COMPARATIVE RESEARCH OF CUSTOMER EXPERIENCE AND CUSTOMER EXPECTATION BETWEEN MALE AND FEMALE CUSTOMERS OF KM. MAJESTIC KAWANUA

PENELITIAN KOMPARATIF PENGALAMAN PELANGGAN DAN HARAPAN PELANGGAN ANTARA PELANGGAN PRIA DAN WANITA KM. MAJESTIC KAWANUA

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Abstract: *Sea transportation is one of the most indispensable transportation of Indonesian society.KM. Majestic Kawanua operating in Indonesian sea areas, especially in North Sulawesi area. There are two main objectives that will be achieved, which are: To determine the significant difference of customer experience between male and female customers of KM. Majestic Kawanua and To determine the significant difference of customer expectation between male and female customers of KM. Majestic Kawanua. Therefore customer experience and customer expectation will greatly affect to customer satisfaction. This research conducted by a quantitative method and this research population is the customers of KM. Majestic Kawanua. By using an Independent Sample t-test, this research conducted a hypothesis is significant difference in customer experience and customer expectation between male and female customers of KM. Majestic Kawanua. Based on the result of this research, the data is normally distributed. The result shows that there are no significant differences in customer satisfaction based on customer experience and customer expectation between male and female customers of KM. Majestic Kawanua. Findings suggest KM. Majestic Kawanua employes to be quick in responding to customer needs so that customers feel satisfied using the KM. Majestic Kawanua services.*

Keywords:*customer experience, customer expectation, gender.*

Abstrak: *Transportasi laut merupakan salah satu transportasi yang sangat diperlukan oleh masyarakat Indonesia. KM. Majestic Kawanua adalah salah satu kapal yang beroperasi di wilayah laut Indonesia, terutama di wilayah laut Sulawesi Utara. Ada dua tujuan utama yang akan dicapai, yaitu: Untuk mengetahui perbedaan yang signifikan antara pengalaman pelanggan antara pelanggan pria dan wanita KM. Majestic Kawanua dan Untuk mengetahui perbedaan yang signifikan antara harapan pelanggan antara pelanggan pria dan wanita KM. Majestic Kawanua.Oleh karena itu, pengalaman pelanggan dan harapan pelanggan akan sangat mempengaruhi kepuasan pelanggan. Penelitian ini dilakukan dengan metode kuantitatif dan populasi penelitian ini adalah pelanggan KM. Majestic Kawanua. Dengan menggunakan uji coba Independent Sample t-test, penelitian ini dilakukan dengan hipotesis perbedaan yang signifikan dalam pengalaman pelanggan dan harapan pelanggan antara pelanggan pria dan wanita KM. Majestic Kawanua. Berdasarkan hasil penelitian ini, data terdistribusi secara normal dan homogen. Hasil penelitian menunjukkan bahwa tidak ada perbedaan signifikan dalam kepuasan pelanggan berdasarkan pengalaman pelanggan dan harapan pelanggan antara pelanggan pria dan wanita KM. Majestic Kawanua. Temuan dari penelitian ini menyarankan KM. Karyawan Majestic Kawanua cepat dalam menanggapi kebutuhan pelanggan sehingga pelanggan merasa puas menggunakan layanan KM. Majestic Kawanua.*

Kata Kunci: *pengalaman pelanggan, harapan pelanggan, jenis kelamin*

INTRODUCTION

Research Background

Nowadays Indonesia's economy is not only developing by mainland basis but must be able to make maritime as a basis for strengthening the nation's economy. The needs of the ship in Indonesia has soared, it makes Indonesia as a country with huge potential for investors to invest their capital in order to enhance the development of the domestic shipbuilding industry. Factors that always affect the increasing needs of this ship are because of the increasing trading activity in the country, as the impact of the development of the various sectors that require conveyance of the sea or a fleet of ships.

Ship was anchored in 12 sea port in North Sulawesi in the month of February 2015 there are 1.144 units of ships, which consists of 1.123 units shipping in the country and 21 units for shipping overseas. The number of ship visits decreasing about 3.13 percent from January 2015 and increase of 8.54 percent from February 2014 as well as cumulatively increased about 33,16 percent. The number of passengers there in the 12 seaport in North Sulawesi in the February 2015 as 55.826 people or increased by 9.23 percent and also increased by 57,03 percent and increased by 47,78 percent. While passengers in the February 2015 as 51.114 people or decreased by 10,92 percent but increased by 39,76 percent and is increased also by 46,59 percent (Dep-PerhubunganRI)

PT Pelayaran Lintas Putra Utara having two the ships and one of them was Majestic Kawanua. KM. Majestic Kawanua first operates on November 14th 2014. KM. Majestic Kawanua Indonesia is a production (PT. Cahaya Samudera Shipyard) by having elegant design, exclusive and sophisticated. KM. Majestic Kawanua is a type of passenger ship, the production code is 9762869 and engine-power is 1,450 HPKx3 (PT.PLPU). KM. Majestic Kawanua operates from Manado seaport to several islands in the Nusa Utara by traveling around 6 hours. Biaro, Tagulandang, Siau, Para, Kalama, Tahuna are the routes of KM. Majestic Kawanua. The departures of KM. Majestic Kawanua from Manado to Siau on Monday, Wednesday, Friday, Sunday and from Siau to Manado on Tuesday, Thursday and Saturday.

KM. Majestic Kawanua is one trigger the creation of North Sulawesi as the axis of the maritime world. The competition of sea transportation service between several ships make KM. Majestic Kawanua keep trying to increase their service for customer to make customer loyalty, Majestic Kawanua should make their customers satisfied with the services. Customers will be satisfied and as a result will become more loyal to use the service of sea transportation in this case the KM. Majestic Kawanua.Therefore, customer experience and customer expectation based on gender has the impact on customer satisfaction. Based on the explanation above, the researcher interested to do a research with the title "Comparative Research of Customer Experience and Customer Expectation between Male and Female Customer of KM. Majestic Kawanua".

Research Objectives

The research conducted aims to collect information related to the issues presented, which are to find out:
1. To determine the significant difference of customer experience between male and female customers of KM. Majestic Kawanua.
2. To determine the significant difference of customer expectation between male and female customers of KM. Majestic Kawanua.

THEORETICAL FRAMEWORK

Marketing

Marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other (Kotler & Amstrong, 2006: 115). Marketing involves satisfying consumer need. If the marketer understand consumer needs, develop products that provide superior value and prices, distributes, and promotes then effectively, the product will sell very easily (Kotler & Amstrong, 2010: 108). If the marketer understand consumer needs, develop products that provide superior value and prices, distributes, and promotes then effectively, the product will sell very easily (Kotler & Amstrong, 2010: 46).

Customer Satisfaction

Oliver (1981), customer satisfaction as "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience.Customer Satisfaction is the customer response to the evaluation of perceived discrepancy between

expectations and actual performance of products in the wearer (Tjiptono, 2001: 247). Customer satisfaction is the extent to which the assumption of a product's performance meets customer expectation when the product performance is lower than the expectations of their customers so the buyer is not satisfied, if appropriate, or meet expectations, customer will feel satisfied (Sole, 1997).

Customer Experience

Customer experience is another factor that has a direct impact on customer satisfaction, (Meyer and Schwager, 2007: 62) explain customer experience as the internal and subjective response customers have to any direct or indirect contact with a company according (Johnson and Kong, 2011: 179) when customers have a good experience, they will be satisfied, and become loyal.Customer experience as totally positive, engaging, promotion, enduring and socially fulfilling physical experience (Jones & Sasser, 1995: 338).

Customer Expectation

Expectations can be explain as "predictions made by customers on what probably will occur during an imminent transaction" (Parasuraman, Zeithaml and Berry, 1988).(Kumar, 2010: 120) explains that customers will be satisfied if a company provides services above their expectation.Mason and Simmons (2012) also connect service quality with customer expectation as they found that customer expectation occurs when customers predict the service quality by using their own characteristics, attitudes and preferences. Hsieh and Yuan, 2010: 77) claim that in any service oriented industry, the element of customer expectation is significant in order to provide quality service.

Gender and Customer Satisfaction

Gender is positively and significantly moderates the influence of customer satisfaction on the purchasing behavior (Kurniawan, 2007). Men and women tend to have the orientation of attitudes and behaviors that are different, partly based on genetic elements and partly on socialization practices (Kotler & Keller, 2007: 305). Customer characteristics affect satisfaction threshold. Researches have shown that customer characteristics moderate outcomes of customer satisfaction such as repurchase intention and share of the wallet (Mittal & Kamakura, 2001).

Previous Research

The study of The Effect of Customer Expectation, Customer Experience and Customer Price Perception on Customer Satisfaction in Hotel Industry by S.Yongchaitrakool (2014), shows that, customer experience, customer expectation and price perception factors are in fact positively correlated with overall satisfaction. The study of The Influence of Customer Experience on Satisfaction with Mobile Phone by Marina Debrota, Ana Nikodijevic and Dobrivoje Mihailovic (2012) reveals that managing customer satisfaction is to discover satisfaction determinants from the user's perspective and then to assess the company's performance. The study of The Influence of Perceived Quality, Perceived Value, and Customer Expectation on Customer Satisfaction: An Empirical Study on Independent Surveyor Industry in Indonesia, by Hannan, S., Suharj, B., Nurmalin, R., Kirbrandoko (2014) presents that The perceived quality and customer expectation variables also influence customer satisfaction through perceived value.
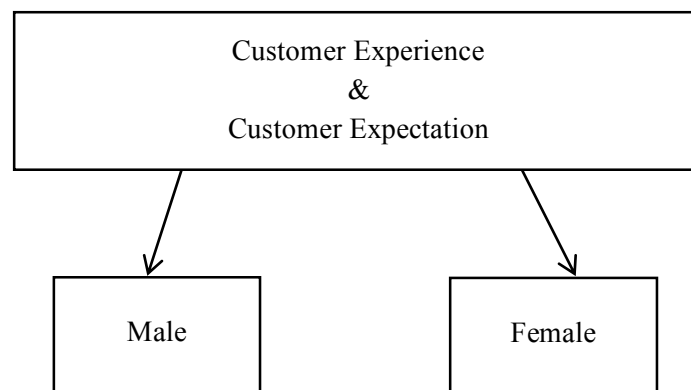
Conceptual Framework

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            ┌─────────────────────────────┐
            │    Customer Experience      │
            │             &               │
            │    Customer Expectation     │
            └─────────────────────────────┘
                 │                    │
                 ▼                    ▼
        ┌──────────────┐      ┌──────────────┐
        │     Male     │      │    Female    │
        └──────────────┘      └──────────────┘
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Figure 1. Conceptual Framework
Source: Empirical Review, 2017

RESEARCH METHOD

Type of Research
The current research is a quantitative research. According to Burns & Bush (2006:246), they define quantitative research as involvement of the use of structural questions in which the respondents' options have been predetermined and a large number of respondents are involved.

Place and Time of Research
The place of this research will be conducted in Siau Island for approximately two months, June until September 2017.

Population and Sample
The population in this research is all customers of KM. Majestic Kawanua. The sample of the research is 100 of customers of KM. Majestic Kawanua, which are divided into 50 male and 50 female customers.

Data Collection Method
Primary data is a first-hand experience where information is developed and gathered by researchers. Primary data is defined as information collected for the specific purpose at hand (Kotler *et al*, 2008:335). For the present research, the data was collected through questionnaire.

Operational Definition of Research Variable
Customer Experience refreshes the internal and subjective response customers have to any direct or indirect contact with KM. Majestic Kawanua. Customer Expectation refreshes predictions made by customers on what probably will occur during an imminent transaction with KM. Majestic Kawanua.

Data Analysis Method
Validity, Reliability, and Normality Test
The research has a total 100 questionnaires with 16 questions, that the validity, reliability, and normality have been tested with SPSS. To test the validity the Pearson Product Moment is used, for the reliability using Cronbach Alpa Parameter, and for the normality is based on the Shappiro-Wilk value.

Independent Sample *t*-Test
The study of Schlomer and The Military REACH Team (2012), explain that independent samples t-test is used to compare two groups whose means are not dependent on one another. In other words, when the

participants in each group are independent from each other and actually comprise two separate groups of individuals, who do not have any linkages to particular members of the other group (in contrast to depend-ent samples).

RESULT AND DISCUSSION

Validity Test Result

To test the validity of the research, the Pearson Product Moment is used, by seeing the value of significance and comparing the value of rxy table with r product moment. If the significance value > 0.05, and if the value of rxy > r table product moment, then the instrument is declared valid.

Table 1. Correlations

	Total Score		
	Pearson Correlation	**Sig. (2-tailed)**	**N**
Q1	.435	.000	
Q2	.325	.001	
Q3	.769	.000	
Q4	.725	.000	
Q5	.704	.000	
Q6	.668	.000	
Q7	.473	.000	
Q8	.646	.000	
Q9	.569	.000	100
Q10	.657	.000	
Q11	.591	.000	
Q12	.637	.000	
Q13	.661	.000	
Q14	.590	.000	
Q15	.742	.000	
Q16	.788	.000	
	1		

Source: SPSS Output, 2017

Table 1 shows that valid because the correlation value is above 0.3 and significant level below 0,05.

Reliability Test Result
Table 2. Reliability Statistic

Crobach's Alpha	N of Items
.894	16

Source: SPSS Output, 2017

The above data shows that the Cronbach's Alpha is 0.894, far above the acceptance limit of 0.6. Therefore, the research instrument is assumed to be reliable.

Normality Test Result
Table 3. Test of Normality

		Customer Experience	Customer Expectation
N		100	100
Normal Parameters[a,b]	Mean	31.2400	31.8700
	Std. Deviation	4.39035	4.76658
Most Extreme Differences	Absolute	.069	.069
	Positive	.062	.059
	Negative	-.069	-.069
Test Statistic		.069	.069
Asymp. Sig. (2-tailed)		.200[c,d]	.200[c,d]

Source: SPSS Output, 2017

The above further decisions are resulted as follows: It appears that a significant column (Asymp. Sig (2-tailed)) for Customer Experience is 0.200 or more than 0.05 then the probability of H_0 received population mean of Customer Experience normally distributed. It appears that a significant column (Asymp. Sig (2-tailed)) for Customer Expectation is 0.072 or more than 0.05 then the probability of H_0 received population mean of Customer Expectation normally distributed.

Independent Sample t-Test Result
Table 4. Group Statistic

Group Statistics per Variable

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Customer Experience	Male	50	31.0600	4.52390	.63978
	Female	50	31.4200	4.29090	.60683
Customer Expectation	Male	50	31.7000	5.07997	.71842
	Female	50	32.0400	4.47651	.63307

Source :SPSS Output,2017

From the table above shows the differences between the independent sample based on group of gender 1 and 2 which defined as male and female. Customer Experience: From the table above shows that customer experience for male and female. The mean difference from male and female shows by table mean where female has better perception about customer experience of KM. Majestic Kawanua at 31.4200 while male at 31.0600 but this mean difference will be tested with independent sample t-test by following table. In other words, female has on average higher customer experience than male.

Customer Expectation: From the table above shows that customer expectation for male and female. The mean difference from male and female shows by table mean where female has better perception about customer expectation of KM. Majestic Kawanua at 32.0400 while male at 32.0400 but this mean difference will be tested with independent sample t-test by following table. In other words, female has on average higher customer expectation than male.

Table 5. Independent Sample t-Test

Independent Samples Test per Variable

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Customer Experience	Equal variances assumed	.217	.642	-.408	98	.684	-.36000	.88179	-2.10988	1.38988
	Equal variances not assumed			-.408	97.727	.684	-.36000	.88179	-2.10994	1.38994
Customer Expectation	Equal variances assumed	1.946	.166	-.355	98	.723	-.34000	.95755	-2.24023	1.56023
	Equal variances not assumed			-.355	96.473	.723	-.34000	.95755	-2.24061	1.56061

Source :SPSS Output,2017

Table 5 show, the p-value resulted in 0.684 for the customer experience, and 0.723 for the customer expectation, (p>0.05) indicates that H_0 is accepted which means there is no significant difference in customer experience and customer expectation between male and female customers of km. Majestic Kawanua.

Discussion

Indonesia is one of the largest maritime nations in the world, as marine transportation is an indispensable means of transportation. Increased domestic activity is also a factor in the increasing demand for domestic vessels, both freight vessels and passenger ships. The vessel is also a means of transportation from one area to another.

The ship is the only means of transportation to Siau Island. There are several ships that operate to Siau Island and one of them is KM Majestic Kawanua.KM. Majestic Kawanua is the observation unit of the current research.The purpose of the research is to find out whether there is a significant difference between the male and female customer of KM Majestic Kawanua in terms of customer experience and customer expectation. For later

can be used to have a better understanding of the customer to help in developing the best approach of strategy to boost the customer revisit intention in order to maintain the business attractiveness.

Comparison between Male and Female customer based on Customer Experience

The result shows that, there is no significant difference between male and female customer of KM Majestic Kawanua in terms of customer experience.This result also shows by the t value, which is group1 (Male) better than group 2 (Female). But this compare means does not have proven by significant different between male and female, means both of these groups are not significantly different. It seems that there is a difference among the group mean but it can proved by an independent sample t-test. Therefore, there is no significant difference in customer satisfaction between male and female customers of KM Majestic Kawanua measured by customer experience.

Good or bad services provided by a company, it can be known based on previous customer experience. If the customer is satisfied with the services of these companies of course he will come back to use the service and recommend it to others, on the contrary if the experience is bad the customer may not be going back to using the service. Therefore, customer experience is very important because it can affect the progress of a company. Companies also need to know in advance the customer experience in improving or maintaining the quality of product or service offered.

Comparison between Male and Female customer based on Customer Experience

The result for the customer expectation shows that there is no significant difference between male and female customer of KM Majestic Kawanua.By looking at the mean result from table 4.4, The indicator of social influence mean of female bigger than male, shows that more positive perception of customer expectation of KM Majestic Kawanua. This result also shows by the t value, which is group 1 (Male) better than group 2 (Female). But, this mean comparison does not have proven by significant different between male and female, it means both of these groups are not significantly different. On the other hand that there is a difference among the groups mean but it can be proved by an independent sample t-test. Therefore, there is no significant difference in customer satisfaction between male and female customers of KM Majestic Kawanua measured by customer expectation.

Being the results KM Majestic Kawanua must maintain and develop their services. Indicator 8 is empathy which is the indicator with the lowest result of other indicators; it means the empathy of staf KM Majestic Kawanua should be increased both to male customers and female customers. Customer expectations are needed in a company to meet customer satisfaction. Customer expectations can help the company's progress, whether in the field of product or service, so that the company can maintain their services and improve their services to meet customers' satisfaction.

CONCLUSION AND RECOMMENDATION

Conclusion
1. There is no significant difference in customer satisfaction between male and female customers of KM Majestic Kawanua measured by customer experience.
2. There is no significant difference in customer satisfaction between male and female customers of KM Majestic Kawanua measured by customer expectation.

Recommendation
1. As a result, there is no significant difference between male and female. But the customer loyalty indicator in customer experience result is lower. Therefore, KM Majestik Kawanua must improve their service so that customers still loyal to KM Majestic Kawanua. On the customer expectation of the lowest result is empathy indicator. It means, KM Majestic Kawanua should do training to KM Majestic Kawanua employees to be quick in responding to customer needs so that customers feel satisfied using the KM Majestic Kawanua services.
2. The results of this study can be used as references for contributing the knowledge of management marketing, specifically the customer revisit intention to use KM Majestic kawanua services. This research also becomes the reference of customer in using sea transportation service.

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