

THE EFFECT OF SERVICE QUALITY, PRICE, AND FACILITIES ON CUSTOMER SATISFACTION OF BOAT CHARTERING AT PT. MITRA TSUNAMI LAUT

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Abstract

Customer satisfaction is very important for companies engaged in air transportation services in the increasingly tight business competition conditions as it is today. One of the strategic advantages for companies regarding the importance of maintaining customer satisfaction is the reward of long-term and cumulative satisfaction. This type of research uses associative research with quantitative methods. Data sources consist of primary data and secondary data. The location of the research was carried out by PT. Mitra Tsunami Marine, located at Jl. TM Pahlawan Lor. Pemancar No. 100 Belawan- North Sumatra -20411. The time of this research was conducted from March 2025 to January 2026. The population in this study were customers of PT. Mitra Tsunami Marine whose number could not be known with certainty. Due to cost, distance and time limitations, the researcher directly determined the number of samples in this study was 42 respondents. The data collection technique in this study used a research questionnaire, with linear regression analysis and analysis tools using SPSS version 26. The results of this study Service quality does not have a partial positive and significant effect on customer satisfaction at PT. Mitra Tsunami Marine. Price does not have a partial positive and significant effect on customer satisfaction at PT. Mitra Tsunami Marine. Facilities have a partial positive and significant effect on customer satisfaction at PT. Mitra Tsunami Marine. Service quality, price, and facilities simultaneously have a positive and significant effect on customer satisfaction at PT. Mitra Tsunami Marine.

Keywords: Service quality, price, facilities, customer satisfaction

INTRODUCTION

Customer satisfaction can be defined as a customer's response to the discrepancy between prior expectations and actual performance perceived after use (Rangkuti, 2021). This is achieved by comparing perceived performance (or results) with expectations. Satisfaction is a function of perception or performance and expectations. If performance falls below expectations, customers are dissatisfied, but if performance meets expectations, customers are satisfied. If performance exceeds expectations, customers are highly satisfied or delighted. Companies focus heavily on high customer satisfaction because highly satisfied customers create emotional attachments, resulting in high customer loyalty, which leads to customer loyalty (Kotler, 2020). Customer satisfaction is very important for companies engaged in air transportation services in the current increasingly competitive business environment (Prabowo et al., 2025). Companies that are able to develop and maintain customer satisfaction will achieve long-term success. Customer satisfaction is a manifestation and continuation of consumer satisfaction in using the facilities and services provided by the company, as well as to remain consumers of the company. Customer satisfaction can be achieved with satisfactory service according to customer expectations or even exceeding customer expectations.

It is explained that PT. Mitra Tsunami Marine's revenue for ship rental/charter in 2022-2024 experienced a very significant decline. In 2022, revenue reached Rp. 2,390,052,800, while in 2023, revenue reached Rp. 1,710,969,750 with a decrease of -28.41%. Then in 2024, revenue reached Rp. 1,019,875,000 with a decrease of -40.39%. This is because many other competing companies offer relatively cheaper prices than PT. Mitra Tsunami Marine, so that customers who want to use these services switch to companies with low prices and facilities that are suitable for the desired construction operational activities, in addition to the relatively high price, a factor that affects PT. Mitra Tsunami Marine's revenue decreases due to a decrease in freight rates, an increase in ship operating costs, and restrictions on international shipping. The decrease in freight rates occurs due to excessive supply or reduced

demand in the market. Increased operating expenses, such as vessel depreciation and charter fees, can also reduce gross profit. Furthermore, international shipping restrictions, for example due to the pandemic or other issues, can impact revenue from the international shipping segment.

Service quality is a unique phenomenon, as its dimensions and indicators can differ among the individuals involved in the service. According to Azwar, to address these differences, the fundamental principle of healthcare delivery should be used as a guideline: meeting the needs and demands of service users (Azwar, 2021). Service quality refers to the level of service excellence in meeting the needs and demands of each consumer. Azwar also explains whether the needs and demands of service users are met or not. Therefore, service quality refers to the level of service excellence in generating satisfaction in each consumer. The survey explained that the reason customers were dissatisfied with the use of boat rental services at PT. Mitra Tsunami Marine was because the employees were not friendly and professional in serving customers and there was no tolerance regarding the use of services such as changes on hire, resulting in customers feeling dissatisfied due to unstable service quality.

Price is the amount of money a consumer must pay to obtain a product or service. In business, price is a crucial factor influencing the marketing of a product. Price is always a primary concern for consumers when searching for a product. Therefore, the price offered is a key consideration before they decide to purchase a product or use a service. It is explained that the prices set by PT. Mitra Tsunami Marine are too far compared to other competitor companies that have much lower prices, it is seen that with prices that are too high so that customers switch to competitors with low prices, resulting in a decrease in revenue turnover of PT. Mitra Tsunami Marine, with relatively high prices making customers dissatisfied with using a ship rental service. The survey explained that the reason customers were dissatisfied with the use of ship rental services at PT. Mitra Tsunami Marine was because the ship rental prices offered were too high, with prices that were too high, PT. Mitra Tsunami Marine did not provide a stable fleet so that PT. Mitra Tsunami Marine had to compete with other companies that had better prices and quality.

Facilities are anything intentionally provided by a service provider for use and enjoyment by consumers, with the aim of providing maximum satisfaction (Keller, 2021). Facilities are anything physical equipment provided by the service provider to support consumer comfort. It is explained that the facilities provided by PT. Mitra Tsunami Marine are not yet complete, such as navigation tools consisting of (Radar, GPS, AIS, SART, VHF Radio, etc.) there are navigation tools that have low standard codes that must be upgraded to the highest series level, and there are several navigation tools that are damaged so that they hamper the operational process in addition to incomplete certification documentation resulting in customers switching to companies that have complete certification. The survey explained that customers were dissatisfied with PT. Mitra Tsunami Marine's boat charter services because the fleet provided was not up to date and the facilities provided were incomplete, such as lighting and several other documents.

Based on the background outlined above, the problems identified in this study are as follows:

1. PT. Mitra Tsunami Marine is experiencing a decline in revenue due to higher service prices compared to competitors. Customers are choosing other companies that offer quality, price, and adequate facilities for construction operations.
2. PT. Mitra Tsunami Marine lacks technology-based service quality, collaborating with the Directorate General of Sea Transportation, thus enabling other competitors to offer high-quality service through the INAPORTNET service.
3. Prices are too high, causing customers to switch to competitors offering lower prices, resulting in a decline in revenue for PT. Mitra Tsunami Marine.
4. The facilities provided by PT. Mitra Tsunami Marine do not align with the prices set by PT. Mitra Tsunami Marine, which are significantly lower than those of other competitors, causing customers to switch to competitors offering lower prices and adequate facilities.

LITERATURE REVIEW

Customer Behavior

According to Azmi (2023), consumer behavior is essentially the physical and mental activities of end consumers and business consumers, encompassing the activities of acquiring, consuming, and disposing of certain products, services, ideas, and/or experiences. Consumer behavior is the activities of individuals directly involved in acquiring, consuming, and disposing of products and services, including the decision-making processes that precede these actions (Syamsudin, 2022; Prabowo & Risal, 2023). Consumer behavior is the study of how individuals make decisions to allocate available resources (time, money, effort, and energy) (Aswin et al., 2022).

Customer Satisfaction

According to Kotler and Keller (2021), customer satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product/service (result) to their expectations. Customer satisfaction is a customer's feeling towards a type of service they receive (Tusakdiah, 2021). Customer satisfaction is a customer's feeling where what is expected and what is felt regarding the quality of service and products they have received is in accordance with their perceptions (Tanjung & Hidayah, 2022). According to Samuel and Ramadhan (2020), customer satisfaction is a key driver of customer retention and loyalty. Customer satisfaction is a forward-looking indicator of a company's business success, which measures how well customers respond to the company's future business.

Service Quality

Service is the effort to meet the needs of others in exchange for compensation (money) or services. Service is the process of fulfilling needs through the direct activities of others (Moenir 2020). These needs include physical, social, and psychological needs (Sulastiyono, 2021). Service is an action taken to meet the needs of others (consumers, customers, guests, clients, patients, passengers, and others), the level of satisfaction of which can only be felt by the person serving and the person being served (Sugiarto, 2021). Employee service behavior is the action of an individual (employee) to meet the needs of others (guests or consumers). Optimal service will provide satisfaction to those others. Service is any action or activity that can be offered by one party to another party which is basically intangible and does not result in any ownership (Kotler, 2021).

Price

According to Rangan et al. (2022), price is a crucial factor for consumers in making purchasing decisions. A significant influence on consumer reactions to a product is price. Therefore, price perception is a key factor in consumer decision-making. Anita et al. (2023) explains how consumers perceive prices as high, low, and fair. This has a strong influence on both purchase intention and purchase satisfaction. Price perception relates to how consumers fully understand price information and its meaningfulness. Price perception is often equated with perceived quality and perceived cost of acquiring a product. Price perception is shaped by two primary dimensions: perceived quality and perceived cost.

Facilities

Facilities are equipment or supplies and physical resources that must be present before a service can be provided to customers. Facilities can be anything that supports comfort to make it easier for customers and provide maximum satisfaction (Ivon, 2021). Facilities are all types of equipment, work equipment and services that function as the main/assistant tools in carrying out work and also socially in the interests of people who are related to the work organization or everything that is used, worn, occupied, and enjoyed by users (Anindita et al., 2021). According to William and Purba in Sari (2023) Facilities are important objects that can increase satisfaction such as customer comfort, meeting needs, and the comfort of service users.

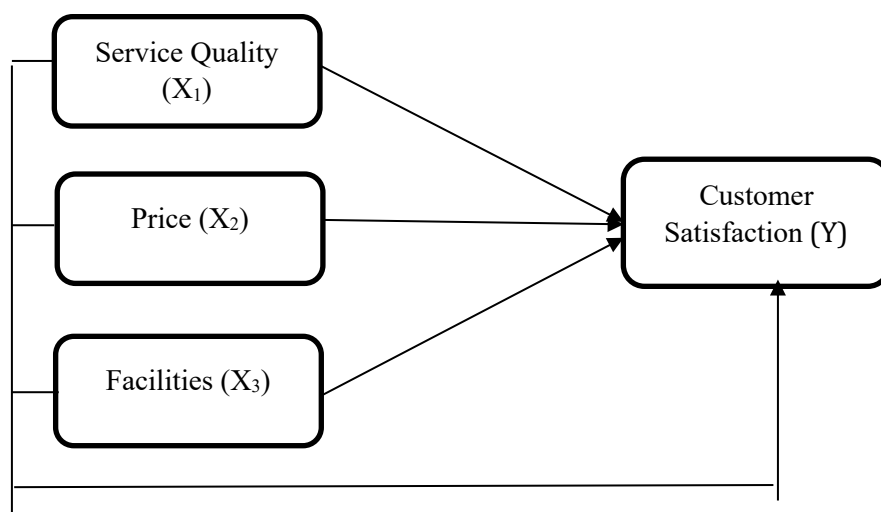


Figure 1. Conceptual Framework

Source: Researcher (2026)

The research hypotheses are:

1. H1: Service quality has a positive and significant effect on customer satisfaction with boat charters at PT. Mitra Tsunami Marine.
2. H2: Price has a positive and significant effect on customer satisfaction with boat charters at PT. Mitra Tsunami Marine.
3. H3: Facilities have a positive and significant effect on customer satisfaction with boat charters at PT. Mitra Tsunami Marine.
4. H4: Service quality, price, and facilities have a positive and significant effect on customer satisfaction with boat charters at PT. Mitra Tsunami Marine.

METHOD

This type of research uses associative research with quantitative methods. Data sources consist of primary data and secondary data. The location of the research was carried out by PT. Mitra Tsunami Marine, located at Jl. TM Pahlawan Lor. Pemancar No. 100 Belawan- North Sumatra -20411. The time of this research was conducted from March 2025 to January 2026. The population in this study were customers of PT. Mitra Tsunami Marine whose number could not be known with certainty. Due to cost, distance and time limitations, the researcher directly determined the number of samples in this study was 42 respondents. The data collection technique in this study used a research questionnaire, with linear regression analysis and analysis tools using SPSS version 26.

RESULTS AND DISCUSSION

Results

Description of Respondent Characteristics

Table 1. Description of Respondent Characteristics

Gender	Number of People	Percentage	Total
Man	27	64%	42
Woman	15	36%	
Age	Number of People	Percentage	Total
22-26 Years Old	19	45%	42
27-30 Years Old	17	40%	
31-34 Years Old	1	2%	
43-48 Years Old	5	12%	

Sources: SPSS versi 25 (2025)

It is known that of the 42 respondents of PT. Mitra Tsunami Marine customers, 100% or 27 people are male respondents and 15 female respondents. Furthermore, from the age of respondents aged 22-26 years, there are 19 people with a percentage of 45%, then followed by respondents aged 27-30 years as many as 17 respondents with a percentage of 40%, then at the age of 31-34 years as many as 1 respondent with a percentage of 2%, then at the age of 43-48 years as many as 5 respondents with a percentage of 12%.

Validity and Reliability Test

Table 2. Validity Test Results Customer Satisfaction, Service Quality, Price, Facilities

Statement Items	r-count	r-table	Description
CS1	0,722	0,304	Valid
CS2	0,775	0,304	Valid
CS3	0,731	0,304	Valid
CS4	0,743	0,304	Valid
CS5	0,763	0,304	Valid
CS6	0,740	0,304	Valid
CS7	0,513	0,304	Valid
CS8	0,561	0,304	Valid
SQ1	0.679	0,304	Valid
SQ2	0.614	0,304	Valid

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Statement Items	r-count	r-table	Description
SQ3	0.644	0,304	Valid
SQ4	0.756	0,304	Valid
SQ5	0.643	0,304	Valid
SQ6	0.610	0,304	Valid
SQ7	0.393	0,304	Valid
SQ8	0.756	0,304	Valid
SQ9	0.308	0,304	Valid
SQ10	0.382	0,304	Valid
P1	0.510	0,304	Valid
P2	0.394	0,304	Valid
P3	0.492	0,304	Valid
P4	0.524	0,304	Valid
P5	0.568	0,304	Valid
P6	0.370	0,304	Valid
P7	0.326	0,304	Valid
P8	0.314	0,304	Valid
F1	0.482	0,304	Valid
F2	0.428	0,304	Valid
F3	0.366	0,304	Valid
F4	0.353	0,304	Valid
F5	0.440	0,304	Valid
F6	0.554	0,304	Valid
F7	0.582	0,304	Valid
F8	0.421	0,304	Valid
F9	0.363	0,304	Valid
F10	0.422	0,304	Valid

Sources: SPSS versi 25 (2025)

Based on Figure 2, the results of the validity test above show that all statement items are $> r$ table 0.304, so they are hereby declared valid/legitimate.

Table 3. Reliability Test Results Customer Satisfaction, Service Quality, Price, Facilities

Variabel	Cronbach Alpha	Provision	Description
Service Quality	0.848	0,70	Reliable
Price	0.744	0,70	Reliable
Facilities	0.769	0,70	Reliable
Customer Satisfaction	0.814	0,70	Reliable

Sources: SPSS versi 25 (2025)

It is known that the Cronbach's alpha value for all research variables of service quality, price, facilities and consumer satisfaction is > 0.70 , so it can be said that the results of the reliability test for all variables are reliable.

Table 4. Results of the One Sample Kolmogorov Normality Test

Test Method	Statistic	Sig.	Description
Kolmogorov-Smirnov	0.126	0.05	Normally Distributed Data

Sources: SPSS versi 25 (2025)

It is known that the asymp. sig. (2-tailed) value is $0.126 > 0.05$ significance value so it can be concluded that the data tested is normally distributed.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Service Quality (X1)	0.856	1.169	There is no multicollinearity

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Price (X2)	0.885	1.130	There is no multicollinearity
Facilities (X3)	0.870	1.150	There is no multicollinearity

Sources: SPSS versi 25 (2025)

It is known that the results of the multicollinearity test for the service quality, price and facilities variables have a tolerance value of > 0.10 and $VIF < 10$, so this study is declared free from multicollinearity problems

Table 6. Multiple Linear Tregression Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	5.454	5.093	—	1.071	0.291	—	—
Service Quality	0.115	0.090	0.188	1.275	0.210	0.856	1.169
Price	0.215	0.127	0.246	1.698	0.098	0.885	1.130
Facilities	0.195	0.092	0.309	2.118	0.041	0.870	1.150

Sources: SPSS versi 25 (2025)

$$Y = 5.454 + 0.115X_1 + 0.215X_2 + 0.195X_3$$

Based on the results of the multiple linear regression analysis, the regression equation is $Y = 5.454 + 0.115X_1 + 0.215X_2 + 0.195X_3$. The constant value of 5.454 indicates that if the service quality, price, and facilities variables are held constant or set to zero, customer satisfaction will be 5.454. The service quality regression coefficient of 0.115 indicates that each unit increase in service quality will increase customer satisfaction by 0.115. The price coefficient of 0.215 indicates that each corresponding increase in price will increase customer satisfaction by 0.215. The facility coefficient of 0.195 indicates that each increase in facilities will increase customer satisfaction by 0.195. Of the three variables, facilities have the greatest influence on customer satisfaction because they have the highest regression coefficient value.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	5.454	5.093	—	1.071	0.291	—	—
Service Quality	0.115	0.090	0.188	1.275	0.210	0.856	1.169
Price	0.215	0.127	0.246	1.698	0.098	0.885	1.130
Facilities	0.195	0.092	0.309	2.118	0.041	0.870	1.150

Sources: SPSS versi 25 (2025)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. Service Quality on Customer Satisfaction

The service quality variable has a calculated t-value of 1.275 with a significance level of 0.210 (> 0.05). This indicates that service quality does not significantly influence customer satisfaction when chartering boats at PT. Mitra Tsunami Marine. Therefore, the hypothesis stating that service quality influences customer satisfaction is rejected.

2. Price on Customer Satisfaction

The price variable has a calculated t-value of 1.698 with a significance level of 0.098 (> 0.05). This result indicates that price does not significantly influence customer satisfaction when chartering boats at PT. Mitra Tsunami Marine. This means that price changes have not significantly influenced customer satisfaction levels.

3. Facilities on Customer Satisfaction

The facilities variable has a calculated t-value of 2.118 with a significance level of 0.041 (< 0.05). This indicates that facilities significantly influence customer satisfaction when chartering boats at PT. Mitra Tsunami Marine. Thus, the hypothesis that facilities influence customer satisfaction is accepted.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	133.131	3	44.377	5.282	0.004
Residual	319.274	38	8.402		
Total	452.405	41			

Sources: SPSS versi 25 (2025)

Based on the F-test results in the table above, the calculated F-value was 5.282 with a significance value of 0.004 (< 0.05). This indicates that the variables of service quality, price, and facilities simultaneously have a

significant effect on customer satisfaction of boat charters at PT. Mitra Tsunami Marine. Thus, it can be concluded that this research model is feasible to use and the hypothesis stating that there is a simultaneous effect is accepted.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.542	0.294	0.239	2.899

Sources: SPSS versi 25 (2025)

Based on the results of the coefficient of determination test in the table above, the adjusted R Square value was 0.239. This indicates that the variables of service quality, price, and facilities are able to explain 23.9% of the variation in customer satisfaction, while the remaining 76.1% is explained by other variables not examined in this study. Thus, the contribution of independent variables to customer satisfaction is still classified as low to moderate.

Discussion

The Effect of Service Quality on Customer Satisfaction

Service quality is a factor often considered to determine customer satisfaction levels because it is directly related to the customer's experience when using a service. Good service generally includes speed, accuracy, friendliness, and the service provider's ability to understand customer needs. In this study, service quality was measured to determine its influence on customer satisfaction in boat charter services at PT. Mitra Tsunami Marine. The test results showed that service quality had a t-value of 1.275 with a significance value of 0.210, which is greater than 0.05. This indicates that service quality does not significantly influence customer satisfaction. This finding indicates that customer perception of the service provided is not yet a primary factor determining satisfaction levels. The insignificant influence of service quality may occur because customers consider other factors, such as the facilities or the physical condition of the vessel, more when renting. Customer experiences in the field may be more influenced by tangible and directly perceived aspects than procedural service aspects. This results in a less dominant contribution from service quality. The service quality provided by the company may already be at a level considered standard by customers. Service standards that are similar to those of competitors may prevent customers from perceiving a significant difference. This can result in the service variable not having a strong impact on customer satisfaction. This is not in line with the results of research conducted by Susilo Tailodel, L. Jatmiko Jati, M. Chotibul Umam Assa'ady, Putri Amalia Wardi, (2025) and Mirdawati Zamili, (2025) which stated that service quality has a positive and significant effect on customer satisfaction.

The Effect of Price on Customer Satisfaction

Price is a crucial factor often considered by customers before deciding to use a service. Pricing that aligns with the benefits customers receive can enhance perceived value and potentially influence satisfaction levels. In this study, the price variable was analyzed to determine its effect on customer satisfaction with boat charter services at PT. Mitra Tsunami Marine. The test results showed that price had a t-value of 1.698 with a significance level of 0.098, which is greater than 0.05. This indicates that price does not significantly impact customer satisfaction. This finding indicates that price changes have not significantly impacted customer satisfaction. The insignificant influence of price may be due to customers prioritizing primary needs over cost. In boat charter services, customers tend to focus on the smooth operation and quality of the service rather than comparing prices. This situation makes price a less dominant factor in determining satisfaction. The company's prices are likely within a range-customers consider reasonable. Relatively stable prices, in line with the market, mean customers are less concerned about rate differences. This perceived reasonableness of prices reduces their impact on satisfaction. This is not in line with the results of research conducted by Irvan Sudarto Sianturi, Nalom Siagian, Kepler Sinaga, (2025) and Yohanes Parmin, (2025) which stated that price has a positive and significant effect on customer satisfaction.

The Effect of Facilities on Customer Satisfaction

Facilities are a crucial aspect that can influence customer satisfaction levels because they directly relate to the comfort and experience of using a service. In boat charter services, facilities include the physical condition of the vessel, safety equipment, room comfort, and other supporting facilities used during the voyage. The facility variable in this study was analyzed to determine its influence on customer satisfaction at PT. Mitra Tsunami Marine. The test results showed that facilities had a t-value of 2.118 with a significance value of 0.041, which is less than 0.05. This indicates that facilities significantly influence customer satisfaction. This finding indicates that facilities are a factor that

significantly increases customer satisfaction. The significant influence of facilities indicates that customers pay close attention to the physical condition and completeness of the facilities provided by the company. A clean, safe, and well-equipped vessel will provide a more comfortable experience for customers. This positive experience directly contributes to increased satisfaction. Good facilities also provide a sense of security and trust for customers while using boat charter services. Safety aspects such as life jackets, navigational equipment, and the condition of the vessel's engine are important factors that cannot be ignored. When facilities are well-equipped, customers feel more at ease during their journey. This is line with the results of research conducted by Putri Hanidini Tambunan, Donalson Silalahi, (2025) and Hapzi Ali, Hadita, Ni Nyoman Sawitri, (2025) which stated that facilities have a positive and significant influence on customer satisfaction.

The Effect of Service Quality, Price and Facilities on Customer Satisfaction

The influence of service quality, price, and facilities on customer satisfaction reflects the extent to which these three variables shape customers' experiences and assessments of boat charter services. These three factors are interrelated in determining satisfaction levels, although each has a distinct contribution. In this study, they were tested simultaneously to determine their collective influence on customer satisfaction at PT. Mitra Tsunami Marine. The F-test results showed a calculated F-value of 5.282 with a significance level of 0.004, which is less than 0.05. This condition indicates that service quality, price, and facilities collectively have a significant influence on customer satisfaction. This finding illustrates that the combination of these three variables can significantly impact customer satisfaction. This simultaneous influence indicates that customer satisfaction is not determined by a single factor but rather is the result of various complementary aspects. Customers assess the service experience comprehensively, from the service received, the costs incurred, to the facilities provided. These three aspects shape a holistic perception of the company's service quality. Service quality contributes to how a company interacts with customers, although partially insignificant. Price plays a role in considering the customer's perceived value of the service, although it is not the primary factor. Facilities provide the most direct experience for customers during their service use. Facilities are the most prominent aspect influencing satisfaction because they are directly related to comfort and safety during the trip. Good ship condition, complete equipment, and adequate supporting facilities create a positive impression for customers. This reinforces the role of facilities as a dominant factor compared to other variables. The results of this study confirm that improving customer satisfaction requires a comprehensive approach to service quality, pricing, and facility enhancements. The synergy of these three factors is key to improving customer satisfaction at PT. Mitra Tsunami Marine.

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. Service quality does not have a partial positive and significant effect on customer satisfaction at PT. Mitra Tsunami Marine.
2. Price does not have a partial positive and significant effect on customer satisfaction at PT. Mitra Tsunami Marine.
3. Facilities have a partial positive and significant effect on customer satisfaction at PT. Mitra Tsunami Marine.
4. Service quality, price, and facilities simultaneously have a positive and significant effect on customer satisfaction at PT. Mitra Tsunami Marine.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. For the service quality variable, PT. Mitra Tsunami Marine employees must further improve their service to customers by providing good service results, responding to customer complaints, and fulfilling their desires.
2. For the price variable, PT. Mitra Tsunami Marine must adjust its prices to those of its competitors to ensure customer satisfaction.
3. For the facilities variable, PT. Mitra Tsunami Marine must be able to meet customer desires by improving the facilities used to ensure customer satisfaction.

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