

## The Influence of Port Facilities on Cruise Tourist Satisfaction: Insights from Benoa Port Bali

I Ketut Antara\*, Agung Sri Sulistyawati

Faculty of Tourism, Udayana University, Indonesia

\*Corresponding Author: [iketutantara@unud.ac.id](mailto:iketutantara@unud.ac.id)

DOI: <https://doi.org/10.24922/eot.v11i2.124164>

---

### Article Info

Submitted:  
July 1<sup>st</sup> 2024  
Accepted:  
September 23<sup>rd</sup> 2024  
Published:  
September 30<sup>th</sup> 2024

### Abstract

The assessment of tourist satisfaction represents a crucial metric for evaluating the extent to which the facilities provided to cruise ship tourists align with their expectations. As a tourism facility, Benoa Port is obliged to provide services that are precise and of a high quality, which are well received by tourists. It is anticipated that the provision of exemplary service at Benoa Port will lead to an enhancement in tourist satisfaction, which, in turn, will result in an overall increase in satisfaction levels among cruise ship tourists. The objectives of this study are to identify the facilities provided and accessible to cruise ship passengers at the Benoa Port Cruise Terminal and to analyze the impact of available facilities at Benoa Port, Bali, on the satisfaction of cruise ship tourists. This research employs a quantitative approach, using data collection techniques such as questionnaires and in-depth interviews. The presentation of data analysis results can be done formally (in tables) or informally (in narrative form). Based on the research findings, facilities at Benoa Port include turnaround services, port basin dredging, terminal expansion, additional x-ray machines, and an MSME plaza within the terminal area. Data analysis concluded that Benoa Port facilities in Bali significantly influence cruise tourist satisfaction. With a t-value of 12.200 and a significance level of 0.000, the null hypothesis is accepted. The determination test shows that approximately 89.2% of the tourist satisfaction variable is influenced by port facilities.

**Keywords:** Benoa Port facilities; cruise tourist satisfaction; tourism infrastructure impact.

---

## INTRODUCTION

### Background

As one of Bali's strategic provincial zones, Benoa Port holds a significant role and responsibility in Bali's tourism

industry. Benoa Port serves as a facility for tourists, goods, fuel, and passenger services. The 58-hectare master plan and layout were developed as part of efforts to enhance Benoa Port's functionality. The port's development includes 3.55 hectares

for cargo, 65 hectares for cabin space, 3.7 hectares for marina tourism, 3.6 hectares for office space, and 5.6 hectares for the passenger terminal. Additional expansions include a 2.63-hectare container terminal, a 4.7-hectare liquid and gas bulk terminal, 3.9 hectares for public facilities, 23.2 hectares for industry, and 2.4 hectares for roadways (Siswosubrotho, Sjafruddin and Budiarto, 2008).

The aim of Benoa Port's development is to provide improved services for all users. Following COVID-19 and the G20 summit, Benoa Port's facilities have become more comprehensive, with renovations from the entrance gate to the surrounding gardens. Benoa Port in South Denpasar has been transformed into Bali's Marine Tourism Center, featuring three impressive statues as icons. These include the Be Barong statue, the Catur Muka statue, and the Pematran Mandara Giri statue.

The reasons cruise ship tourists visit Bali differ from those arriving by plane; as a result, these differing interests must be reconciled, and satisfactory solutions must be found (Pramita, 2014). For instance, customs, quarantine, and immigration services should serve as both security checkpoints and service points for cruise tourists. On the other hand, cruise passengers who have spent considerable time on board are eager to quickly disembark to enjoy Bali's natural beauty, which will undoubtedly impact their overall satisfaction (Sudiarta *et al.*, 1991).

Cruise tourist or customer satisfaction is based on their satisfaction with the facilities they receive upon arriving at the port, beginning with their satisfaction with the attractions they choose (Antara *et al.*, 2020). When tourists are satisfied, it indicates that the quality of port services and the facilities at the visited attractions have met or even exceeded their expectations. The next stage is to see these satisfied tourists become loyal customers, as they are more likely to purchase or visit these tourism products again.

The port is the first place cruise tourists see when visiting Bali (Savira, Prama and Yuningsih, 2024). In fact, many international tourists still complain about the quality of service at Benoa Port, Bali. Feedback from tourists or cruise ship staff from other countries indicates that Benoa Port still needs improvement compared to other cruise ports. As a result, there are many areas that require enhancement (Mandi, 2019). Various basic, complementary, and supporting tourism facilities are provided to meet the needs of these tourists, including restaurants, accommodations, tourist transportation, attractions, and travel agents.

### Research Objectives

The specific objectives of the research are to identify the facilities provided and accessible to cruise ship passengers at the Benoa Port Cruise Terminal, and to analyze the impact of the available facilities at Benoa Port, Bali, on the satisfaction of cruise ship tourists.

## LITERATURE REVIEW

### Cruise Ship

A cruise ship is a type of commercially operated accommodation that uses a boat or ship as a facility to provide lodging, food, and other services for tourists staying for a specific period. Luxury hotels on the sea or ocean, also known as cruise ships, floating hotels, or marine hotels, make up the cruise tourism industry (Meita *et al.*, 2022).

A cruise ship is a floating hotel that provides accommodation services, food and beverages, as well as other services, including entertainment, all packaged into a single travel experience. The tasks performed by staff working on cruise ships include room cleaning, food and beverage service in restaurants, entertainment services, security, facility maintenance, and more. The control of the ship's activities is the responsibility of the ship's captain or

shipmaster, while the service affairs for tourists staying on the cruise ship are handled by the hotel manager.

### **Tourist Satisfaction**

According to (Woodside, Frey and Daly, 1989) satisfaction is generally defined as a post-purchase construct related to how much consumers like or dislike a service or product after buying or experiencing it. Anderson et al., (1994) states that customer satisfaction is a fundamental principle of marketing theory and has a significant impact on future purchase intentions, market share, and word-of-mouth advertising. In the context of tourism, Parasuraman, et al (1994) suggest that overall customer or tourist satisfaction may be related to their evaluation not only of service quality (such as courtesy, responsiveness, etc.) but also the product features, such as hotel room size and facilities, as well as other costs. However, several studies differentiate between global or cumulative service evaluations and the concept of transaction-specific customer satisfaction (Chang *et al.*, 2016).

### **Port**

A port is a body of water protected from waves, equipped with maritime terminal facilities. These facilities include docks where ships can berth for loading and unloading cargo, cranes for cargo handling, transit warehouses, and storage areas where ships can unload their cargo. Additionally, there are warehouses for storing goods for extended periods while waiting for shipment to their destination or delivery. This terminal is equipped with railway lines and interstate roads (Try *et al.*, 2017) and (Rochman, Jatmiko and Fahmi, 2018).

A port is a place where ships dock, berth, embark and disembark passengers, and/or load and unload cargo. A port also serves as a transfer point for people within and between modes of transportation (Traitmojo, 2010). A port is an area consisting of land and the surrounding water, delineated for governmental and economic

activities (Hidayat, 2009).

### **Port Facilities**

Facilities can be part of the physical evidence of a service provided to customers, which includes all aspects of the facilities owned by the company. For example, the environment of the company is designed in such a way as to attract customers to return for purchases. This is the opinion of (Syahsudarmi, 2018)

According to Oetama & Sari (2015), the definition of facilities refers to the equipment and tools that are available and deemed important with the expectation of enhancing satisfaction, facilitating the fulfillment of needs, and providing a sense of comfort to customers.

The research by (Chan *et al.*, 2003) in their paper titled "Cruise Traveler Satisfaction at a Port of Call," published in the journal "Maritime Policy & Management, The Flagship Journal of International Shipping and Port Research," concludes that cruise tourist satisfaction, measured through EFA and CFA, is influenced by several factors. Tourists are satisfied due to the culture and local cultural attractions; therefore, port tour operators should present cultural experiences and attractions that can be enjoyed by cruise visitors.

## **METHODS**

### **Data Collection Methods**

The data collection methods used in this research are:

#### a. Questionnaire

The questionnaire is a data collection method that is done by giving a set of questions or written statements to respondents. Giving a set of questions or written statements to respondents in this case cruise ship tourists who come to Bali through the Port of Benoa Bali. The sample selected in this study is a sample taken from the population, whose characteristics are studied, namely cruise tourists. population, whose characteristics were studied, namely cruise tourists. The number of

samples used in this study is adjusted to the situation so that the sample can be considered as an adequate sample according to the context. the sample can be considered as an adequate sample in accordance with the context of the research and so that the results are optimal, the number of samples in this study is adjusted to the situation. research and so that the results are optimal, the number of samples in this study the number is 50 respondents.

**b. Observation**

Observation, by making direct observations of the situation that occurs when tourists get off the cruise ship that is anchored or docked at Benoa Port, to docked / anchored at Benoa Port, to get a real picture of the problem to be studied. of the problem to be studied.

**c. Interview**

Interview, namely by conducting interviews / interviews with cruise ship tourists in Benoa Port, Bali using the guidelines on the list of questions that have been prepared. According to Prabowo (1996) interview is a method of collecting data by asking something to a respondent, the way is by having a conversation face to face. In this research, interviews will be conducted using interview guidelines.

**Operational Variables**

Operational definitions refer to the way researchers explain and measure variables in a study. Specifications refer to parameters and instructions derived from literature studies to set limits in measuring variables. Thus, operational variables include research variable measurement activities based on certain characteristics that are reflected in the dimensions or indicators of research variables (Widodo, 2017: 82).

**Table 1.** Independent (X) variables and indicators

| Independent variables | Indicators   | Scale        |
|-----------------------|--|--------------|
| Facilities            | The Benoa facility offers ship turnaround utilities for cruise ships.              | Likert Scale |
|                       | An X-ray facility is situated at the entrance to the main gate of the cruise ship. |              |
|                       | Grooves and Ship Port Pond Cruise  |              |
|                       | Terminal Expansion   |              |
|                       | Cruise Ship Passengers   |              |
|                       | MSMEs Plaza as Supporting Public Facilities  |              |

(Source: Researcher, 2023)

**Table 2.** Dependent variables (Y) and indicators

| Dependent variables  | Indicators  | Scale        |
|----------------------|---|--------------|
| Tourist Satisfaction | Good in the delivery of service                                 | Likert Scale |
|                      | Problem solving quickly by employees                            |              |
|                      | Employees understand what to do precisely                       |              |
|                      | Employees provide individual attention well to guest complaints |              |

(Source: Researcher, 2023)

**Research steps**

**a. Descriptive Statistical Analysis**

- 1) Collect data from the distributed questionnaires.
- 2) Calculate measures of central tendency (mean, median, and mode).
- 3) Calculate measures of dispersion (range, variance, and standard deviation).
- 4) Present the data in tables and graphs to provide an overview of the characteristics of the respondents and the variables being studied.

**b. Validity and Reliability Testing**

- 1) Use factor analysis (Exploratory Factor Analysis - EFA) to determine the extent to which questionnaire items measure the intended variables.

- 2) Calculate the correlation between item scores and total scores. Items with correlation values above a threshold (usually 0.3 or 0.5) are considered valid.
  - 3) Calculate Cronbach's Alpha coefficient to measure the internal consistency of the questionnaire. A value above 0.6 is considered reliable.
- c. Analysis of Questionnaire Results for Variables (X and Y)
- 1) Calculate the mean and distribution for each independent variable (X) and dependent variable (Y).
  - 2) Use regression analysis techniques to measure the effect of variable X on variable Y.
  - 3) Analyze relationships between variables using correlation analysis.
- d. Normality Test
- 1) Conduct a normality test to ensure that the data distribution of the variables follows a normal distribution.
  - 2) Use methods such as the Kolmogorov-Smirnov test or Shapiro-Wilk test to test the normality of the data.
  - 3) If the data is not normally distributed, consider using data transformation or non-parametric methods.
- e. Determination Test
- 1) Use regression analysis to calculate the coefficient of determination ( $R^2$ ), which indicates the proportion of variation in the dependent variable (Y) that can be explained by the independent variable (X).
  - 2) Analyze the results of the determination test to assess how well the regression model fits the obtained data.

## RESULTS AND DISCUSSION

### Overview of Benoa Port Bali

Benoa Port is an important infrastructure for the transportation system in Bali province. This port functions as a

public port for passengers and goods between Indonesian islands that enter and exit the Bali region. The origin of Benoa Port can be traced back to 1924, when it began operating in accordance with *Staadblad* 1924 number 374. It began operating in accordance with *Staadblad* 1924 number 378, at the time of the Dutch East Indies government, while the working area and the importance of the port's establishment of the port was determined by using the port map listed in *Staadblad* number 16, dated January 8, 1926.

Pelindo, an Indonesian government-owned company that engages or specializes in logistics midwifery, particularly in port management and development. Present in all provinces in Indonesia, Pelindo currently operates 94 ports stretching from Sabang to Merauke and has a very important role in the international trade and sea transportation network due to the strategic location of the ports. Benoa Port has several important facilities to support or realizing the comfort of cruise ship passengers who make a cruise or transit in Benoa, the facilities available for the smooth running of cruise ship travelers

### Cruise Ship Turn Around Facility at The Port Benoa

Benoa Port, which used to be part of PT Pelindo III (Persero) and now it has been merged into one, namely PT Pelindo (Persero), has made many improvements and structured the port to make it more attractive. made many improvements and arrangements for the port to make Benoa port as a Cruise Port. The existing facilities are cruise ship turn around facilities, where large cruise ships are already carried out passenger transit at Benoa port, passengers or cruise passengers who participate in the cruise ship program can start start from the port of Benoa Bali by arriving early and staying overnight at the hotel. at the next hotel and then board the cruise ship (Interview results, General Manager of PT Pelindo (Persero) Benoa Branch Anak Agung Gede Agung Mataram).



**Figure 1.** Cruise Ship Passengers (Source: Pelindo's Instagram, 2023)

As seen in the Figure 1, the passengers of the MV Seabourn Odyssey, a luxury cruise ship with a length of 177.8 meters did a turnaround at Benoa port, boarding some passengers through the port of Benoa port in early September 2023.

### **An X-ray Facility is Situated at The Entrance to The Main Gate of The Cruise Ship**

Luxury cruise ships usually carry passengers from the rich or important people who are on a cruise vacation, the element of security is very important for cruise ship passengers. Benoa Port Bali provides x ray facilities to check the luggage of passengers, so that unwanted events can be prevented such as carrying prohibited or unlawful items such as drugs, sharp weapons, or firearms.



**Figure 2.** X Ray at The Entrance to The Cruise Ship (Source: Researcher, 2023)

The addition of 2 x ray units can minimize threats such as drugs and terrorists. and terrorists, the customs can also work optimally, the passenger menu who enter and exit the cruise ship must be checked optimally. Because there is a queue when getting checked, usually the passengers are entertained with dances that are entertaining. passengers are entertained with dances which are local cultural performances, namely Balinese dance.

### **Grooves and Ship Port Pond Cruise**

Benoa cruise ship dock in Bali is done dredging the sea where cruise ships dock so that cruise ships that have a jumbo or large size can dock or dock at the port which before the dredging is carried out dredging usually large cruise ships anchor in the middle and passengers are transported using life boats or are transported using a life boat or small boat or skoci specially brought by the cruise ship. the cruise ship.

The depth of the port pond before dredging is only has a depth of minus 8 meters MLWS (meter low water spring) and this can only accommodate small vessels. can accommodate small size ships, while after dredging is carried out then it becomes minus 12 MLWS so that cruise ships with a length of 500 meters long can dock at Benoa port.



**Figure 3.** Cruise Ship AIDA  
(Source: Researcher, 2023)

### Terminal Expansion Cruise Ship Passengers

To provide comfort to cruise ship travelers, the management of PT Pelindo (Persero) Bena Port branch is renovating in the form of expansion of a special terminal for cruise ship passengers. Before the expansion of the terminal area is only 1500 square meters with the ability to accommodate cruise ship passengers as many as 800 people after the expansion to 5600 square meters then the ability to accommodate cruise ship tourists to 3000 cruise passengers, thus cruise ships with a passenger capacity of 3000 and above can utilize the facilities. passenger capacity of 3000 and above can utilize the passenger facilities.



**Figure 4.** Bena Cruise Terminal  
(Source: Researcher, 2023)

### MSMEs Plaza as Supporting Public Facilities

The attention of the management of PT Pelindo (Persero) to business activists who are members of MSMEs to open a stand that sells handicraft souvenirs made by the people of Bali so that it can grow the economy of the community. PT Pelindo (Persero) Bena Port branch provides opportunities for traders to sell in areas or places that have been provided on the second floor of the terminal. Cruise ship tourists who do not follow the tour program can take advantage of this place just to buy handicraft souvenirs from the local community, because so far Bena Port seems isolated deep inside for tourists who want to shop must go to the city by bus, with the existence of supporting facilities such as the bus, with supporting facilities such as MSMEs stands, cruise ship tourists can walk around the terminal to buy souvenirs.



**Figure 5.** cruise ship tourists visiting the MSMEs stand (Source: Pelindo's Instagram, 2023)

### Respondent Characteristics

From the results of distributing questionnaires with 50 respondents given to cruise ship tourists whose ships stopped at Bena Port Bali, their characteristics will be described based on gender, age, country of origin and number of visits to Bali.

**Table 3.** Characteristics of Respondents Based on Gender

| Gender (N=50) | Number (People) | Percentage |
|---------------|-----------------|------------|
| Male          | 21              | 42%        |
| Female        | 29              | 58%        |
| Total         | 50              | 100%       |

(Source: Research Data, 2023)

**Table 4.** Characteristics of Respondents Based on Age

| Age     | Number | Percentage |
|---------|--------|------------|
| 17-26   | 5      | 10%        |
| 27-36   | 7      | 13%        |
| 37-46   | 8      | 17%        |
| Over 46 | 30     | 60%        |
| Total   | 50     | 100%       |

(Source: Research Data, 2023)

**Table 5.** Characteristics of Respondents Based on Country of Origin

| Country/Continent | Number | Percentage |
|-------------------|--------|------------|
| Asia              | 5      | 10%        |
| Australia         | 23     | 45%        |
| Europe            | 17     | 35%        |
| USA               | 3      | 7%         |
| Others            | 2      | 3%         |
| Total             | 50     | 100%       |

(Source: Research Data, 2023)

**Table 6.** Characteristics of Respondents Based on Number of Visits

| Number of Visits | Number of Tourist | Percentage |
|------------------|-------------------|------------|
| a time           | 24                | 48%        |
| 2 times          | 12                | 25%        |
| 3 times          | 5                 | 10%        |
| 4 times          | 3                 | 5%         |
| 5 times          | 2                 | 4%         |
| more 5 times     | 4                 | 8%         |
| Total            | 50                | 100%       |

(Source: Research Data, 2023)

Based on the distribution of data on the characteristics of respondents obtained, most tourists are female with a percentage of 58%, and are dominated by ages above 46 years as much as 60%. And the country of origin of most tourists comes from Australia (45%). It is interesting to see that 24 tourists (48%) are tourists who first use a cruise ship through Benoa port.

**Data Analysis**

The validity test is used to test whether the data is valid or not, testing the validity of each instrument by correlating each item of the statement. statement, the minimum requirement to qualify whether each statement is valid / invalid by comparing if  $r_{count} > r_{table}$  (at the 5% significance level), then it can be said that the questionnaire item is valid. Based on the data collected, there are 5 statements for the variable (X) and 4 statement items for the passenger satisfaction variable (X). cruise ship at Benoa Port Bali. All data analyze use SPSS software.

**Table 7.** Validity Test Results of Cruise Ship Facilities (X variable statement)

| Item Number | Statement   | $r_{calculated}$ | $r_{table}$ | Desc. |
|-------------|---|------------------|-------------|-------|
| Item 1      | The Benoa facility offers ship turnaround utilities for cruise ships              | 0,970            | 0,445       | Valid |
| Item 2      | An X-ray facility is situated at the entrance to the main gate of the cruise ship | 0,698            | 0,445       | Valid |
| Item 3      | Grooves and Ship Port Pond Cruise   | 0,526            | 0,445       | Valid |
| Item 4      | Terminal Expansion Cruise Ship Passengers   | 0,633            | 0,445       | Valid |
| Item 5      | MSMEs Plaza as Supporting Public Facilities                                       | 0,535            | 0,445       | Valid |

(Source: SPSS Data Processing Results, 2023)



From the table above, we can know that all statement items for the facility variables (x) are valid and suitable for use as

research measuring instruments and used for further data analysis.

**Table 8.** Validity Test Results of Cruise Tourist Satisfaction (Y variable statement)

| Item Number | Statement   | r <sub>calculated</sub> | r <sub>table</sub> | Desc. |
|-------------|---|-------------------------|--------------------|-------|
| Item 1      | Good in the delivery of service                                 | 0,601                   | 0444               | Valid |
| Item 2      | Problem solving quickly by employees                            | 0,656                   | 0,444              | Valid |
| Item 3      | Employees understand what to do precisely                       | 0,564                   | 0,444              | Valid |
| Item 4      | Employees provide individual attention well to guest complaints | 0,708                   | 0,444              | Valid |

(Source: SPSS Data Processing Results, 2023)

From the results of the data above, it shows that all statement items for the cruise passenger satisfaction variables are valid and suitable for use as a research measurement tool and can also be used as subsequent analysis. research measuring instrument and can also be used as the next analysis.

The next step is that the valid instrument items above are tested for reliability with the aim of knowing whether all statement items and each variable have explained the variables studied, this test (reliability) is carried out using Cronbach's alpha > 0.6, then the research is considered reliable, as in the table as follows.

**Table 9.** Reliability Test Results for X & Y Variables

| Variable                 | Reliability Value | Status   |
|--------------------------|-------------------|----------|
| Facilities (X)           | 0,871             | Reliabel |
| Tourist Satisfaction (Y) | 0,69              | Reliabel |

(Source: SPSS Data Processing Results, 2023)

The reliability of the instrument is reflected in the level of reliability, which is deemed to be adequate given that it almost reaches the threshold of 0.6. In conclusion, each statement variable was found to be an adequate means of explaining or describing the variables under study.

The following table presents the responses of the participants who completed the questionnaire distributed by the author. The following information is presented in tabular form.

**Table 10.** Questionnaire Score of Facilities (X)

| Statement  | SA | A  | L | D | SD |
|--|----|----|---|---|----|
| The Benoa facility offers ship turnaround utilities for cruise ships.              | 40 | 10 | - | - | -  |
| An X-ray facility is situated at the entrance to the main gate of the cruise ship. | 35 | 10 | 5 | - | -  |
| Grooves and Ship Port Pond Cruise  | 41 | 7  | 2 | - | -  |
| Terminal Expansion Cruise Ship Passengers  | 42 | 4  | 3 | - | -  |
| MSMEs Plaza as Supporting Public Facilities  | 46 | 3  | 1 | - | -  |

SA=Strongly Agree; A=Agree; L=Less Agree; D=Disagree; SD=Strongly Disagree

(Source: SPSS Data Processing Results, 2023)

Based on table 10, it can be described as the majority of respondents

indicated that cruise ship turnaround facilities at Benoa port are readily available.

From the total number of respondents, 40 (80%) strongly agreed with this statement, while a further 10 (20%) agreed. Respondents' responses to the X-ray facilities at the entrance to the main gate of the cruise ship were the subject of a survey of cruise ship tourists. The results indicated a high level of approval, with 70% of respondents agreeing and 20% expressing no opinion. Conversely, 10% of respondents were in disagreement. The respondents' responses to the statement regarding the cruise ship port dredging and pond facilities were as follows: 41 tourists (82%) indicated that they strongly agreed with the statement, while seven individuals (14%) expressed agreement.

Conversely, 41 tourists (82%) and seven individuals (14%) indicated disagreement. The responses of cruise tourists to the statement regarding the expansion of the Cruise Terminal Cruise Ship Passenger Terminal were as follows: 42 respondents (84%) indicated that they strongly agreed with the statement, while four respondents (8%) indicated that they agreed. Three respondents (6%) indicated that they were undecided or disagreed with the statement. The responses of cruise ship tourists to the statement that Umkm Plaza is a supporting public facility were as follows. Forty-six respondents (92%) stated that they strongly agreed, while three others (6%) agreed. One respondent (2%) expressed less agreement.

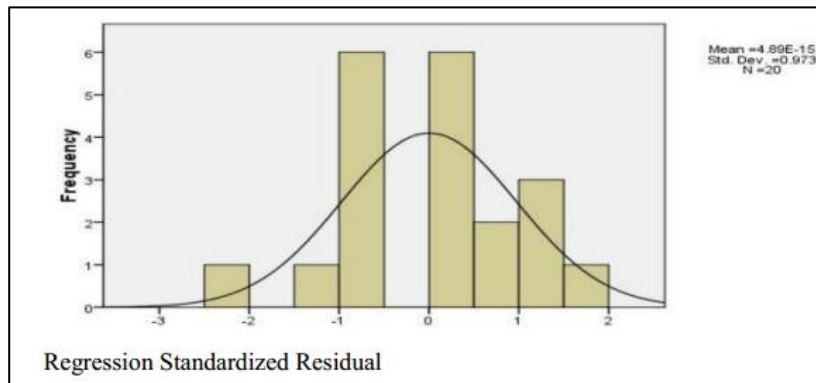
**Table 11.** Questionnaire Score of Tourist Satisfaction (Y)

| Statement   | SA | A  | L | D | SD |
|---|----|----|---|---|----|
| Good in the delivery of service                                 | 47 | 3  | - | - | -  |
| Problem solving quickly by employees                            | 40 | 7  | 3 | - | -  |
| Employees understand what to do precisely                       | 43 | 5  | 2 | - | -  |
| Employees provide individual attention well to guest complaints | 38 | 10 | 2 | - | -  |

SA=Strongly Agree; A=Agree; L=Less Agree; D=Disagree; SD=Strongly Dis Agree  
(Source: SPSS Data Processing Results, 2023)

Based on table 10, it can be described as the majority of cruise tourists (94%) indicated that they felt the service provided to cruise ship tourists was good. Only 6% of respondents felt that the service was only fair. 40 people (80% of respondents) strongly agreed that Benoa Port employees solved problems quickly, while seven (14%) agreed. Three people (14%) disagreed. The responses of cruise ship tourists to the question of whether employees understand what must be done appropriately were overwhelmingly positive. Of the respondents, 43 individuals (86%) indicated that they strongly agreed with this statement, while 5 individuals (10%) expressed agreement and 2 individuals (4%)

indicated that they were less in agreement. The responses of cruise ship tourists to the statement "Employees pay good individual attention to cruise ship tourists' complaints" were as follows: 38 people (76%) strongly agreed, 10 people (20%) agreed, and 2 people (4%) expressed disagreement. The subsequent stage in the data analysis process is the data normality test, which is conducted in order to ascertain whether the distribution of the dependent and independent variables within the regression model is indeed normal. Should the data be distributed evenly along the diagonal line, it may be concluded that the regression model fulfils the assumption of normality.



**Figure 6.** Histogram of Normality Test

The results of the normal distribution test indicate that the data set exhibits a normal distribution, as evidenced by the absence of a slope in the data distribution on either side. The final stage is to ascertain

the extent to which Benoa port facilities exert an influence on cruise ship tourist satisfaction. This will be achieved through a determination test, the specifics of which are outlined below.

**Table 12.** The Results of The Determination Test

| Model | R                 | R Square | Adjusted R Square | Std.error of the Estimate |
|-------|-------------------|----------|-------------------|---------------------------|
| 1     | .945 <sup>a</sup> | .892     | .886              | 1.14973                   |

a. Predictors: (Constant), fasilitas

(Source: SPSS Data Processing Results, 2023)

The R-squared value of 0.892, which is equivalent to 89.2%, indicates that approximately 89.2% of the variation in the customer satisfaction variable (Y) can be explained by the facility variable (X). In contrast, approximately 10.8% of the variation is attributed to other factors not investigated in this study.

The results of the test demonstrate that the facility variable (X) exerts an influence on the consumer satisfaction variable (Y). To elaborate further, this influence can be described, the results of the t-test indicate a positive and significant relationship between the variables of facilities (X) and customer satisfaction (Y), with a t-value of 12.200. The t-test value of 12.200 for Consumer Satisfaction (Y) exceeds the critical value of 2.093, indicating a positive and significant relationship between the two variables. The result demonstrates that, with a significance level of 0.000, which is lower than 0.05, the null hypothesis (Ho) is accepted, while the alternative

hypothesis (Ha) is rejected. It can thus be concluded that the port facilities in Bali's Benoa port have a significant influence on the satisfaction of cruise ship travelers, at a significance level of 0.05.

The implementation of Benoa Bali port facilities by PT Pelindo (Persero) has a significant influence on the satisfaction levels of cruise ship tourists. The satisfaction of cruise ship tourists visiting Bali is greatly influenced by the port facilities available to them. To illustrate, the provision of comprehensive facilities can enhance customer satisfaction, whereas the absence of suitable facilities can diminish customer satisfaction. Customer satisfaction is regarded as a crucial factor, as it can confer a competitive advantage in the market if customers are pleased with the product or service.

The quality of services provided by Benoa Port employee services, such as those provided by PT Pelindo, can also affect the satisfaction of cruise ship tourists.

The provision of satisfactory service and facilities in accordance with the expectations of cruise ship tourists is of paramount importance.

## CONCLUSION

The port provides a cruise ship turn-around facility, which allows cruise ships to load and unload passengers at the port. The port also has X-Ray facilities at the entrance to the main gate of cruise ships, which prevent criminals and crime. The entrance to the main gate of the cruise ship is designed to prevent criminal activity and the smuggling of firearms or other prohibited items. The facility for deepening the port pond allows for the docking of large cruise ships directly at the port, eliminating the need for them to dock at a distance from the port and anchor. The expansion of the terminal is intended to provide greater convenience for cruise ships, as well as for cruise travelers. The presence of Dutch facilities at the terminal will offer a space for local MSMEs selling souvenirs or typical Balinese souvenirs.

The findings of the research and discussion regarding the facilities at Benoa Port have an impact on the satisfaction of cruise ship tourists. This is achieved through the distribution of 50 questionnaires to respondents, in this case, cruise ship tourists. The results of the statistical test indicate that the t-value is 12.200, which is greater than the critical value of 2.093 with a significance level of 0.000, which is lower than 0.05.

## REFERENCES

- Anderson, E.W., Fornell, C. and Lehmann, D.R. (1994) 'Customer Satisfaction, Market, Share, and Profitability: Findings from Sweden'.
- Antara, I.K. *et al.* (2020) 'Perception of Cruise Ship Tourists for Service in the Benoa Port, Bali Indonesia', *Journal of Social and Political Sciences*, 3(1). Available at: <https://doi.org/10.31014/aior.1991.03.01.157>.
- Chan, L.K. *et al.* (2003) 'Consumer satisfaction index: new practice and findings', *European Journal of Marketing*, 37(5-6), pp. 872-909. Available at: <https://doi.org/10.1108/03090560310465189>.
- Chang, Y.T. *et al.* (2016) 'Cruise traveler satisfaction at a port of call', *Maritime Policy and Management*, 43(4), pp. 483-494. Available at: <https://doi.org/10.1080/03088839.2015.1107920>.
- Hidayat, E. (2009) *Perancangan dan Pembangunan Pelabuhan. Referensi Kepulauan Seri 03 Edisi II*. Jakarta: PT. Pelabuhan Indonesia.
- Mandi, N.B.R. (2019) 'The assessment and management of cruise port for tourism destination development in Bali island', *IOP Conference Series: Materials Science and Engineering*, 673(1). Available at: <https://doi.org/10.1088/1757-899X/673/1/012031>.
- Meita, P. *et al.* (2022) 'Analisis Kelayakan Fasilitas Pelabuhan Benoa Sebagai Tourism (Cruise) Port Di Bali', *Prosiding Forum Studi Transportasi antar Perguruan Tinggi*, 10(1), pp. 228-239.
- Oetama, S. and Sari, D.H. (2015) 'Pengaruh Fasilitas dan Kualitas Pelayanan Terhadap Kepuasan Nasabah Pada PT. Bank Mandiri (Persero) TBK Di Sampit', *Jurnal Terapan Manajemen dan Bisnis*, 3(1), pp. 59-65.
- Parasuraman, A., V.A.Z. and L.L.B.R. (1994) 'Understanding Customer Loyalty of M-Commerce Applications in Saudi Arabia', *Internati*

- onal Transaction Journal of Engineering*, 1(1), pp. 1–12.
- Pramita, D.R. (2014) ‘Terminal Penumpang Pelabuhan Benoa Perception of Cruise Passenger on Passenger Terminal Services at Port of Benoa’, *Warta Penelitian Perhubungan*, pp. 329–337.
- Rochman, F., Jatmiko, I. and Fahmi, Z. (2018) ‘Dinamika Industri Rawai Tuna Di Pelabuhan Benoa’, *Marine Fisheries: Journal of Marine Fisheries Technology and Management*, 9(2), pp. 209–220. Available at: <https://doi.org/10.29244/jmf.9.2.209-220>.
- Savira, N.R., Pramana, D. and Yuningsih, L. (2024) ‘Sistem Informasi Layanan Tour Guide Pada Pelabuhan Benoa Menggunakan Framework Laravel’, *Prosiding Seminar Hasil Penelitian Informatika dan Komputer*, 1(2), pp. 568–573.
- Siswosoebrotho, B.I., Sjafruddin, A. and Budiarto, A. (2008) ‘Perancangan Dermaga Khusus Kapal Penumpang Di Pelabuhan Benoa-Pulau Bali’, *Simposium III FSTPT* [Preprint].
- Sudiarta, I.N. *et al.* (1991) ‘Cruise Tourism: Creating Job Opportunity for the Balinese People’, pp. 1–7.
- Syahsudarmi, S. (2018) ‘Persaingan dalam dunia usaha khususnya dibidang kuliner tidak hanya jenis makanan tetapi kuliner jenis minuman sangat bergairah dengan tingkat kompetisi yang cukup tinggi pada saat ini. Tidak hanya rumah makan atau restoran yang menawarkan menu makanan b’, *Jurnal Development*, 6(1), pp. 47–60. Available at: <http://jurnal.umjambi.ac.id/index.php/JD/article/view/74>.
- Traitmojo, B. (2010) *Perencanaan Pelabuhan*. Yogyakarta: Universitas Gajah Mada.
- Try, A.T. *et al.* (2017) ‘Karakteristik Arus Laut Perairan Teluk Benoa-Bali (Characteristics of Sea Current in Benoa Bay Waters-Bali)’, *Jurnal Ilmiah Geomatika*, 23(1), pp. 37–48.
- Woodside, A.G., Frey, L.L. and Daly, R.T. (1989) ‘Linking service quality, customer satisfaction, and behavioral intention.’, *Journal of health care marketing*, 9(4), pp. 5–17.