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## The Mediating Role of Passenger Satisfaction: Examining Servqual and Repurchase Intentions at Tanjung Wangi Port Title

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### Abstract

This research examines the associations between terminal service quality (SERVQUAL), passenger satisfaction, and repurchase intention at Tanjung Wangi Port, Banyuwangi, in response to the 6.55% passenger growth recorded in late 2025. While prior maritime studies have predominantly focused on international hub ports, this study addresses an empirical gap by investigating the unique dynamics of domestic passenger terminals, specifically how physical service consistency and staff responsiveness relate to post-purchase behavior. Utilizing an explanatory quantitative design with Structural Equation Modeling (SEM) analysis of 120 respondents, the study identifies that SERVQUAL is significantly associated with both satisfaction ( $P=0.024$ ) and repurchase intention ( $P=0.010$ ). The findings highlight that passenger satisfaction serves as a critical mediator, bridging the relationship between tangible terminal facilities and long-term loyalty. By positioning the research within the specific context of domestic maritime transport, these results provide a nuanced understanding of how SERVQUAL dimensions function outside of major global hubs. Ultimately, the study suggests that port management should prioritize the synergy between physical infrastructure and human-led responsiveness to maintain competitiveness against alternative transportation modes.

### KEYWORDS

servqual; passenger satisfaction; repurchase intention; tanjung wangi port.

### Introduction

Passenger traffic conditions in East Java throughout 2025 show varying fluctuations between ports. To provide an in-depth overview of the strategic position of Tanjung Wangi Port compared to other ports in East Java, the following is a summary of passenger arrivals and departures based on a report by the East Java Provincial Statistics Agency (BPS), as shown in [Figure 1](#).

Based on the recapitulation report of the Central Statistics Agency (BPS) of East Java Province regarding the development of domestic passengers throughout 2025, the sea transportation sector showed significant dynamics, especially at the end of the year. This phenomenon was clearly seen at Tanjung Wangi Port, which recorded positive growth in December 2025. The data shows an increase in passenger arrivals of 6.55% and departures of 5.58% compared to the previous month. Although this growth indicates that Tanjung Wangi Port remains a vital maritime transport gateway in the eastern tip of Java, the absolute number of passengers is still far below that of Tanjung Perak Port. This situation presents a strategic challenge for port managers in maintaining and increasing their share of the passenger market amid competition from other modes of transport.

The growth in passenger volume during the peak holiday season (December) puts pressure on service quality while also presenting opportunities. The surge in passenger traffic often becomes a critical point for Tanjung Wangi Port passengers in maintaining service consistency, ranging from physical facilities (tangibles) to the responsiveness of officers ([Dewi et al., 2023](#); [Wider et al., 2024](#); [X. Yang et al., 2025](#)). If minimum service

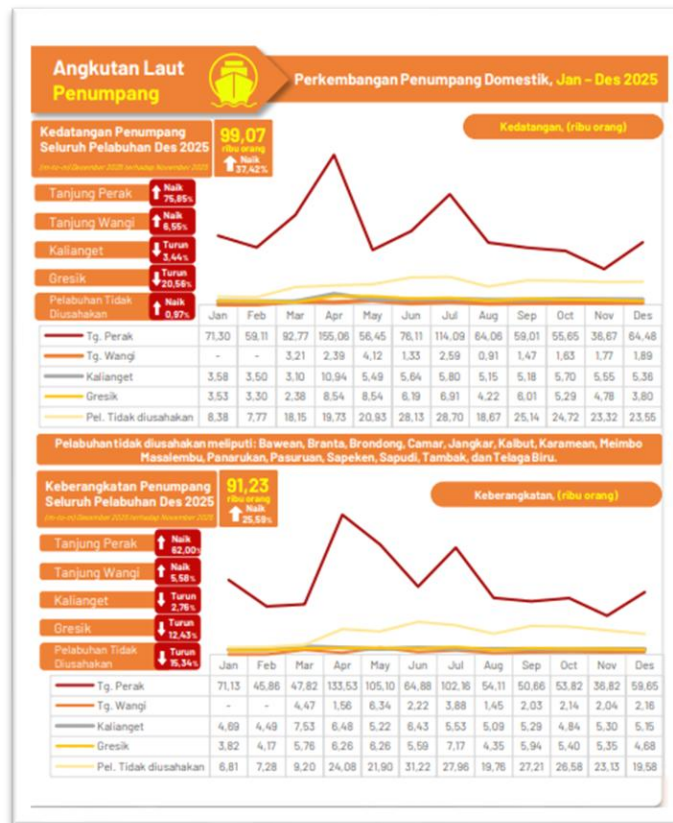


Figure 1. Development of maritime transport in East Java Ports

Source. BPS Jawa Timur (Sri, 2026)

standards are not met during periods of increased density, this will directly impact a decline in passenger satisfaction levels. In the context of consumer behaviour, satisfaction is a crucial connecting factor. Without a positive experience of terminal services, the increase in passenger numbers at the end of 2025 will only be a temporary phenomenon that will not transform into an intention to use the port's services again in the future (repurchase intention) (Ekinci et al., 2015; Kalhoro et al., 2025; X. Yang et al., 2025).

The stability of passenger traffic at Tanjung Wangi Port, which tends to be flat throughout 2025, requires a strategy to strengthen users/passengers with a focus on service quality (SERVQUAL). By understanding the relationship between terminal service quality and satisfaction, Tanjung Wangi Port managers can formulate appropriate policies to ensure that any increase in passenger statistics, such as those recorded in December 2025, can be sustained. One important factor in business success is repurchasing intention or consumer repurchase intention. Repurchase intention indicates consumer satisfaction and willingness to interact with service providers again in the future (Kotler et al., 2017). This phenomenon is inseparable from the consumer experience while using the port's services during their journey (Diskhamarzeweny, 2023; Kotler et al., 2022).

In the maritime transport service industry, service quality is the main determinant of consumer perception (Mermertaş, 2024; Suparman et al., 2022). Passengers evaluate services based on a comparison between expectations and actual performance across five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Mikuličić et al., 2024; X. Yang et al., 2025). Passenger terminals that are able to provide clean facilities, timely departures, and alert staff will directly improve passengers' cognitive evaluations, which lead to passenger satisfaction (Nonthapot & Nasoontorn, 2020; Parasuraman & Zeithaml, 1988; X. Yang et al., 2025).

Superior service quality not only provides momentary satisfaction, but also builds long-term behavioural intentions (Law et al., 2022; Maryani et al., 2025). Passengers tend to have a Repurchase Intention if they perceive the risk of service failure to be low and the value of benefits received to be high (Drosos et al., 2025; Sakti et al., 2021; Zeithaml et al., 1996). In the context of Tanjung Wangi Port, the provision of reliable services is a rational reason for passengers to continue choosing sea transportation over land or air transportation in the future.

Customer satisfaction is an emotional state following the consumption of a service. Theoretically, a high level of satisfaction correlates positively with post-purchase behaviour (Fitriadi et al., 2025; Keller & Kotler, 2016). Satisfied passengers tend to have low resistance to price disruptions and a high probability of revisiting or repurchasing (Hui et al., 2025; Ju, 2022). Satisfaction acts as confirmation that consumers' past choices were correct, thereby encouraging the intention to repeat the experience (Azka & Aris, 2022; Keller & Kotler, 2016; Kotler et al., 2017).

The novelty of this research lies in its departure from simple local replication by testing the robustness of established service quality theories within the specific socio-technical context of a domestic maritime gateway. This study expands the current understanding of the SERVQUAL-satisfaction-repurchase intention model by examining the inconsistent relationships frequently observed in domestic transit-oriented services, where—unlike international hubs dominated by "physical aspects", ports such as Tanjung Wangi face fierce competition from land and air transport. Consequently, dimensions such as "responsiveness" and "empathy" potentially become more crucial in driving the emotional satisfaction necessary for long-term loyalty. While previous research has rightly framed satisfaction as a mediating variable (Anjani et al., 2025; Lin et al., 2023). This research fills a critical

gap by investigating whether such mediation remains robust in reinforcing the impact of SERVQUAL on fostering sustainable post-purchase behavior, thereby challenging "one-size-fits-all" approaches to maritime service management. Thus, this research aims to examine the extent to which passengers' perceived SERVQUAL can be an element in creating satisfaction, which will ultimately encourage repurchase intention.

#### Literature Review and Hypothesis Development

SERVQUAL is a comparison between the service expected by passengers and the reality they receive at the port terminal (Liu et al., 2025; Tjiptono, 2022; Q. Yang et al., 2024). In the maritime transport industry, dimensions such as tangibles, reliability, responsiveness, assurance, and empathy are key indicators (Elahi et al., 2025; Parasuraman & Zeithaml, 1988; Wider et al., 2024; Zeithaml et al., 1996). When the managers of Tanjung Wangi Passenger Terminal are able to provide services that exceed or at least meet the expected standards, passengers will develop a positive cognitive evaluation.

Theoretically, SERVQUAL is considered the main antecedent of satisfaction (Kotler et al., 2017; Özispa, 2025). Satisfaction is not merely a feeling of pleasure, but rather the result of a comprehensive assessment of service attributes. If the terminal facilities are clean, departure schedules are accurate, and staff are professional, passengers will feel valued, which ultimately leads to high levels of satisfaction. Conversely, failure in any one dimension of SERVQUAL will immediately lower the perception of value in the eyes of passengers. This argument is in line with research (Nonthapot & Nasoontorn, 2020; Tjendana & Pranasari, 2024; X. Yang et al., 2025) which states that SERVQUAL has an impact on the satisfaction of sea transport passengers.

H<sub>1</sub>. The influence of SERVQUAL on passenger satisfaction in maritime transport.

Repurchase intention is the tendency of passengers to use sea transport services again in the future (Keller & Kotler, 2016). The direct relationship between SERVQUAL and repurchase intention is based on consumer behaviour theory, which states that perceived quality acts as a signal of trust (Kotler et al., 2017). Passengers tend to minimise the risk of uncertainty by choosing service providers who have been proven to provide competent SERVQUAL (Zeithaml et al., 1996). Repurchase Intention can be measured by indicators of transactional intention, preferential intention, referential/recommendation intention, and exploratory intention (Hellier et al., 2003; Keller, 2012).

In the context of ports, superior service attributes create barriers for passengers to switch to other modes of transport (such as buses or trains). Consistent SERVQUAL builds the perception that Tanjung Wangi Port is the most efficient and convenient choice. Therefore, investment in improving infrastructure and human resource competencies at the terminal can directly increase passenger intensity to repurchase tickets in the following period. This is in line with research (Drosos et al., 2025; Law et al., 2022; Leonnard et al., 2017; Mermertaş, 2024; Yuen & Thai, 2015) which states that SERVQUAL influences the repurchase intention of sea transport passengers.

H<sub>2</sub>. The influence of SERVQUAL on the repurchase intention of sea transport passengers.

Customer satisfaction is a post-consumption emotional state that determines the continuity of the relationship between consumers and service providers (Oliver, 2010). Passengers who are satisfied with their experience at the port will develop a positive attitude towards the brand or agency (Oliver, 1980). This positive attitude is the main driver of the intention to repurchase the service and the willingness to recommend the service to others (word of mouth). Satisfaction is measured by the following indicators:

performance, expectations, and disconfirmation (Seyedaliakbar et al., 2016; Shukla et al., 2025).

In the long term, accumulated satisfaction will shape post-purchase behaviour (Keller & Kotler, 2016). Satisfied passengers have a higher tolerance for price fluctuations and tend to be less sensitive to offers from competitors (Kotler et al., 2017). In the competitive world of transportation, creating satisfaction is the most effective way to ensure that passenger volume (as recorded in East Java BPS data) remains stable and grows sustainably through repeat visits. This is consistent with research (Anjani et al., 2025; Shin et al., 2017) stating that satisfaction impacts the repurchase intention of sea transport passengers.

H<sub>3</sub>. The effect of satisfaction on the repurchase intention of sea transport passengers.

This formulation places satisfaction as an intervening variable that bridges the relationship between SERVQUAL and behavioural intention (Anjani et al., 2025; Leonard et al., 2017). Logically, good SERVQUAL does not automatically create repurchase intention without going through an affective process in the form of satisfaction. Passengers first experience and evaluate SERVQUAL, and the satisfaction arising from this evaluation becomes the primary driver of repurchase intention (Keller & Kotler, 2016; Kotler et al., 2017).

This intervening role explains why sometimes good facilities are less than optimal in creating loyal customers if they are not accompanied by the fulfilment of the emotional side of customers (Hui et al., 2025; Lin et al., 2023). Satisfaction functions as a filter; if SERVQUAL successfully passes this satisfaction filter, its impact on repurchase intention will be much stronger and more permanent. In other words, SERVQUAL at Tanjung Wangi Terminal contributes to repurchase intention because it successfully makes passengers feel satisfied first. This is supported by research (Ahmed et al., 2010; Anjani et al., 2025; Ombuh et al., 2025; Yorulmaz & Taş, 2022; Yulihapsari et al., 2025) which states that SERVQUAL has an impact on the repurchase intention of sea transport passengers through satisfaction.

H<sub>4</sub>. The effect of SERVQUAL on the repurchase intention of sea transport passengers with satisfaction as a mediating variable.

## Methods

This research employs an explanatory quantitative approach to examine the structural relationships between terminal service quality, passenger satisfaction, and repurchase intention (Creswell & Creswell, 2018; Sugiyono, 2012). The selection of this research location is based on domestic passenger development data from the East Java Central Statistics Agency (Sri, 2026) which shows significant passenger movement dynamics. Data collection was conducted at the Tanjung Wangi Port Passenger Terminal over a four-week period in December 2025, capturing the peak season dynamics. A non-probability purposive sampling technique was utilized with specific inclusion criteria: respondents must be at least 17 years old and have used the port's services at least twice within the last six months to ensure an informed evaluation of service consistency.

The sample size of 120 respondents was determined based on the recommendation for Structural Equation Modeling (SEM), using a ratio of 10 observations per estimated parameter (12 indicators x 10). Given the model's moderate complexity and the use of maximum likelihood estimation, 120 cases provide sufficient statistical power and meet the requirements for model stability and convergence (Hair et al., 2014). All items were measured using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). To

ensure face validity, the questionnaire underwent a pilot test with 30 respondents prior to the main distribution.

The data analysis method used was Structural Equation Modelling (SEM) with the assistance of AMOS software. Referring to (Hair et al., 2014) the analysis procedure began with data quality testing, which included convergent validity testing and construct reliability testing to ensure the consistency of the research instruments. Next, basic assumptions such as normality and multicollinearity were tested, followed by model suitability testing using various Goodness of Fit criteria index. The final stage of the analysis was hypothesis testing to examine the significance of direct and indirect relationships between latent variables in the research model.

## Result and Discussion

To ensure that the research instruments were able to measure the concepts under investigation accurately and consistently, construct validity and reliability tests were conducted. The following table presents the construct validity and reliability test results are presented in Table 1.

Model measurement evaluation was conducted to ensure that each latent variable in this study was measured by valid and reliable indicators. Based on the results of data processing using SEM AMOS, convergent validity testing showed that all indicators in the SERVQUAL, Satisfaction, and Repurchase Intention variables had Standardised Loading Factor values above the threshold of 0.50. The highest loading value was found in indicator  $X_{11}$  at 0.92, which represents the main dimension in SERVQUAL at Tanjung Wangi Port, while the lowest value was found in indicator  $Y_{13}$  at 0.62, which was still declared valid in measuring passengers repurchase intention.

In addition to factor loading values, convergent validity is also reinforced by Average Variance Extracted (AVE) values. The SERVQUAL variable shows an AVE value of 0.682, followed by the Satisfaction variable at 0.586, and the Repurchase Intention variable at 0.501. Although the AVE value for the Repurchase Intention variable is right at the minimum required limit, this is still acceptable in the structural model considering that all indicators have a statistically significant contribution. Thus, it can be concluded that, overall, the indicators used are able to explain the variance of each latent variable well.

Next, reliability testing was conducted by calculating the Construct Reliability (CR) value to determine the internal consistency of the developed model. The analysis results show that the SERVQUAL variable has a very high reliability level with a CR value of 0.914. Meanwhile, the Satisfaction and Repurchase Intention variables have CR values of 0.808 and 0.798, respectively. Considering that all CR values are above the standard of 0.70, it can be ascertained that this research instrument has stable consistency. Theoretically, these results provide a strong foundation for continuing the analysis at the stage of testing structural relationships and testing hypotheses in the context of sea transport passenger services at Tanjung Wangi Port.

The assumption of data normality was evaluated using the critical ratio (cr.) criteria in the skewness and kurtosis distributions. Based on the results of the Assessment of Normality test, the cr. value for skewness in all indicators was in the range of -1.113 to -2.483, indicating no extreme data skewness. Similarly, in the univariate kurtosis value, all indicators met the normality requirements because they were below the threshold of  $\pm 2.58$  (Hair et al., 2014). Multivariately, this model produced a kurtosis value of 5.361 with a c.r. value of 1.578. Given that the multivariate c.r. value is still below the critical value of 2.58, it can be concluded that

the data in this study meets the assumption of multivariate normality, so that the use of Maximum Likelihood estimation in this structural analysis is valid and can be interpreted. To assess the assumption of normality, the results of the data normality test are presented in Table 2. Furthermore, multicollinearity testing was conducted to ensure that there were no strong linear relationships between the independent variables. The results are presented in Table 3.

Multicollinearity testing was conducted to ensure that there were no strong or perfect linear relationships between the independent variables in the model. Based on the Implied Correlations table, the analysis results showed that all correlation coefficient values between indicators and variables were below 0.85 (Hair et al., 2014). The highest correlation value was recorded in the relationship between indicators  $X_{11}$  and  $X_{12}$  at 0.781, which is still within the permissible tolerance limit. Thus, it can be concluded that this research model is free from multicollinearity problems, so that the parameter estimates produced are stable and reliable for hypothesis testing (see Figure 2).

Based on the results of structural model testing, the model developed in this study shows an excellent fit with field data at Tanjung Wangi Port (see Table 4). This is evidenced by a Chi-Square value of 60.188, which is below the table value of 61.656, and a probability value of 0.064 ( $\geq 0.05$ ), indicating that there is no significant difference between the estimated model and the observed data. Other feasibility indicators, such as CMIN/DF of 1.338 and RMSEA of 0.053, also meet the required threshold criteria. In addition, the additional fit index values, including GFI (0.926), TLI (0.971), and CFI (0.980), are consistently above the cut-off values of 0.90 and 0.95 (Hair et al., 2014). With all Goodness of Fit criteria met, this model is declared valid and highly suitable for use in explaining the phenomenon of inter-variable relationships and conducting further hypothesis testing.

### Results of Direct Effect Hypothesis Testing

Hypothesis testing was conducted by analysing the Critical Ratio (cr.) and P-value values in the relationship path between latent variables, as presented in Table 5. The analysis results show that SERVQUAL has a positive and significant effect on passenger satisfaction, as evidenced by a P-value of 0.024. Furthermore, SERVQUAL is also proven to have a significant direct effect on repurchase intention with a P-value of 0.010. The most notable finding in this model is the effect of passenger satisfaction on repurchase intention, which produced the highest P-value of 0.000. This confirms that satisfaction is the most dominant driving factor in determining passengers' decisions to reuse sea transportation services at Tanjung Wangi Port.

### Indirect Hypothesis Testing Results

In addition to direct effects, this study also evaluated the mediating role of satisfaction variables, as presented in Table 6, through Standardised Indirect Effects analysis. Data processing results showed a significant indirect effect between SERVQUAL and repurchase intention through passenger satisfaction mediation, with an effect value of 0.171. Since the direct effect of SERVQUAL on repurchase intention remains significant (0.221) even after the mediating variable has been included in the model, the nature of the mediation is categorised as partial mediation. This finding implies that SERVQUAL can independently encourage repeat service usage interest, but its effectiveness will increase substantially to reach a total effect of 0.392 if the port is able to provide a service experience that leads to passenger satisfaction.

### The Influence of SERVQUAL on Passenger Satisfaction

The results of this research indicate that the SERVQUAL dimensions play a significant role in shaping passengers'

**Table 1.** Construct validity and reliability test results

Variable	Indicator	Loading factor	AVE	CR	Result
SERVQUAL	X <sub>11</sub>	0.92	0.682	0.914	Valid and Reliable
	X <sub>12</sub>	0.85			
	X <sub>13</sub>	0.79			
	X <sub>14</sub>	0.80			
	X <sub>15</sub>	0.76			
Satisfaction	Z <sub>11</sub>	0.71	0.586	0.808	Valid and Reliable
	Z <sub>12</sub>	0.85			
	Z <sub>13</sub>	0.73			
Repurchase Intention	Y <sub>11</sub>	0.83	0.501	0.798	Valid and Reliable
	Y <sub>12</sub>	0.66			
	Y <sub>13</sub>	0.62			
	Y <sub>14</sub>	0.70			

Source: Primary Data

**Table 2.** Data normality test results

Variable	skew	cr.	kurtosis	cr.
Y <sub>14</sub>	-1.511	-1.758	1.974	1.413
Y <sub>13</sub>	-2.158	-2.343	1.421	1.830
Y <sub>12</sub>	-2.287	-2.229	1.391	1.764
Y <sub>11</sub>	-1.112	-1.973	1.069	1.627
Z <sub>13</sub>	-.813	-1.635	1.049	2.345
Z <sub>12</sub>	-1.053	-1.710	1.756	1.927
Z <sub>11</sub>	-0.300	-1.344	-0.174	-0.39
X <sub>15</sub>	-0.844	-1.774	1.279	1.860
X <sub>14</sub>	-1.057	-1.729	1.746	1.903
X <sub>13</sub>	-0.920	-1.113	1.653	1.696
X <sub>12</sub>	-0.779	-2.483	0.789	1.763
X <sub>11</sub>	-1.189	-1.317	1.991	1.453
<b>Multivariate</b>			5.361	1.578

Source: Primary Data

perceptions of satisfaction at Tanjung Wangi Port. These findings align with research models that integrate the aspects of tangibles, reliability, responsiveness, assurance, and empathy as the components of SERVQUAL in the eyes of service users. Specifically, the data indicate a tendency that visual aspects and terminal facilities, such as the cleanliness of waiting areas and the adequacy of infrastructure, serve as the crucial first points of contact for passengers.

Although the analysis results indicate a significant relationship, it is important to note that these findings are cross-sectional, meaning that passengers' perceptions were captured at a single point in time. Therefore, the relationship between SERVQUAL and satisfaction in this research should be interpreted as a strong correlation rather than an absolute certainty. This relationship suggests that when facilities are in top condition, there is a greater likelihood that passengers will feel valued, which in turn can lead to the fulfillment of their expectations.

Furthermore, the influence of SERVQUAL on passenger satisfaction in this context can be examined through the mechanisms of performance, expectations, and disconfirmation. The research data indicate that when service performance, particularly regarding staff responsiveness and the reliability of departure schedules, is perceived to meet or exceed initial expectations, there are signs of positive disconfirmation. This phenomenon supports the theoretical proposition that physical service performance has the potential to influence the psychological comfort of maritime transport users (Kotler et al., 2017; Parasuraman & Zeithaml, 1988; Tjiptono, 2022; Zeithaml et al., 1996). These findings are consistent with several previous studies (Nonthapot & Nasoontorn, 2020; Tjendana & Pranitasari, 2024; X. Yang et al., 2025), which identify service quality as a significant

predictor of satisfaction. However, it is important to recognize that passenger satisfaction is a dynamic phenomenon that may be influenced by other external factors beyond SERVQUAL that were not addressed in this research.

The Influence of SERVQUAL on Passenger Repurchase Intention

The research results indicate that the integration of the SERVQUAL dimensions tends to act as a catalyst in shaping repurchase intention among passengers at Tanjung Wangi Port. These findings suggest that when passengers' perceptions regarding service speed and facility adequacy are met, there is potential for strengthening transactional intent to use the maritime transportation service again. Specifically, perceived service quality appears to play a role in building preferential intent, where passengers show a tendency to prioritize Tanjung Wangi Port over other alternative modes of transportation.

Nevertheless, it should be noted that the relationship between SERVQUAL and repurchase intention must be interpreted with caution given the limitations of cross-sectional research data. Since the data were collected at a single point in time, these findings reflect current correlations rather than a static guarantee of future behavior. The accumulation of positive experiences regarding staff effectiveness and port safety does appear to reduce passengers' hesitation in making travel decisions; however, this dynamic is highly likely to be influenced by changes in passenger expectations over time.

In addition to transactional intent, high SERVQUAL scores also appear to be linked to passengers' communicative behavior through referential intent. Passengers who are satisfied with the safety assurances and empathy shown by port staff tend to share their positive experiences with others. In this context, passengers act indirectly as information ambassadors for Tanjung Wangi Port.

These findings support previous literature (Anjani et al., 2025; Seyedaliakbar et al., 2016; Shin et al., 2017) as well as consumer behavior theory (Hellier et al., 2003; Keller & Kotler, 2016; Shukla et al., 2025) which identify SERVQUAL as a key predictor of future purchasing behavior. However, rather than viewing it as the absolute "best predictor," the results of this research are more accurately seen as supporting evidence that, within a port environment, physical and functional service quality remain relevant factors in shaping consumer behavior, although other external factors still need to be considered in future long-term research.

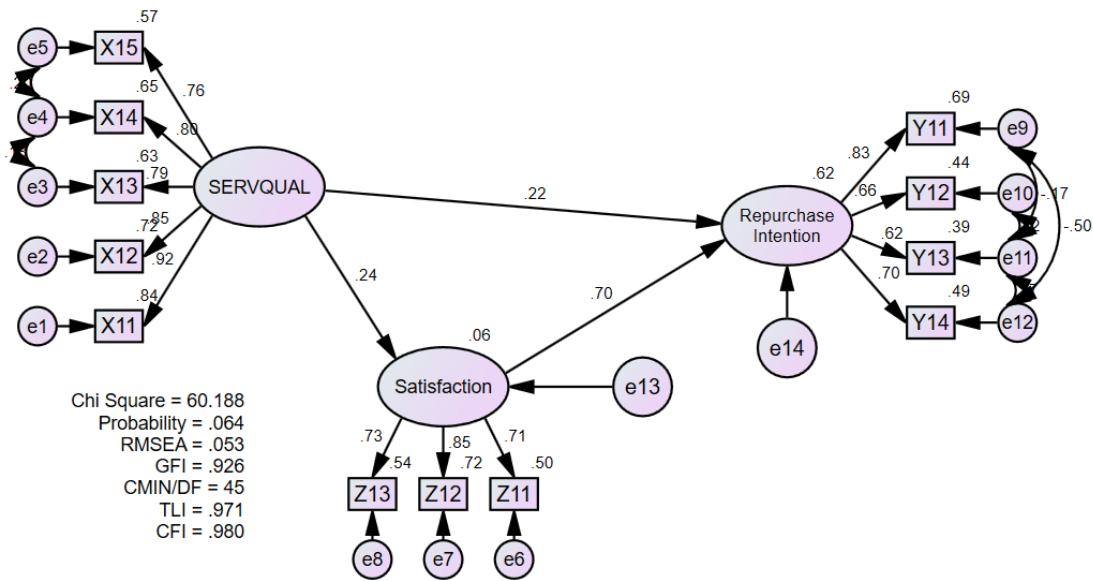
The Influence of Passenger Satisfaction on Passenger Repurchase Intention

The research findings indicate that passenger satisfaction—which stems from the cumulative impact of service performance and the fulfillment of expectations at Tanjung Wangi Port, is closely linked to the emergence of repeat

**Table 3.** Multicollinearity test results

	Y14	Y13	Y12	Y11	Z13	Z12	Z11	X15	X14	X13	X12	X11
Y14	1.00											
Y13	0.53	1.00										
Y12	0.46	0.66	1.00									
Y11	0.38	0.45	0.55	1.00								
Z13	0.39	0.35	0.37	0.46	1.00							
Z12	0.45	0.40	0.43	0.54	0.62	1.00						
Z11	0.38	0.34	0.36	0.45	0.52	0.60	1.00					
X15	0.21	0.19	0.20	0.25	0.14	0.16	0.13	1.00				
X14	0.22	0.20	0.21	0.26	0.14	0.17	0.14	0.69	1.00			
X13	0.22	0.19	0.21	0.26	0.14	0.16	0.14	0.60	0.70	1.00		
X12	0.23	0.21	0.22	0.28	0.15	0.18	0.15	0.64	0.68	0.68	1.00	
X11	0.25	0.23	0.24	0.3	0.16	0.19	0.16	0.70	0.74	0.73	0.78	1.00

Source: Primary Data



**Figure 2.** Research model of test results

**Table 4.** Goodness of fit index results

Goodness of fit index	Result	Cut off value	Result
X <sup>2</sup> Chi-Square	60.188	Chi-Square <sub>table</sub> = 61.656	Good fit
Probability (p)	0.064	≥ 0,05	Good fit
CMIN/DF	1.338	≤ 2,00	Good fit
RMSEA	0.053	≤ 0,08	Good fit
GFI	0.926	≥ 0,90	Good fit
TLI	0.971	≥ 0,95	Excellent fit
CFI	0.980	≥ 0,95	Excellent fit

Source: Primary Data

**Table 5.** Results of testing the hypothesis of direct influence

Variable Effects	Standardised Coefficient	Prob	α	Result
SERVQUAL → Satisfaction	0.24	0.024	0.05	Accepted
SERVQUAL → Repurchase Intention	0.20	0.010	0.05	Accepted
Satisfaction → Repurchase Intention	0.70	0.000	0.05	Accepted

Source: Primary Data

purchase intent, both transactional and preferential. These findings suggest that the occurrence of positive disconfirmation, where the reality of the service is perceived to meet or exceed initial expectations—has the potential to build trust, encouraging passengers to consider this port as their primary option for future trips.

However, it is important to emphasize that this relationship reflects cross-sectional data collected at a specific point in time. Therefore, the claim that satisfaction serves as a “trigger” for repeat purchase intent should be understood as a strong correlation within the context of the research, not as a static cause-and-effect relationship. Although satisfaction appears to create a kind of emotional attachment that encourages passengers to prioritize maritime transport, future consumer behavior dynamics may still be influenced by changes in economic conditions, the availability of alternative modes of transportation, or shifts in service standards across the broader maritime industry.

Furthermore, the data indicate a tendency for high satisfaction levels to be associated with the emergence of referential and exploratory intentions as forms of post-purchase behavior. Satisfied passengers not only show a tendency to reuse the service but also have the potential to recommend their experience to relatives through word-of-mouth communication. This indicates that satisfaction is a relevant predictor in encouraging passengers to explore additional services or routes offered by port operators (Hellier et al., 2003; Khatun et al., 2025; Kotler et al., 2017). Thus, the success of managers in maintaining service performance

standards in line with passenger expectations drives  
**Table 6. Results of Indirect Hypothesis Testing (intervening)**

Variable Effects	Direct Effect	Indirect Effect	Total Effect	Result
SERVQUAL → Satisfaction → Repurchase Intention	0.221	0.171	0.392	Accepted

Source: Primary Data

repurchase intention, according to research (Drosos et al., 2025; Law et al., 2022; Leonnard et al., 2017; Mermertaş, 2024; Yuen & Thai, 2015).

The Influence of SERVQUAL on Repurchase Intention with Satisfaction as a Mediating Variable

The structural equation modeling analysis in this research indicates that passenger satisfaction serves as a mediating variable linking SERVQUAL perceptions with the intention to use the services again at Tanjung Wangi Port. This finding suggests that the port management’s efforts to improve the tangible aspects, reliability, and staff responsiveness do not necessarily directly create loyalty but are instead mediated by the emotional experience of satisfaction. Within this framework, satisfaction plays a role in transforming technical perceptions of service into positive psychological evaluations (Anjani et al., 2025; Leonnard et al., 2017).

Analytically, when perceived service performance meets or exceeds expectations (resulting in positive disconfirmation), passengers not only feel functionally served but also have the potential to experience deep inner satisfaction. It is this satisfaction that then appears to serve as a bridge for passengers to develop both transactional and preferential intentions in the future. However, it should be noted that because this study uses a cross-sectional design, this mediating relationship should be viewed as a snapshot of the correlation between variables at a single point in time, rather than as an absolute or mechanistic cause-and-effect process.

Empirically, satisfaction appears to function as a reinforcer for the SERVQUAL dimensions. This indicates that while superior service quality is an important prerequisite, it is satisfaction that tends to ensure that positive experiences are embedded in passengers’ memories, thereby driving repeat purchase intent. If passengers feel that the service they receive exceeds their expectations, this satisfaction has the potential to trigger a stronger desire to make Tanjung Wangi Port their top choice, compared to if the service is merely rated “adequate” without leaving a meaningful emotional impression.

These findings support the theoretical propositions of (Hellier et al., 2003; Keller & Kotler, 2016; Kotler et al., 2017) which emphasize that the operational effectiveness of transportation service providers is not only measured by the sophistication of their facilities but also by the extent to which those facilities can be translated into a satisfying user experience. Although the results of this research are in line with previous research (Ahmed et al., 2010; Anjani et al., 2025; Ombuh et al., 2025; Yorulmaz & Taş, 2022),

generalizing these findings still requires consideration of other external variables that may influence repurchase intention beyond the scope of this research. Therefore, the implication for management is the need to maintain consistency in SERVQUAL to ensure that the threshold for passenger satisfaction is maintained, while remaining vigilant of the fluctuating dynamics of passenger expectations.

Research Limitations

Variable Limitations. This model only examines the effect of service quality and satisfaction on repurchase intention. Other relevant factors such as pricing policy, corporate image, and digital promotion are not covered in this research. Geographical Scope. This research is limited to passengers at Tanjung Wangi Port, Banyuwangi. Due to the different characteristics of each port, the findings cannot be directly generalised to the context of international ports or inter-island crossings. Data Collection Method. Data was collected at a specific point in time (cross-sectional). Given that passenger perceptions are dynamic, these results may not reflect changes in behaviour or repurchase interest in the long term.

Recommendations

For Tanjung Wangi Port Management. Modernisation of facilities focused on maintaining the cleanliness and comfort of waiting areas, as physical aspects (tangibles) most influence passenger perception. Conducting service training to improve staff interaction skills so that they are more solution-oriented and persuasive in serving passengers. And a loyalty programme that utilises passenger satisfaction to encourage word-of-mouth promotion to increase repeat purchases. For Science Development. Strengthening Theory by providing new empirical evidence regarding the role of satisfaction as a mediator in the maritime transport industry. and Model Validation by confirming that the SERVQUAL model is still highly relevant for measuring service performance in the public infrastructure sector. For Future Researchers. It is hoped that new variables such as price perception, brand image, or customer value will be added to expand the scope of the model. Comparative Studies and Conduct comparative research with other ports (e.g., international ports) to test whether the results of this study are consistent in different locations.

Conclusion

This research concludes that the proposed structural model is supported, providing incremental empirical evidence for service quality theory within the specific context of domestic maritime passenger terminals. The findings reveal that SERVQUAL, particularly dimensions that bridge physical consistency with staff responsiveness, is a significant precursor to both passenger satisfaction and repurchase intention. A key empirical pattern observed is that satisfaction serves as a robust mediator; while service quality directly correlates with future behavioral intentions, its impact is most potent when it successfully fosters a satisfying emotional experience for the passenger. This confirms that in secondary domestic ports like Tanjung Wangi, human-centric service dimensions are vital in maintaining a competitive edge against alternative land transportation.

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