality, the comfort of ship facilities, punctuality, and ticket pricing. In-depth interviews with passengers were also conducted to gain a deeper understanding of their perceptions and experiences regarding the services received on both ships. The research sample was selected using purposive sampling, with the criteria being passengers who have utilized the services of both shipping operators. The sample size was determined based on provisions adapted to field conditions.

The data obtained from questionnaires and interviews will be analyzed using descriptive statistics to describe the level of passenger satisfaction for each ship operator. A comparison test (t-test) or analysis of variance (ANOVA) will be used to determine whether there are significant differences in passenger satisfaction between ASDP and Dharma Lautan ships. Furthermore, linear regression will be applied to determine the influence of factors such as service quality, facilities, punctuality, and ticket prices on passenger satisfaction.

## RESULTS AND DISCUSSION

### Passenger Satisfaction Level with the ASDP Ferry and the Dharma Lautan Utama (DLU) Ferry on the Selayar Route

Based on the instruments distributed to 25 ASDP ferry passengers and 25 DLU ferry passengers, the following data was obtained:

Table 1. Questionnaire Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
<b>ASDP</b>	25	34	46	80	64.68	7.894	62.310
<b>Dharma Lautan</b>	25	28	52	80	72.96	7.536	56.790
Valid N (listwise)	25						

Based on the table above, the average score for the two vessels differs by approximately eight points. The average customer satisfaction rating for the ASDP ferry is 64.68, while the average customer satisfaction rating for the Dharma Lautan is higher, reaching 72.96. This figure indicates that, statistically, Dharma Lautan passengers are generally more satisfied than ASDP passengers. This average score illustrates that passengers on the Dharma Lautan Utama (DLU) consistently responded to the service provided by the vessel. However, the difference in satisfaction scores between the two vessels is not significant. The average score for ASDP ferry passengers is only eight points lower than that of the DLU, indicating that passenger satisfaction with ASDP's service is also at a good level. 2. Factors Influencing Passenger Satisfaction on the ASDP and Dharma Lautan Utama (DLU) Ferries

This study used a five-question questionnaire to determine the factors influencing passenger satisfaction with the ASDP and Dharma Lautan Utama (DLU) ferry services on the Selayar route. The questionnaire, distributed to 25 ASDP and 25 DLU ferry passengers, yielded the following data.

Passengers answered the five questions on a scale of 1 to 5, with opinions ranging from 1 to 5 (1 = Very Unaffected, 2 = Not Affected, 3 = Neutral, 4 = Affected, and 5 = Very Affected).

**Statement 1.**

“On-time departures affect my satisfaction.”

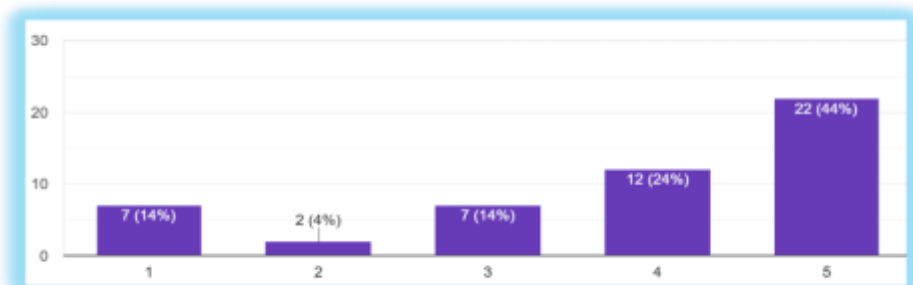


Figure 1. Percentage of Statement 1

**Statement 2.**

“The crew's service impacted my comfort.”

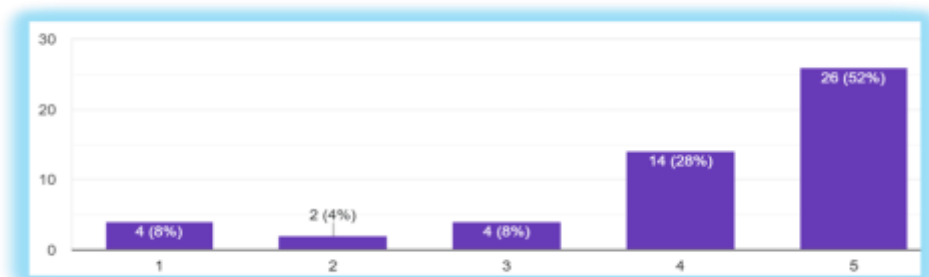


Figure 2. Percentage of Statement 2.

**Statement 3.**

“The cleanliness and facilities of the ship are very important in determining my satisfaction.”

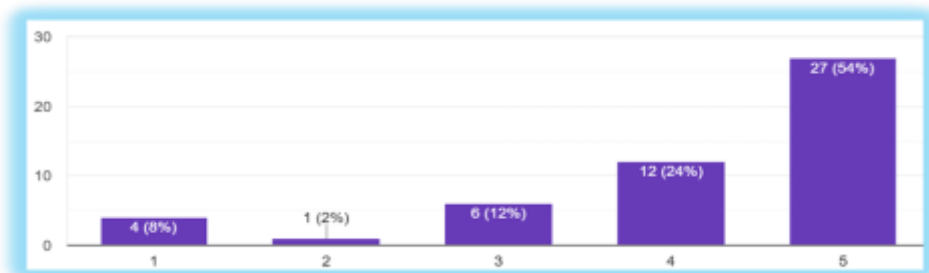


Figure 3. Percentage of Statement 3.

**Statement 4.**

“Ticket price has a big impact on my satisfaction.”

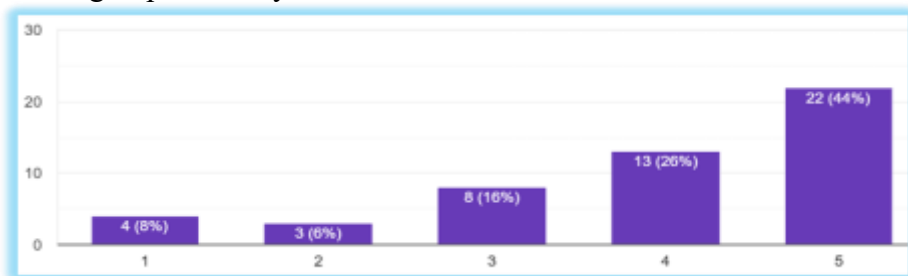


Figure 4. Percentage of Statement 4.

**Statement 5.**

“The process of boarding and disembarking passengers affects my satisfaction.”

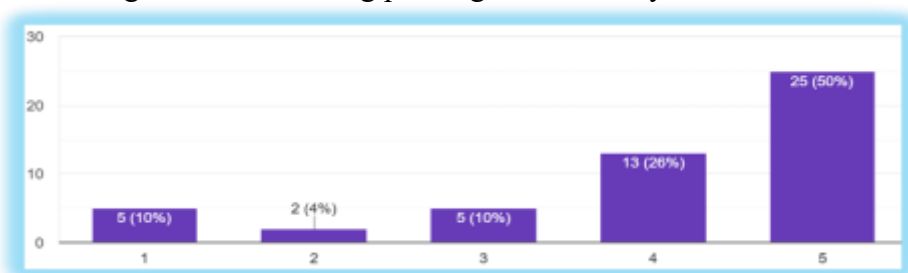


Figure 5. Percentage of Statement 5.

**Comparison of Service Quality and Operation of ASDP and Dharma Lautan Ferries in Improving Passenger Satisfaction on the Selayar Route**

Based on instruments distributed to 50 ASDP and DLU ferry passengers, the following data was obtained.

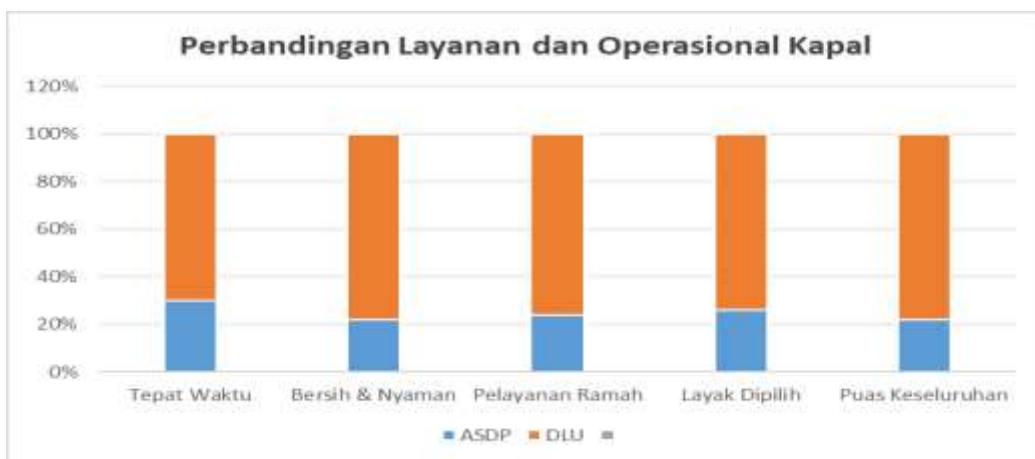


Figure 6. Percentage Comparison Chart of Satisfaction

## Discussion

Passenger Satisfaction Levels with the ASDP Ferry and the Dharma Lautan Utama (DLU) Ferry on the Selayar Route

Table 2. Public Satisfaction Index Interval

Perception Value	Interval Value	Converted Interval Value	Service Quality Category	Service Performance
1	1.00 - 1.75	25.00 - 43.75	D	Poor
2	1.76 - 2.50	43.76 - 62.50	C	Fair / Below Average
3	2.51 - 3.25	62.51 - 81.25	B	Good
4	3.26 - 4.00	81.26 - 100	A	Very Good

Looking at the IKM intervals in Table 8 above, it can be concluded that the service satisfaction level for both passenger ships, the ASDP ferry and the Dharma Lautan Utama (DLU), is in the GOOD category. Furthermore, Table 2 above also explains the standard deviation and variance for both passenger ships. The standard deviation and variance values for both groups indicate the level of distribution or diversity of the data. For the ASDP ferry, the figure is 7.894, slightly spread out from the average, while for the Dharma Lautan, the figure is only 7.536, slightly lower than for the ASDP, indicating a more consistent data score. The range of scores for both ships is also a unique finding from this study. The ASDP ferry has a score of 34 (from 46 to 80), wider than the Dharma Lautan, which only has 28 (from 52 to 80), indicating that ASDP customer satisfaction is more varied than that of Dharma Lautan Utama (DLU) passengers.

Factors Influencing Passenger Satisfaction on the ASDP and Dharma Lautan Utama (DLU) Ferries

Based on instruments distributed to 25 ASDP ferry passengers and 25 DLU ferry passengers, five factors were identified that influence passenger satisfaction:

Punctuality of departure schedule (44%). Crew service (52%). Cleanliness and ship facilities (54%). Ticket price (44%). Passenger boarding and disembarkation (50%).

According to William B. Martin's theory, quality customer service can only be understood from the customer's perspective. We must define quality service through the eyes of the customer. Only when the customer perceives that you, as the service provider, have provided quality customer service is it considered [6]. Furthermore, the results of this study also align with the theory that service quality cannot be assessed from the company's perspective but must be viewed from the customer's perspective. The quality of service provided to consumers must meet consumer expectations. The quality of service, especially that provided by all staff at the company, demonstrates the high level of dedication of all staff, in accordance with the direction given by company management.

Comparison of Service Quality and Operation of ASDP and Dharma Lautan Ferries in Increasing Passenger Satisfaction on the Selayar Route

Based on instruments distributed to 50 ASDP and DLU ferry passengers, the research data shows a comparison of service and operational satisfaction on the ASDP and Dharma Lautan Utama (DLU) ferries. The comparison of passenger satisfaction percentages on these two vessels differs significantly, with the Dharma Lautan Utama (DLU) having a high percentage on every satisfaction assessment indicator, while the ASDP ferry only ranked in the upper 30% range.

## CONCLUSIONS

The results of this study indicate that the ASDP ship has a score range of 34 (from 46 to 80), wider than the Dharma Lautan ferry, which only scored 28 (from 52 to 80). This indicates that the level of customer satisfaction for ASDP is more varied than the level of passenger satisfaction for Dharma Lautan Utama (DLU).

The results of this study identified five factors that influence passenger satisfaction: (1) On-time departure schedule; (2) Crew service; (3) Cleanliness and facilities for the ship; (4) Ticket price; (5) The process of boarding and disembarking passengers.

The results of this study indicate that the Dharma Lautan Utama (DLU) ship has a high percentage on each satisfaction assessment indicator, while the ASDP ferry only ranks in the highest percentage range of 30%.

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