The Effect Of Tariff, Infrastructure, And Distance On Customer Retention At Belawan Container Depo

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ABSTRACT

This study aims to study and analyze the following factors: tariff, infrastructure, distance, type, and structure on customer retention with word of mouth as a moderating variable at Belawan Container Depot. The population of this study is consumers of Belawan Container Depot. For this study, the sample used was 150 respondents, taken through a purposive sampling technique. Data was analyzed using the Structural Equation Model Partial Least Square (SEM PLS). The results showed that infrastructure and structure had a positive and significant effect on customer retention, but tariff, distance, and type did not significantly affect customer retention. Word of mouth was also able to moderate the negative and significant impact of tariffs on customer retention and the positive and significant impact of type. Infrastructure, such as distance and structure, do not affect customer retention, although moderated by word of mouth. To increase customer retention, the rates offered must be reasonable, the types of services and products offered must meet customer needs, the existing work processes must be carried out well, and the existing facilities must be comfortable.

Keywords: *Cost, Infrastructure, Distance, Customer Retention.*

INTRODUCTION

As the largest archipelagic country, Indonesia greatly needs a broad and developed maritime sector to help the government achieve its economic, social, and political goals. The development of the marine sector can support the integration of the archipelago's economy, allow for the unhindered movement of commodities and labor between islands, and offer successful competition with other countries to provide various commodities such as ship repair services, tourism, and maritime self-sufficiency that avoids draining general government revenues, which can be used more to achieve universal social services, such as education and health (Gultom, 2007).

Sea transportation is essential in an archipelagic country like Indonesia. It is the best way to transport goods between islands and countries because it has a much larger carrying capacity.

This makes sea transportation a very efficient means of transportation compared to other methods.

One of these systems uses containers as a means of supporting transportation. Service users widely use this container transportation system to send goods because it is more efficient, and the goods are not easily damaged, so security will be guaranteed. In addition, loading and unloading are easier and can be transported by various means, allowing multimodal operations, highways, trains, and ships.

One of the container shipping routes in North Sumatra is the Belawan Container Terminal. This allows many container depots to emerge to store and store containers before being sent to their destination. Container depots offer container stacking services for shipping and leasing companies that do not have a place to store them. Container depots are also essential to support international trade through export and import activities and function as a place to store empty containers. Container depots play a vital role for trade growth through sea lanes. This is because the more depots are established, the more business opportunities will open up for entrepreneurs wanting to expand their businesses.

The presence of a depot dramatically influences the speed of loading and unloading, and the area of the depot determines the number of containers that can be accommodated. The function of the container depot is also beneficial in reducing the density of container stacking. Ultimately, the flow of container loading and unloading can be hampered because the stacking land at the port is insufficient to meet the needs of container loading and unloading (Pramono et al., 2019). However, due to the increasingly tight competition in the depot business amidst the many depots established, companies must remain vigilant about customer behavior, attitudes, and tastes when creating profitable and satisfying business strategies. The speed of loading and unloading is also influenced by the presence of a depot, and the wider the area of the depot owned, the more it affects the speed of loading and unloading.

Customer defense is one of the company's efforts. To grow customer loyalty, the company must always consistently provide customer satisfaction. However, loyalty alone is insufficient to guarantee that customers remain loyal to the company because loyalty does not always generate profits. Real action needs to be taken as evidence that customers are truly faithful to the company by retaining customers. Retaining customers is one of the company's efforts (Buttle, 2004).

Customer retention ensures that the company does not lose customers in the future. A good customer experience with a product provider is a way for company management to establish relationships with customers so that they continue to use the products produced (Halizah et al., 2022). According to Hennig-Thurau et al. (2004), customer retention is a way for company management to establish relationships with customers so that they continue to use the products

produced (Hyun & Sunghyup, 2015). Retention can be built with a good customer experience at the product provider (Jenefa & Kaliyamoorthy, 2014).

Cranage (2004) stated that customers who are satisfied with the service will communicate verbally; one of the many benefits of customer retention is the reduction of advertising and marketing costs. According to Dwyer and Tanner (1999), customer retention significantly affects profits. Increased retention, especially from good customer relationships, will increase profits. Based on this, companies must understand the aspects affecting customer retention. Therefore, researchers are interested in conducting a study titled The Effect of Tariffs, Infrastructure, and Distance on Customer Retention at the Belawan Container Depot.

METHODS

This research uses a quantitative type. Quantitative research is usually defined as research conducted with a specific purpose, for example, as an alternative to testing a research hypothesis and finding that the results depend on the possibility of failure of the null hypothesis. After statistical analysis of all research results, the significance of the relationship and group differences will be calculated. One primary goal has been achieved through quantitative research in practice, according to Supratiknya (2015). This meets the need to test theories objectively by examining the relationship between variables. Descriptive analysis is a method used to make raw data sets into a more concise and easily understood form (Istijanto 2005). The purpose of descriptive analysis is to mathematically describe conditions. Descriptive analysis is needed to determine the object of the research.

RESULTS AND DISCUSSION

A. Research Results

1. Cost

The results of the tabulation of respondents' answers to the tariff variable can be described as follows:

Table 1. Description of Cost Variable Indicators

No.	Statement	Number and Percentage of Respondents' Answers							
		Strongly Disagree		Disagree		Disagree Less		Agree	
		∑	%	∑	%	∑	%	∑	%

No	Statement							
1	The rates offered by Depo Container are affordable for customers	0	0.00	15	10.00	25	16.67	84	56.0
2	The rates the Container Depot sets are adjusted to the type of service required.	4	2.67	1	0.67	16	10.67	100	66.6
3	Service rates are set according to the benefits of the services provided.	0	0.00	7	4.67	39	26.00	73	44.6
4	The service rates provided are based on all provisions imposed by Container Depot.	0	0.00	6	4.00	22	14.67	67	44.6

Source: Processed Primary Data, 2024

Table 1 provides an overview of respondents' perceptions and views on the rates offered by Belawan Container Depot with the following description.

The first statement states that Belawan Container Depot offers affordable rates for customers; respondents who said they strongly agreed were 26 people or 17.33%. Respondents who indicated that they decided were 84 people or 56.00%. Respondents who indicated that they disagreed were 25 people, or 16.67%. Respondents who stated that they disagreed were 15 people, or 10.00%. Respondents who stated that they strongly disagreed were none.

The second statement states that, in my opinion, the rates offered by Belawan Container Depot are adjusted to the type of service provided; respondents who said they strongly agree were 29 people or equal to 19.33%. Respondents who stated that they decided were 100 people, or equal to 66.67%. Respondents who indicated that they disagreed were 16 people, or equal to 10.67%. Respondents who disagreed were one person or equal to 0.67%. Respondents who strongly disagreed were four people, or equal to 2.67%.

Based on the results of respondents' answers related to the third statement stating that, in my opinion, the service rates set by Belawan Container Depot are by the benefits of the services provided, respondents who said that they strongly agree were 31 people or equal to 20.67%. Respondents who agreed were 73 people, or equal to 48.67%. Respondents who stated that they disagreed were 39 people, or equal to 26.00%. Respondents who disagreed were 7 people or equal to 4.67%. Respondents who stated that they strongly disagreed were none.

Finally, based on the results of the respondents' answers related to the fourth statement stating that I am satisfied with the service rates provided by Depo Petikemas Belawan by all forms of provisions that apply, respondents who said that they strongly agree were 55 people or equal to 36.67%. Respondents who indicated that they decided were 67 people, or equal to 44.67%. Respondents who stated that they disagreed were 22 people, or equal to 14.67%. Respondents who indicated that they disagreed were 6 people, or equal to 4.00%. Respondents who stated that they strongly disagreed were none. In general, it can be seen that the respondents' answers were dominated by agreeing to all of these statements when assessing the rates offered by Depo Petikemas Belawan.

2. Facilities and Infrastructure

The results of the tabulation of respondents' answers to the facilities and infrastructure variables can be described as follows:

Table 2. Description of the Facilities and Infrastructure Variable Indicators

		Number and Percentage of Respondents' Answers

No.	Statement	Strongly Disagree		Disagree		Neutral		Agree		Strongly agree	
		∑	%	∑	%	∑	%	∑	%	∑	%
1	The loading and unloading facilities at the Container Depot are well organized.	0	0.00	10	6.67	13	8.67	102	68.00	25	16.67
2	Container security facilities are well available at the Container Depot.	2	1.33	8	5.33	12	8.00	105	70.00	23	15.33
3	Maintenance of the condition of the Container Depot	0	0.00	4	2.67	16	10.67	100	66.67	30	15.33

	facilities is routinely performed every week.										

Source: Processed Primary Data, 2024

Table 2 provides the following description of respondents' perceptions and views on infrastructure at the Belawan Container Depot.

The first statement states that the loading and unloading facilities at the Belawan Container Depot are well organized; respondents who strongly agree are 25 people or 16.67%. Respondents who agree are 102 people or 68.00%. Respondents who disagree are 13 people, or 8.67%. Respondents who disagree are 10 people, or 6.67%. Respondents who strongly disagree are none.

The second statement states that container security facilities are well available at Belawan Container Depot, respondents who strongly agree are 23 people or equal to 15.33%. Respondents who agree are 105 people or equal to 70.00%. Respondents who disagree are 12 people or equal to 8.00%. Respondents who disagree are 12 people or equal to 5.33%. Respondents who strongly disagree are 2 people or equal to 1.33%.

Finally, based on the results of the respondents' answers related to the third statement stating that maintenance of the condition of the facilities at the Belawan Container Depot is carried out routinely every week, respondents who said that they strongly agreed were 30 people or equal to 20.00%. Respondents who indicated that they decided were 100 people or equal to 66.67%. Respondents who stated that they disagreed were 16 people or equal to 10.67%. Respondents who disagreed were 4 people or equal to 2.67%. Respondents who stated that they strongly disagreed were none. In general, it can be seen that the respondents' answers were dominated by agreeing to all of these statements in Facilities and Infrastructure at the Belawan Container Depot.

3. Distance

The results of the tabulation of respondents' answers to the distance variable can be described as follows:

Table 3. Description of Distance Variable Indicators

No.	Statement	Strongly Disagree		Disagree		Neutral		Agree		Strongly agree	
		∑	%	∑	%	∑	%	∑	%	∑	%
1	Easy access to the Container Depot location	2	1.34	4	2.68	12	8.05	93	62.42	38	25.50
2	Distance access to the Container Depot location is easily explained	0	0.00	6	4.00	7	4.67	83	55.33	54	36.00

Source: Processed Primary Data, 2024

Table 3 provides the following description of respondents' perceptions and views on distance at the Belawan Container Depot.

The first statement states that the distance access to the Belawan Container Depot location is easy to reach; respondents who strongly agreed were 38 people or equal to 25.50. Respondents who stated that they decided were 93 people, or equal to 62.42%. Respondents who disagreed

were 12 people or equal to 8.05%. Respondents who disagreed were 12 people or equal to 2.68%. Respondents who stated that they strongly disagreed were 2 people, or equal to 1.34%. The second statement states that the distance access to the Belawan Container Depot location is easy to explain; respondents who strongly agreed were 54 people or equal to 36.00%. Respondents who stated that they decided were 83 people, or equal to 55.33%. Respondents who disagreed were 7 people or equal to 4.6%. Respondents who indicated that they disagreed were 6 people or equal to 4.00%. Respondents who stated that they strongly disagreed were none. In general, it can be seen that the respondents' answers were dominated by those who agreed with all of the statements in assessing the distance of the Belawan Container Depot.

4. Customer Retention

The results of the tabulation of respondents' answers to the Customer Retention variable can be described as follows:

Table 4. Description of Customer Retention Variable Indicators

No.	Statement	Number and Percentage of Respondents' Answers									
		Strongly Disagree		Disagree		Disagree Less		Agree		Strongly agree	
		∑	%	∑	%	∑	%	∑	%	∑	%
1	I am willing to continue transacting at Depo Petikemas in the future	0	0.00		4.67	24	16.00	78	52.00	41	27.33
2	I am confident with nt with		1.33		4.00	11	7.33	94	62.67	37	24.67

	the services offered by this Container Depot															
3	I am happy and satisfied with the service provided by Depo Petikemas		1 .33		4 .00	1 6	1 0.67	1 10	7 3.33	1 6	1 0.67

Source: Processed Primary Data, 2024

The second statement states that I am confident with the services offered by Depo Petikemas; respondents who strongly agreed were 37 people, or 24.67%. Respondents who stated agree were 94 people, or equal to 62.67%. Respondents who stated disagree were 11 people, or 7.33%. Respondents who stated disagree were 6 people, or 4.00%. Respondents who strongly disagreed were 2 people, or 1.33%.

Finally, based on the respondents' answers to the third statement stating that they were happy and satisfied with the service provided by Depo Petikemas, respondents who strongly agreed were 16 people, or 10.67%. Respondents who indicated that they decided were 110 people, or equal to 62.67%. Respondents who stated that they disagreed were 16 people, or equal to 10.67%. Respondents who stated that they disagreed were 6 people or equal to 4.00%. Respondents who stated that they strongly disagreed were 2 people, or equal to 1.33%. In general, it can be seen that the respondents' answers were dominated by agreeing to all of these statements when assessing Customer Retention at Depo Petikemas Belawan.

Discussion

1. The Effect of Tariffs on Customer Retention

The tariff problem is significant for service companies because it can affect customer retention or loyalty. The right marketing strategy on target results in purchasing decisions (Mardikaningsih & Putra, 2021), and repeat purchase intentions continue to emerge (Mardikaningsih & Sinambela, 2021; Mardikaningsih & Darmawan, 2021). The existence of price fairness, also known as price fairness, is the value that customers can accept about the product to be used. Customer retention will increase if customers know why prices change (Polo et al., 2011). Customers will consider the cost or tariff fair after comparing the benefits to the prices of other companies offering the same product (Alzoubi et al., 2020).

The right marketing strategy on target results in purchasing decisions (Mardikaningsih & Putra, 2021), and repeat purchase intentions continue to emerge (Mardikaningsih & Sinambela, 2021; Mardikaningsih & Darmawan, 2021). According to Daves (2009), fair prices or rates also support increased customer retention (Dawes, 2009). Fairness of price or rate is the value customers can accept about the product used. Customer retention will increase if customers know why the set price has changed (Polo et al., 2011). Customers will consider a price or rate fair after considering the benefits obtained and comparing prices with other companies that provide the same product (Alzoubi et al., 2020).

However, this statement contradicts research that found that rates do not affect customer retention; in other words, increasing rates does not improve customer retention. Thus, it can be concluded that the rates set by Depo Petikemas for the type of service needed do not affect customer pleasure or satisfaction.

2. The Influence of Facilities and Infrastructure on Customer Retention

To maximize the services provided, companies must consider the condition of their facilities. According to Tjiptono (2006), customer perception is highly dependent on the design and layout of service facilities. Creating good facilities is one of the difficult choices for a company. Companies must always create better facilities because many competitors have the same facilities. Service quality greatly influences and determines customer satisfaction. One way to provide customer satisfaction is to improve or even create services according to customer expectations.

Facilities will be the main factor influencing customer decisions. According to Rangkuti (2008), loyalty is defined as everything given by a service provider to be used and enjoyed by

customers with the aim of making customers satisfied, which results in a sense of loyalty when customers really need the product or service.

The results of the study indicate that facilities have a significant positive effect on customer retention. In other words, the more facilities there are at the Belawan Container Depot, the more customer retention there will be. The results of the study indicate that the facilities offered by the Container Depot, especially the container security facilities that are available properly, are the indicators that best describe the infrastructure, and the indicator that best describes customer retention is that I am happy and satisfied with the services provided by the Container Depot. From this, it can be concluded that it is known that if the infrastructure provided by the Container Depot, especially the container security facilities, is available properly at the Container Depot, it can increase pleasure and satisfaction with the services offered.

3. The Effect of Distance on Customer Retention

According to Cranage (2004), retaining customers has many advantages, including decreased advertising and marketing costs. Increasing retention will increase profits, especially retention resulting from good relationships with customers. One factor that affects customer retention is distance. To improve customer retention, business strategies in all lines must limit the distance customers must travel to obtain service.

The study's results showed that distance did not affect customer retention. In other words, even though the distance to Belawan Container Depot was getting closer, it did not increase customer retention. This means that even though the location of Belawan Container Depot is more accessible, it cannot increase customer satisfaction or pleasure with the services provided.

CONCLUSION

Based on the results of the previous research, the following conclusions will be drawn:

1. Tariffs do not have a significant effect on customer retention. So, it can be interpreted that when the tariff is increased, it does not impact increasing customer retention.

2. Facilities and infrastructure have a significant positive effect on customer retention. It can be interpreted that the increasing facilities and infrastructure at the Belawan Container Depot will increase customer retention.

3. Distance does not have a significant effect on customer retention. It can be interpreted that if the distance to the Belawan Container Depot is closer, it does not impact increasing customer retention.

4. Tariffs have a negative and significant effect on customer retention, moderated by word-of-mouth information. Thus, when the tariff is increased, customer retention decreases, and the magnitude of this influence is also due to word-of-mouth information.

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