

## Original Research Article

## How does E-Service Affect Satisfaction of Shipping Companies through Trust?

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**Abstract:** Services are vital for transportation and logistics activities. In the context of sea transportation, services can facilitate shipping activities and determine the satisfaction of shipping stakeholders. Hence, the purpose of the study was to determine the effectiveness of the Foreign Ship Agency Notice (FSAN) Directorate of Marine Traffic and Transportation Management Information System (DMTTMIS) e-service in increasing the satisfaction of shipping companies through trust among national shipping companies in the Indonesian Territory in 2022. The study used a survey method. The sample is 130 shipping companies taken by random sampling from 250 companies. Data analysis used descriptive statistics and path analysis inferential statistics. The results show E-service of FSAN DMTTMIS has an effect on shipping company satisfaction, trust has an effect on shipping company satisfaction, FSAN DMTTMIS e-service affects trust, and FSAN DMTTMIS e-service has an indirect effect on shipping company satisfaction with trust mediation. The conclusion of the study is that the e-service FSAN DMTTMIS has an indirect effect on the satisfaction of shipping companies with trust mediation so that the satisfaction of shipping companies can be increased through improvements to FSAN DMTTMIS e-services and trusts.

**Keywords:** E-service, trust, company satisfaction, shipping.

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### INTRODUCTION

Sea transportation services will continue to increase in line with growing economic activities, particularly those related to international trade or export-import activities. The increase in trade activities will certainly have an impact on increasing the need for transportation as a derived demand, especially sea transportation that serves export and import activities. In the concept of logistics services, transportation is one of the determinants for smooth distribution, which will ultimately affect various things, including the prices of related trading commodities. This means that the poor performance of transportation services, especially in terms of time, service, and tariffs, will affect the quality of goods and the selling price of goods, as well as the smooth production of goods. Therefore, improving services at ports for export and import trade activities is urgency to support the smooth running of economic activities. However, a problem that often arises in sea transportation services, especially export and import trade services, is the time of ship service at the port, especially the administrative process, which actually takes quite a long time. To respond to this problem, the Government, through the Directorate of Marine Traffic

and Transportation Management Information System (DMTTMIS). Through DMTTMIS, service users can submit applications online, making it easier to monitor the application process for public services in the traffic and sea transportation service sector. In addition, this application can also facilitate coordination between institutions in licensing services because sea transportation service activities include not only ports but also customs, quarantine, and immigration services.

DMTTMIS consists of several e-services, including services related to shipping specifications, ship operation plans, notification of foreign ship agencies, the opening of branch offices, and national ship operation approval services. One of the services that are the focus of this research is the approval of foreign ship agencies. The standard operating procedure (SOP) for FSAN services includes: (1) submitting an application for a foreign ship Trumper agency to the Director of Traffic and Sea Transportation; (2) verifying the completeness and validity of the documents and preparing draft of the agency approval for the foreign ship Trumper to be forwarded; (3) checking the completeness and validity of the

documents as well as checking the draft approval of the foreign ship Trampler agency to be forwarded; (4) check the completeness and validity of the documents and give approval for the agency of the foreign ship Trampler; and (5) Print a Letter of Approval for the agency of the foreign ship Trampler through the DMTTMIS website.dephub.go.id.

FSAN's e-service is expected to meet the satisfaction of shipping companies. The results of the research by Kundu and Datta (2015) show that the quality of e-service is strongly correlated with customer satisfaction. Satisfaction is the level of positive or negative feelings or emotional responses of customers to the overall experience of the services and products provided by the manufacturer. However, because there are still delayed services, foreign ship agents are still not satisfied with the E-service of FSAN DMTTMIS .

Besides being influenced by E-service, shipping company satisfaction can also be influenced by trust. The results of research by Mubarok and Kurriwati (2021) indicate that e-trust has a positive and significant effect on e- satisfaction. Trust is a positive expectation in the form of belief that arises in a person that the other party can fulfill his expectations. However, in reality, public trust, including among shipping companies, is still lacking. The reason is that the apparatus has not been maximal in providing services, including helping to overcome the difficulties faced by the community in managing permits. Therefore, this study seeks to investigate the satisfaction of shipping companies from the perspective of e-service and trust.

## LITERATURE REVIEW

### E-Service of FSAN DMTTMIS

Advances in information technology have resulted in many institutions, such as government institutions implementing electronic services (e-service). This is done by the Directorate of Traffic and Sea Transportation of the Ministry of Transportation of the Republic of Indonesia by implementing FSAN DMTTMIS in obtaining permits for the arrival of foreign ships from Indonesian agencies at ports. E-service is a service offered through the internet that is managed by customers and is interactive (Al-dweeri *et al.*, 2017). According to Rowley (2006), an e-service is an act, effort, or performance whose delivery is mediated by information technology. For Jeong (in Zericka, 2013), electronic services are online services available on the internet, where valid transactions for buying and selling (procurement) are possible, as opposed to traditional websites, where only descriptive information is available and no transactions are made online is possible. Electronic services are different from the quality of electronic services. The quality of online service (electronic service quality) in its interaction with a website is one level of an effective and efficient website that can facilitate users in performing online

services (electronic service) such as tracking goods online, searching and finding the information that users want on the site of a website. Bressolles and Durrieu (2011) say that e-service quality is the extent to which a website facilitates shopping, purchasing, and delivery of products and services effectively and efficiently.

E-service quality is an overall evaluation and assessment of the advantages of electronic service delivery in the virtual marketplace. With the existence of good e-service quality and satisfied customers, it will have a good impact on the company's reputation. Satisfied customers will convey positive things to other potential customers virtually via email, website, mailing list, or testimonials submitted on the company website. Thus the company must always be ready and responsive to serve customers through the internet network when there are questions or complaints after online transactions from customers (e-recovery-service quality) (Aziz & Irjayanti, 2014). According to Wolfenbarger and Gilly (in Paramita & Nugroho, 2014), the quality of electronic services consists of four dimensions, namely: reliability/compliance, website design, security/privacy, and customer service. Fulfillment/reliability is the presence of an accurate display of information that customers can receive in accordance with the services promised by the company on time. The reliability dimension consists of several indicators, including the product that arrives is presented accurately through the website, and the product is delivered at the time promised by the company. Website design is the second variable that affects customer satisfaction using online services. Website design includes all elements of the customer experience on the website, including the design of the service display. The dimensions of the website design consist of: a website that provides in-depth information, the site does not waste time, transactions can be done easily and quickly on this website, the level of personalization of the site is right, not too much or too little, and this website has a good selection. Security/privacy is all customer information that has a personal nature where the company must have the ability not to disseminate the information to other parties. Customers feel that their privacy is protected on the site. Customers feel safe transacting on the site. This website is quite safe to transact. Customer service is the company's speed in responding to questions asked by consumers in a responsive manner. The company is willing and ready to respond to consumer needs. When a customer has a problem, the website shows an intention to solve it, and questions are answered quickly.

E-service is implemented by the Government of Indonesia as an effort to improve services at ports, especially for export and import trade, namely DMTTMIS. Through DMTTMIS, service users can apply online, making it easier to monitor the application process for public services in the traffic and sea

transportation service sector. One of the DMTTMIS services is foreign ship agency notification (FSAN). Based on the Director General of Hubla Number UM.008 concerning Public Services in the Field of Sea Transportation Traffic with an Online System, FSAN services are reports on plans for the arrival of foreign ships that are agency by national ship agency companies or national sea transportation companies that are submitted to the Director General of Sea Transportation. The FSAN service SOP consists of five activities, including (1) submitting an application for a foreign ship Trampler agency to the Director of Traffic and Sea Transportation; (2) Verify the completeness and validity of the documents and preparing a draft of the agency approval for the foreign ship Trampler to be forwarded; (3) Checking the completeness and validity of the documents as well as checking the draft approval of the Trampler foreign ship agency to be forwarded; (4) Checking the completeness and validity of the documents and giving approval for the agency of the foreign ship Trampler; and (5) Print a Letter of Approval for the agency of the foreign ship Trampler through the DMTTMIS website.dephub.go.id.

### **Trust**

Trust has many definitions, depending on the context. In the context of the relationship between producers and consumers, Ganesan (1994) refers to trust as credibility. Credibility indicates the extent to which the buyer believes that the supplier has the expertise to perform activities effectively and reliably. Trust relates to the company's intention to rely on its exchange partners. In addition, trust is also a virtue because it is based on the extent to which the company believes that its partners have beneficial intentions and motives.

Trust is widely accepted as a psychological state consisting of a desire to accept an unpleasant situation based on positive expectations of the wishes or behavior of others (Mollering, 2006). Mayer *et al.*, as quoted by Mollering (2006) also say that trust is a desire from one party to accept unpleasant actions from another party based on an expectation that the other party will take certain actions that are very important to the giver of trust, regardless of the ability of the trustee to supervise or control the other party. Trust is one party's belief about the intentions and behavior of the other party. Thus, consumer trust is a consumer's expectation that service providers can be trusted or relied on in fulfilling their promises (Sirdesmukh *et al.*, 2002). Colquitt *et al.*, (2009) define trust as a desire to depend on an authority based on positive expectations of the authority's actions and attention. Trust is a positive expectation that the other party will not – through words, actions, or decisions – take the opportunity to hurt the other party (Robbins & Judge, 2012).

According to Sako (1997), trust is classified into three categories, namely: Contractual trust: will the other party issue their consent contract?; Competence trust: is the other party capable of doing the things they say they are?; and Goodwill trust: does the other party make an open commitment to take initiatives for mutual benefit and not to do anything detrimental?

Robbins and Judge (2012) mention four key dimensions in the concept of trust, namely: integrity, referring to honesty and truth; competence, related to individual technical and interpersonal knowledge and skills; consistency, which relates to reliability, predictability, and judgment of accurate individuals in handling situations; and openness refers to three aspects of interpersonal communication, namely: willingness to self-disclosure as long as the disclosure is adequate; willingness to act honestly on the messages of others; have feelings and thoughts (Devito, 2001). Robbins and Judge (2012) also revealed that trust could be developed through four aspects. First is integrity, namely honesty and truth. Integrity also means having consistency between what is done and spoken. The second is benevolence, which means people can be trusted to have an interest and show caring and supportive behavior. Third, ability related to technical skills, knowledge and interpersonal skills. Fourth is the tendency to (propensity to trust), which is related to the extent to which certain employees trust their leaders. In the organizational context, there are six things in building trust, namely: (1) communication, keeping team members and employees informed about policies and decisions and providing accurate feedback, (2) support, namely by providing assistance, advice, guidance for the ideas of team members, (3) respect, delegation, in the form of real decision-making authority, are the most important expressions of managerial appreciation. Actively listening to other people's ideas is the second important form of appreciation, (4) fairness, quickly giving credit and recognition to those who deserve it, (5) predictability, being consistent and predictable in daily affairs, and (6) competence, improving credibility by demonstrating good business understanding, technical ability, and professionalism (Kreitner & Kinicki, 2008).

### **Customer Satisfaction**

Satisfaction is a person's feelings of pleasure or disappointment after comparing product performance (or results) in relation to customer expectations (Kotler & Armstrong, 2012). For Tjiptono (2017), consumer satisfaction is a post-purchase evaluation, where the perception of the performance of the selected alternative product/service meets or exceeds expectations before purchase. Mowen (in Tjiptono and Diana, 2010) says that customer satisfaction is the overall attitude towards an item or service after its acquisition and use. That is, customer satisfaction is a post-purchase evaluative assessment resulting from a specific purchase selection. Companies must create and

manage a system to get more customers and the ability to create customer satisfaction and retain customers. Customers will share satisfaction with manufacturers or service providers. Howard and Sheth (in Tjiptono, 2017) explain that customer satisfaction is a cognitive buying situation with regard to the equivalence or disproportion between the results obtained compared to the sacrifices made.

According to Siwantara (2011), the dimensions of customer satisfaction are: (a) the suitability of product features with customer expectations; (b) the suitability of the ease of accessing the features provided with customer expectations; (c) conformity of product quality with customer expectations; and (d) conformity of service quality with customer expectations. While indicators of customer satisfaction, according to Tjiptono (2017), are overall customer satisfaction, dimensions of customer satisfaction, confirmation of expectations, repurchase intentions, and willingness to recommend.

Meanwhile Lovelock *et al.*, (in Tjiptono & Diana 2010) identify a number of factors that can be used in evaluating satisfaction, namely: (1) performance, which is the main characteristic of a product and is the main characteristic that customers consider in buying a product; (2) features, related to product choices and their development, namely secondary or complementary characteristics; (3) reliability, the possibility of an item or service being damaged or malfunctioning within a certain period of time and under certain conditions; (4) conformance to specification, namely the extent to which the design and operating characteristics meet the standards previously set based on customer wishes; (5) durability, related to the technical life and economic life of the product; (6) serviceability, including speed, competence, convenience, easy to repair, and satisfactory handling of complaints; (7) aesthetics, namely the attractiveness of the product according to customer sensing, for example the model/design and color, and (8) perceived quality, namely the image and reputation of the product as well as the company's responsibility for its goods or services. Companies can use a number of methods to measure and monitor the satisfaction of their customers and competitors' customers, namely with a system of complaints and suggestions, ghost shopping, lost customer analysis, and customer satisfaction surveys (Kotler *et al.*, in Pranata, 2014). Sunyoto (2013) explains that the creation of customer satisfaction will have a positive impact on the company, including harmonious relations between the company and customers, increased repeat purchases, the creation of word of mouth promotions by customers, and the creation of customer loyalty. Lupiyoadi (2016) suggests five factors that influence the level of customer satisfaction, namely: service quality, service quality, emotion, and price.

## The Relationship of E-Service, Trust, and Customer Satisfaction

The results of the research by Kundu and Datta (2015) show that the quality of e-service is correlated with customer satisfaction. In addition, trust mediates the relationship between e-service quality and customer satisfaction. The study of Uzir *et al.*, (2021) also shows that service quality affects customer satisfaction by being mediated by trust. In addition, Mubarok and Kurriwati (2021) also revealed that e-servqual and e-trust have a significant effect on e-satisfaction. The results of other studies also prove that e-service quality is significantly related to e-customer satisfaction (Zavareh *et al.*, 2012). Al-Dweeri *et al.*, (2017) and Octabriyantiningtyas *et al.*, (2019) also demonstrate the positive influence of e-money service quality on customer satisfaction. Based on the results of these previous studies, the following hypothesis (H) can be formulated:

**H<sub>1</sub>**: E-service has a direct effect on the satisfaction of shipping companies.

**H<sub>2</sub>**: Trust has a direct effect on the satisfaction of shipping companies.

**H<sub>3</sub>**: E-service has a direct effect on customer trust.

**H<sub>4</sub>**: E-service has an indirect effect on the satisfaction of shipping companies with trust mediation.

## RESEARCH METHODS

This study uses a causal design, a quantitative approach, and a survey method (Widodo, 2019) which was carried out by distributing questionnaires in the form of a Likert scale to 130 foreign ship agents. Their profiles are based on gender: male = 122 (93.85%) people and 8 (6.15%) women. Viewed from age: most of them are > 40 years old, namely 53 (40.77%) people, 31-35 years old, as many as 46 (35.38%) people, 36-40 years old respondents, 16 (12.31%) people, 25 years as many as 8 (6.15%) people, and 26-30 years as many as 7 (5.38%) people. Their last education condition: Diploma = 55 (42.31%), S1 = 29 (22.31%), Senior High School = 23 (17.69%), S2 = 16 (12.31%), and S3 = 7 (5.38%) people. Their marital status: married (married) = 122 (93.85%) and unmarried (married) = 8 (6.15%) people. Based on the length of work: for 11-15 years = 39 (30.00%), > 21 years = 37 (28.46%), 6 - 10 years = 23 (17.69%) people, 16 - 20 years = 16 (12.31%), and 5 years = 15 (11.54%). Finally, judging from the position: staff = 61 (46.92%), supervisor = 39 (30.00%), manager = 22 (16.29%), and directors = 8 (6.15%). Data analysis used descriptive statistical techniques, which included: mean, median, mode, standard deviation, variance, maximum score, minimum score, range, frequency distribution, and histogram. In addition, to test the hypothesis used, path analysis. Descriptive statistical analysis was performed using the SPSS version 22 application, while the path analysis used the LisRel 8.80 application.

## RESULTS

The descriptive analysis for the e-service FSAN DMTTMIS variable shows the minimum value = 20, maximum = 49, range = 29, mean = 31.71, mode = 27, median = 30.00, standard deviation = 6.380, and variance = 40.705. The E- service of FSAN DMTTMIS variable is categorized as medium. For the trust variable, the minimum value = 34, maximum = 63, range = 29, mean = 48.46, mode = 50, median = 48.00, standard deviation = 6.350, and variance = 40.328. The

trust variable is categorized as high. As for the satisfaction of shipping companies, the minimum value = 17, maximum = 34, range = 17, mean = 24.41, mode = 24, median = 24.00, standard deviation = 4.324, and variance = 18.693. The shipping company satisfaction variable is moderate.

The results of the hypothesis test are visualized in Figure 1 and Figure 2 and are summarized in Table 1.

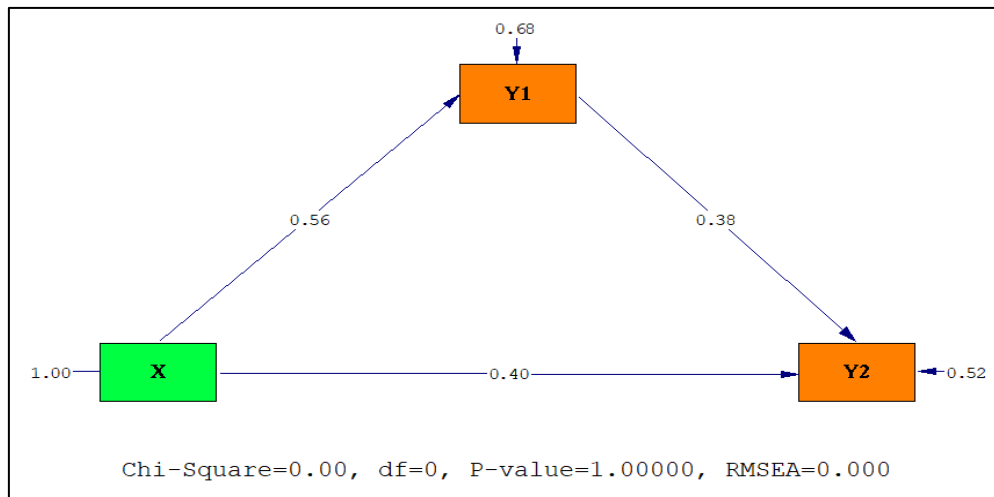


Figure 1: Path coefficient

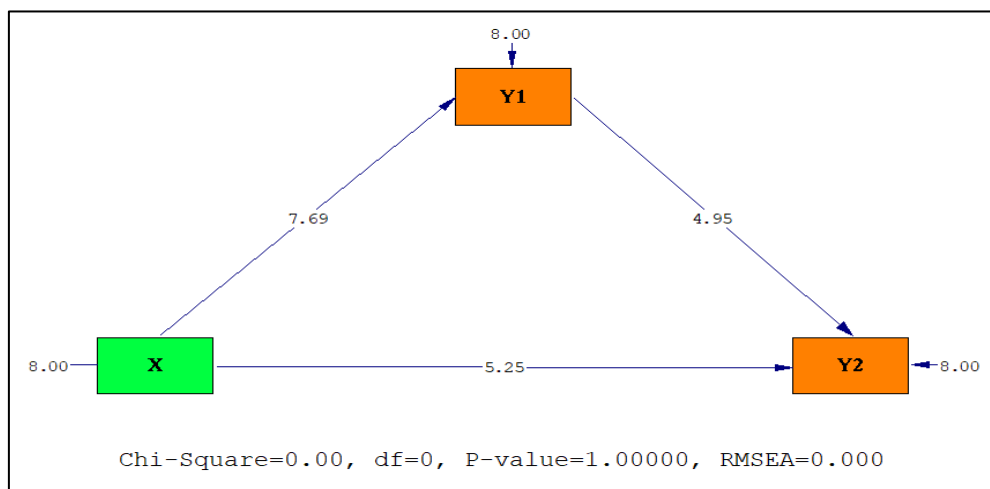


Figure 2: T<sub>values</sub>

Note: X<sub>1</sub>= E-service FSAN DMTTMIS , Y<sub>1</sub>= Trust, Y<sub>2</sub>= Shipping Company Satisfaction

Table 1: Sumarized of Hypotheses Testing Results

No.	Variables Effect	Causal effect			
		Direct effect		Indirect effect	
		Path coefficient	T <sub>value</sub>	Path coefficient	T <sub>value</sub>
1	Y <sub>2</sub> atas X	0.40	5.25**	0.21	4.16**
2	Y <sub>2</sub> atas Y <sub>1</sub>	0.38	4.95**		
3	Y <sub>1</sub> atas X	0.56	7.69**		

\*\* Path coefficient is very significant (to value > t table at  $\alpha = 0.01$ )

The path coefficient of the effect of E-service of FSAN DMTTMIS on shipping company satisfaction is 0.40. The positive path coefficient value indicates that the improvement of the E-service of FSAN DMTTMIS can lead to an increase in shipping company satisfaction. The  $t$  value is  $5.25 > t$  table value for  $n = 130$  at an error rate ( $\alpha$ )  $0.01$  ( $1\%$ ) =  $2.354$ , meaning that the E-service of FSAN DMTTMIS has a direct positive and very significant effect on shipping company satisfaction.

The path coefficient of the influence of trust on the satisfaction of shipping companies is 0.38. A positive coefficient value indicates an improvement in trust will be followed by an increase in the satisfaction of shipping companies. The  $t$  value is  $4.95 > t$  table value for  $n = 130$  at an error rate ( $\alpha$ )  $0.01 = 2.354$ , meaning that trust has a direct positive and very significant effect on shipping company satisfaction.

The path coefficient of the effect of E-service of FSAN DMTTMIS on trust is 0.56. The positive path coefficient value indicates that the improvement of the E-service of FSAN DMTTMIS can increase trust. The  $t$  value is  $7.69 > t$  table value for  $n = 130$  at the error rate ( $\alpha$ )  $0.01 = 2.354$ , so the FSAN DMTTMIS's e-service has a direct positive and very significant effect on trust.

The path coefficient of the effect of E-service of FSAN DMTTMIS on shipping company satisfaction with trust mediation is 0.21. The positive path coefficient value indicates that the improvement of the E-service of FSAN DMTTMIS supported by trust will lead to an increase in shipping company satisfaction. The  $t$  value is  $4.16 > t$  table value for  $n = 130$  at the error rate ( $\alpha$ )  $0.01 = 2.354$ , meaning that the E-Service FSAN DMTTMIS has a positive indirect and very significant effect on the satisfaction of shipping companies with trust mediation.

## DISCUSSION

The results of this study empirically prove that the e-service of FSAN DMTTMIS has a direct positive and very significant effect on the satisfaction of shipping companies. This shows that the e-service of FSAN DMTTMIS is very important and determines the satisfaction of shipping companies. E-service is an online service available on the internet using website media, which includes requests, verification of completeness of data, preparing approval drafts, giving approvals, and printing approval letters. If e-service is accompanied by a number of these indicators in good/high condition, then it can have a positive impact on shipping company satisfaction, namely the level of positive or negative feelings or emotional responses of customers towards the overall experience of services and products provided by manufacturers seen by features product, product quality, and accessibility. This means that the e-service of the FSAN DMTTMIS has

an effect on the satisfaction of shipping companies. This finding is consistent and confirms the results of previous research conducted by Kundu and Datta (2015) and Mubarak and Kurriwati (2021) that e-service has an effect on customer satisfaction. The results of this study also prove that trust has a direct positive and very significant effect on shipping company satisfaction. This shows that trust is essential for the satisfaction of shipping companies. Trust is a positive expectation in the form of confidence that arises in a person that the other party can fulfill his expectations which is reflected in integrity, competence, consistency, benevolence, and openness. When trust, which is characterized by integrity, competence, consistency, benevolence, and openness, is in good or adequate condition, it can have an impact on increasing the satisfaction of the shipping company, namely the level of positive or negative emotional feelings or responses of customers towards the overall experience of services and products provided by the manufacturer which looks at product features, product quality, and accessibility. This finding is consistent with and confirms the results of previous research conducted by Uzir *et al.*, (2021) that trust has an effect on customer satisfaction.

In addition, the results of this study prove that the E-service of FSAN DMTTMIS has a direct positive and very significant effect on trust. This shows that the E-service of FSAN DMTTMIS is very important for trust. One of the factors that determine trust is e-service, namely online services available on the Internet using website media which include: application, verification of completeness of data, preparing approval draft, giving approval, and printing approval letter. When e-service in the form of a number of indicators it has in prime condition, then it can affect the increase in trust, namely a positive expectation in the form of a belief that arises in a person that the other party can fulfill his expectations which is reflected in integrity, competence, consistency, benevolence, and openness. This finding is in line with and confirms the results of previous research conducted by Uzir *et al.*, (2021) and Mubarak and Kurriwati (2021) that e-service has an effect on trust.

Finally, the results of this study also reveal that the E-service of FSAN DMTTMIS has a positive and very significant indirect effect on shipping company satisfaction with trust mediation. This proves that the E-service of FSAN DMTTMIS is very important and decisive for the satisfaction of shipping companies supported by trust. This indicates that when the e-service is reflected in the application, verifying the completeness of the data, preparing the approval draft, giving approval, and printing the approval letter in adequate conditions can increase trust, namely a positive expectation in the form of confidence that arises in a person that the other party can fulfill its expectations which are reflected in integrity,

competence, consistency, benevolence, and openness, and then have an impact on increasing the satisfaction of shipping companies. This finding empirically confirms the results of previous research conducted by Kundu and Datta (2015) and Uzir *et al.*, (2021) that e-service has an effect on customer satisfaction with trust mediation.

## CONCLUSION

This study shows that the e-service of FSAN DMTTMIS has an effect on the satisfaction of shipping companies, either directly or indirectly mediated by trust. This finding indicates that the satisfaction of shipping companies can be increased through the e-service of FSAN DMTTMIS with the support of trust. This means that the e-service of FSAN DMTTMIS, which is still in the medium category, needs to be continuously improved by utilizing customer trust, which is already in high condition. This urgency has implications for the Directorate of Traffic and Sea Transportation of the Republic of Indonesia to issue strategic policies to support the improvement of the e-service of FSAN DMTTMIS and manage shipping company trusts as well as possible. In addition, these findings also provide theoretical implications for further research using a larger number of samples, adding other relevant variables and indicators, and using different analytical methods, such as structural equation modeling (SEM).

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