Market Analysis and Operational Strategy KMC Kartini 1 Tourist Ship: Case Study in Pangandaran Regency

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Abstract

This study aims to analyze the effect of Facility Quality, Strategy Quality, Tourist Experience, and Promotion on Tourist Satisfaction using the KMC Kartini 1 tour boat in Pangandaran Regency. By using a quantitative approach, to measure the effect of each variable on tourist satisfaction. The results showed that Tourist Experience had the most significant effect on Tourist Satisfaction with a coefficient of influence of 39%. Facility quality also has a significant effect with a contribution of 27.3%. Meanwhile, Promotion has a positive but statistically insignificant effect. Quality of Strategy as well as moderating variables between tourist experience with service quality and promotion do not show a significant effect on tourist satisfaction. This study concludes that to increase the satisfaction of tourists using KMC Kartini 1, managers need to focus on improving the tourist experience and the quality of the facilities offered. Promotion and operational strategies need to be further reviewed to be more effective in influencing traveler satisfaction.

Keywords: Tourist Satisfaction, Facility Quality, Tourist Experience, Kmc Kartini 1

Introduction

Marine tourism in Pangandaran Regency has experienced significant growth, driven by increasing interest in marine activities and the natural beauty of the area. The unique features of the Pangandaran coast, characterized by sun, sea, and sand, create an attractive attraction for tourists, requiring an improved marine transportation system to support this flow (Ghosh, 2011) (Rm & Adnyana, 2016). KMC Kartini 1 plays an important role in this sector by facilitating tourist mobility, offering sufficient capacity and adequate facilities that enhance the overall visitor experience. As competition in the tourism industry increases, it is essential for KMC Kartini 1 operators to analyze market trends and competitor strategies to remain attractive to tourists. Operators must adapt to changing market demands by transforming the function of traditional ports to specifically serve marine tourism, thereby improving service offerings and operational efficiency (Luković & Kovačić, 2007). Understanding tourist mobility is essential to optimizing routes and schedules, which directly impact visitor satisfaction. By using route optimization techniques, KMC Kartini 1 can improve operational efficiency, reduce travel time and costs while ensuring that visitor needs are met effectively (Scott A. Cohen,2014). Conducting a visitor needs assessment allows the organization to tailor its services to align with traveler preferences, thereby increasing satisfaction and loyalty (Matthew J. Trowbridge,2011). In addition, improving the overall visitor experience is essential to creating memorable trips

that drive positive word-of-mouth marketing (Christer Carlsson,2008). In a competitive market, implementing effective marketing strategies, especially through digital platforms and social media, can significantly expand KMC Kartini 1's reach and showcase its unique offerings (Houcine Ezzedine,2008). This integrated approach not only supports the growing demand for marine tourism but also fosters customer retention by ensuring that services are aligned with visitor expectations. Ultimately, by focusing on these interconnected strategies, KMC Kartini 1 can improve its operational efficiency while enhancing the overall traveler experience, leading to increased satisfaction and loyalty in the long run. Pangandaran Regency has emerged as a major marine tourism destination in West Java, renowned for its stunning beaches and rich natural resources that attract both domestic and international visitors. The tourism sector in the region has experienced significant growth, largely driven by infrastructure development, effective tourism promotion strategies, and diverse tourism offerings. Improved infrastructure has made the area more accessible, enhancing the overall visitor experience and encouraging longer stays (Moch. Nur Syamsu, 2024). A prominent feature of Pangandaran tourism is the Kartini 1 Motor Ship Quick (KMC), which provides a unique sailing experience that allows tourists to appreciate the beauty of the sea (Shafira Annida, 2024). This service is an important component of the broader marine tourism segment, which includes a variety of water-based activities such as fishing and diving, further strengthening Pangandaran's appeal as a marine adventure destination (Erwin Hilman Hakim, 2024). In addition, the beautiful beaches in this area play a significant role in attracting visitors seeking relaxation and recreation, making beach tourism an important aspect of its tourism dynamics (Hubertina Karolina Ngarbingan, 2024). Overall, the combination of these elements positions Pangandaran as a leading player in the West Java marine tourism landscape. In the marine tourism market, understanding the unique needs and preferences of tourists is crucial for marine transportation service providers such as KMC Kartini 1. This understanding allows for the formulation of operational strategies that are aligned with tourist expectations, which is critical for effective marketing and service delivery (Nurbaiti Nurbaiti, 2020). Evaluating these operational strategies involves assessing various factors such as sailing schedules, comfort, safety, and service efficiency, all of which significantly impact service quality and customer satisfaction (Daniela Gračan, 2016). Safety, in particular, is an important component that must be prioritized to ensure the well-being of tourists, thereby enhancing their overall experience (Yen E. Lam-González , 2019).

In addition, continuous evaluation of service quality is essential, as it directly correlates with customer satisfaction in the competitive marine tourism market (Josip Kasum ,2018). By adopting a systematic approach to this evaluation, marine transportation service providers can

not only meet but exceed their clients' expectations, foster loyalty and encourage repeat business (Srećko Favro,2017). Ultimately, a comprehensive understanding and evaluation of operational strategies will lead to improved service quality and increased customer satisfaction in the marine tourism sector.

To effectively analyze the market for KMC Kartini 1, understanding market segmentation is essential. This methodology allows operators to identify different groups within the tourist population, tailoring marketing strategies to meet their specific needs and preferences (Patrick Legohérel,1998). By examining tourist preferences—such as desired activities and amenities—operators can design services that align with what tourists are looking for, thereby increasing the likelihood of choosing KMC Kartini 1 (Mark Anthony Camilleri.2018). In addition, recognizing the decision-making factors that influence travelers, such as price, comfort, and safety, allows operators to create compelling value propositions that resonate with potential customers (Richard Teare, 1994). Implementing targeted marketing strategies that focus on these segments can significantly increase conversion rates and foster customer loyalty by addressing the unique needs of different traveler groups (Janet Hanlan, 2006). In addition to marketing efforts, effective operational strategies are critical to maintaining customer loyalty. Management practices, including cruise schedules, time efficiency, safety measures, and overall ship comfort, play a critical role in ensuring a positive experience for travelers (Sara Dolnicar, 2003). By integrating these insights, KMC Kartini 1 can enhance its attractiveness and operational effectiveness in a competitive tourism market.

Literature Review

Tourism Market Analysis

Market analysis in the tourism sector aims to identify tourist profiles and preferences that will help operators formulate more effective strategies. Market segmentation is an important approach in understanding visitor characteristics, which can be grouped based on demographics (age, gender, income), geography (tourist origin), psychographics (lifestyle, motivation), and behavior (frequency of visits, transportation preferences) (Kotler & Keller, 2016). This segmentation provides insight into the most potential market groups to be reached by the KMC Kartini 1 tour ship service. According to Holloway (2009), tourism market segmentation allows service providers to understand the factors that influence tourists' decisions in choosing a particular destination or means of transportation. In the context of KMC Kartini 1, this understanding is important to adjust ship services to the needs and expectations of tourists, so as to increase the attractiveness and use of these services.

Consumer Behavior in Tourism

Consumer behavior in tourism is the decision-making process carried out by tourists in choosing tourist destinations, modes of transportation, and activities they want to do during their vacation (Moutinho, 2011). The relevant consumer behavior theory for the analysis of the cruise ship market is the Push and Pull Factors theory. Push factors are the internal motivations of tourists, such as the desire for recreation and relaxation, while Pull factors are the external attractions of the destination, such as natural beauty, accessibility, and available services (Crompton, 1979). In the context of the KMC Kartini 1 cruise ship, Push factors can be the desire of tourists to enjoy the marine tourism experience, while Pull factors can be the superiority of the services offered by the ship, such as comfort, safety, and natural scenery during the trip.

Operational Strategy in Marine Transportation

Operational management of marine transportation includes efficient management of resources to ensure smooth ship operations and meet customer needs. Heizer & Render (2014) define operational management as the process of planning, organizing, and controlling production and service activities to achieve desired goals, including time efficiency, resource use, and service quality. In the context of cruise ships, operational strategies include proper cruise scheduling, fleet management, ship maintenance, and provision of facilities that support tourist comfort. According to Bowersox et al. (2013), success in transportation operations is highly dependent on factors such as schedule reliability, punctuality, comfort, and safety. On the KMC Kartini 1 tourist ship, good operational management is essential to maintain tourist satisfaction and ensure efficient operations.

Safety and comfort are important aspects in the tourism transportation industry, especially in attracting and retaining customers. Parasuraman et al. (1988) developed the SERVQUAL model used to measure service quality, which includes five dimensions: tangible (physical aspects of the ship), reliability (reliability of operational schedules), responsiveness (responsiveness to customer needs), assurance (assurance of safety and professionalism of staff), and empathy (attention to tourist comfort). These dimensions can be applied in measuring the effectiveness of KMC Kartini 1's operational strategy in serving tourists.

Customer Satisfaction in Transportation Services

Customer satisfaction is the result of a comparison between customer expectations before using a service and their perceptions after receiving the service (Oliver, 1980). In the context of tourism transportation, customer satisfaction can be determined by several factors, such as

service quality, safety, comfort, price, and the overall tourist experience. According to Kotler & Armstrong (2018), if the service performance meets or exceeds expectations, customers will be satisfied, while if the service performance is below expectations, customers will be dissatisfied.

Customer satisfaction is very important in the tourism industry because satisfied customers tend to be loyal customers and will provide positive recommendations to others (Zeithaml, 1988). In this study, customer satisfaction using KMC Kartini 1 will be measured as a dependent variable influenced by the quality of the ship's operational strategy.

Customer Loyalty and Word of Mouth (WOM)

Customer loyalty is a follow-up impact of high customer satisfaction. According to Reichheld (1996), satisfied customers tend to be more loyal and provide positive references to others. In the context of tourism, this is often manifested in the form of word of mouth (WOM), which plays an important role in attracting more tourists. For a tour ship like KMC Kartini 1, increasing customer satisfaction through the right operational strategy can contribute to customer loyalty and positive WOM, which will ultimately increase the number of passengers.

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Methods

This study uses a quantitative approach to analyze the market and operational strategy of the KMC Kartini 1 tour ship. The type of research used is descriptive and causal. Descriptive research aims to describe the characteristics of the market and operational patterns of tour ships, while causal research aims to test the relationship between ship operational strategies and customer satisfaction. The population in this study were all users of the KMC Kartini 1 tour ship service who visited Pangandaran Regency during the period June - August 2024. The sample was taken using a simple random sampling method. This study will involve approximately 100 randomly selected respondents of cruise ship users. The sample size is determined based on the Slovin formula with an acceptable margin of error. The variables used in this study use Independent variables: Quality of ship operation strategy (X), Quality of ship facilities (X2), Promotion & Marketing (X3), Dependent variables; Customer satisfaction (Z), Moderation variables: Tourist Experience.

Results and Discussion

Validity & Reliability Test

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Construct reliability and Validity

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average V
	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...
Kepuasan wisat...	0.820	0.825	0.917	0.847
Kualitas fasilitas	1.000	1.000	1.000	1.000
Kualitas strategi	1.000	1.000	1.000	1.000
PW -->KP X KW	0.815	1.000	0.901	0.821
PW -->PR X KW	0.728	1.000	0.860	0.757
PW--> KS X KW	0.760	1.000	0.891	0.803
Pengalaman W...	0.719	0.719	0.877	0.781
Promosi	1.000	1.000	1.000	1.000

Interpretation

1. Tourist Satisfaction

• Cronbach's Alpha: 0.820

Indicates that the internal reliability of the indicators for the variable "Tourist Satisfaction" is very good. Values above 0.7 indicate strong consistency.

• rho_A: 0.825

This indicates high reliability, approaching Cronbach's Alpha and also above the recommended limit (0.7), indicating consistency between items.

• Composite Reliability (CR): 0.917

A CR value above 0.9 indicates that this construct is very reliable.

• Average Variance Extracted (AVE): 0.847

AVE greater than 0.5 indicates that more than 84% of the indicator variance can be explained by this construct, indicating strong convergent validity.

2. Facility Quality

• Cronbach's Alpha: 1.000, rho_A: 1,000, CR: 1,000

A perfect value for this reliability indicates that there is no inconsistency between indicators, although this value may be due to a very limited or specific number of indicators.

• AVE: 1,000

This perfect AVE indicates that the entire variance in the indicator is fully explained by this construct, but it may also indicate an overfitting problem or a single indicator.

3. Strategy Quality

• Cronbach's Alpha: 1,000, rho_A: 1,000, CR: 1,000, AVE: 1,000

As with facility quality, this value indicates perfect reliability and validity. However, caution is needed when there are only a few indicators or a single indicator, as this may produce extreme results.

4. Tourist Experience towards KP X KW (Tourist Experience x Service Quality)

• Cronbach's Alpha: 0.815

Shows good reliability, with a value above 0.7.

• rho_A: 1.000

A high rho_A value may indicate an estimation problem or an indicator that is too ideal.

• AVE: 0.821

A AVE value above 0.5 indicates that this indicator has strong convergent validity.

5. Tourist Experience towards PR X KW (Tourist Experience x Promotion)

• Cronbach's Alpha: 0.728

Shows good internal reliability. This value is quite consistent and valid.

• rho_A: 1.000

rho_A is very high, which may indicate an estimation problem.

• AVE: 0.757

AVE values above 0.5 indicate good convergent validity.

6. Tourist Experience of KS X KW (Tourist Experience x Strategy Quality)

• Cronbach's Alpha: 0.760

Indicates fairly good reliability, above the minimum limit.

• rho_A: 1.000

A very high rho_A value can indicate data fit or overfitting.

• AVE: 0.803

AVE values above 0.5 indicate good convergent validity.

7. Tourist Experience

• Cronbach's Alpha: 0.719

This indicates sufficient internal reliability, slightly above the 0.7 limit.

• rho_A: 0.719

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Shows the same consistency as Cronbach's Alpha.

• AVE: 0.781

AVE above 0.5 indicates that this construct has strong convergent validity.

8. Promotion

• Cronbach's Alpha: 1.000, rho_A: 1.000, CR: 1.000, AVE: 1.000

As with other constructs with perfect values, this may indicate too few indicators or perfect estimates, which need to be examined further.

RSquare

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjus...
Kepuasan wisat...	0.506	0.468

Interpretation

The Adjusted R Square value of 0.468 indicates that after taking into account the number of variables in the model, about 46.8% of the variability in tourist satisfaction can still be explained by the independent variables. This value is slightly lower than the R Square, which is common because the Adjusted R Square provides a correction for the number of predictor variables used in the model.

Coefficien Jalur

Path Coefficients

Mean, STDEV, T-Values, P-Val...	Confidence Intervals	Confidence Intervals Bias Co...	Samples

	Original Sampl...	Sample Mean (...	Standard Devia...	T Statistics (|O/...	P Values
Kualitas fasilita...	0.273	0.262	0.104	2.630	0.009
Kualitas strateg...	-0.034	-0.030	0.092	0.367	0.714
PW -->KP X K...	0.092	0.097	0.097	0.957	0.339
PW -->PR X K...	-0.007	-0.005	0.114	0.064	0.949
PW--> KS X K...	0.084	0.083	0.105	0.798	0.425
Pengalaman W...	0.390	0.400	0.094	4.172	0.000
Promosi -> Ke...	0.166	0.166	0.093	1.793	0.074

Interpretation

1. Facility Quality on Tourist Satisfaction

• Original Sample (O): 0.273

Facility quality has a positive effect of 27.3% on tourist satisfaction. This means that the better the quality of the facilities, the higher the tourist satisfaction.

• T-Statistics: 2.630

T-statistics greater than 1.96 indicate that this effect is significant at the 95% confidence level.

• P-Values: 0.009

The p-value is less than 0.05, indicating that the effect of facility quality on tourist satisfaction is significant. So, facility quality significantly affects tourist satisfaction.

2. Service Quality on Tourist Satisfaction

• Original Sample (O): -0.034

The effect of strategy quality on tourist satisfaction is negative but very small (-3.4%). This means that strategy quality does not have a significant impact on tourist satisfaction.

• T-Statistics: 0.367

T-statistics far below 1.96 indicate that this influence is not significant.

• P-Values: 0.714

P-value greater than 0.05 indicates that there is no significant influence between strategy quality and tourist satisfaction.

3. PW on KP X KW (Tourist Experience x Service Quality) → Tourist Satisfaction

• Original Sample (O): 0.092

The moderating effect of tourist experience with service quality on tourist satisfaction is positive but small (9.2%).

• T-Statistics: 0.957

T-statistics below 1.96 indicate that this influence is not significant.

• P-Values: 0.339

P-value greater than 0.05 indicates that this influence is not significant.

4. PW on PR X KW (Tourist Experience x Promotion) → Tourist Satisfaction

• Original Sample (O): -0.007

The moderating effect of tourist experience with promotion on tourist satisfaction is very small and negative (-0.7%).

• T-Statistics: 0.064

T-statistics show a very weak and insignificant effect.

• P-Values: 0.949

The p-value is greater than 0.05, indicating no significant effect.

5. PW on KS X KW (Tourist Experience x Service Quality) → Tourist Satisfaction

• Original Sample (O): 0.084

The moderating effect of tourist experience with strategy quality on tourist satisfaction is positive but small (8.4%).

• T-Statistics: 0.798

T-statistics show that this effect is not significant.

• P-Values: 0.425

P-value greater than 0.05 indicates that this influence is not significant.

6. Tourist Experience on Tourist Satisfaction

• Original Sample (O): 0.390

The influence of tourist experience on tourist satisfaction is 39%, which means that tourist experience significantly increases tourist satisfaction.

• T-Statistics: 4.172

T-statistics far above 1.96 indicate that this influence is very significant.

• P-Values: 0.000

P-value smaller than 0.05, indicating that this influence is very significant. Tourist experience is the most significant factor in increasing tourist satisfaction.

7. Promotion on Tourist Satisfaction

• Original Sample (O): 0.166

The influence of promotion on tourist satisfaction is positive (16.6%) and quite large.

• T-Statistics: 1.793

T-statistics approaching 1.96, indicating an effect that is approaching significant.

• P-Values: 0.074

P-value is slightly greater than 0.05, indicating that this effect is marginal or almost significant.

Discussion

1. Overall, all constructs show very good levels of reliability and validity. Variables such as "Tourist Satisfaction" and "Tourist Experience" have high reliability, while variables such as "Facility Quality" and "Promotion" may require further attention due to perfect reliability and validity values, which may reflect a very limited number of indicators or overly ideal measurements.

2. Composite Reliability (CR) on all variables is above the limit of 0.7, indicating that all constructs have good internal consistency.
3. The AVE value for all variables is also above 0.5, indicating good convergent validity where the construct is able to explain the variance of its indicators well. This model can explain about 50% of the variability in tourist satisfaction based on the independent variables used. Although there is still 49.4% of variability that is not explained by the model, this result is still strong enough for research in the social field, where unexplained variability tends to be greater.
4. The quality of facilities and tourist experience significantly increase tourist satisfaction, with tourist experience being the most influential factor.
5. The quality of strategy, as well as moderation between tourist experience and promotion and service quality, do not have a significant effect on tourist satisfaction.
6. Promotion has a positive effect that is almost significant, indicating that there is a possibility of an effect on tourist satisfaction, but it is not strong enough in this model.

Conclusion

Based on the results of the study on Market Analysis and Operational Strategy of KMC Kartini 1 Tourist Ship: Case Study in Pangandaran Regency, several conclusions can be drawn regarding the factors that influence Tourist Satisfaction. This study evaluates variables such as Facility Quality, Strategy Quality, Tourist Experience, and Promotion to see the extent to which each variable influences tourist satisfaction. From the results of the data analysis, several conclusions can be drawn as follows:

1. Tourist Experience is the most significant factor influencing Tourist Satisfaction, with a positive influence of 39%. This shows that the experience of tourists during the trip with KMC Kartini 1 plays an important role in determining their level of satisfaction. The more positive the experience felt by tourists, the higher their level of satisfaction.
2. Facility Quality also has a significant effect on Tourist Satisfaction with a positive influence of 27.3%. Adequate facilities, both in terms of comfort, safety, and convenience provided to tourists, can increase their satisfaction during the trip.
3. Promotion shows a positive influence on Tourist Satisfaction, but this influence is not statistically significant. Promotion has the potential to influence tourists' decisions in choosing a tourist ship, but the effectiveness of the promotion carried out is not strong enough in this model.

4. Strategy Quality does not show a significant effect on Tourist Satisfaction. This indicates that the operational strategy implemented may not be strong enough to have a direct impact on tourist satisfaction or may be less relevant to tourists' perceptions regarding their satisfaction.
5. Analysis of the moderation effects such as the interaction of Tourist Experience with Service Quality, Promotion, and Strategy Quality showed insignificant results, meaning that these factors do not directly moderate the relationship between tourist experience and tourist satisfaction. Overall, this study found that Tourist Experience and Facility Quality are the two main variables that significantly affect Tourist Satisfaction.

Therefore, to improve the satisfaction of tourists using the KMC Kartini 1 tourist ship, the focus of development should be directed at improving the tourist experience and facilities offered. Meanwhile, promotions and operational strategies need to be reviewed to be more effective in improving tourist satisfaction.

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