The Influence of Service Marketing Mix and Competitiveness on Customer Loyalty through Brand Equity of Loading and Unloading Services for Non-Container Goods at PT Pelindo Banjarmasin

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A R Q I CLEINFO	A B STR A CT
  	Customer loyalty is believed to be determined by Service Marketing Mix and Competitiveness. Service Marketing Mix variables such as Product, Price, Place, Promotion, People, Process, Physical Evidence and Competitiveness Variables. The aims of this research are (1) to analyze the influence of Service Marketing Mix and competitiveness on Brand Equity of non-container loading and unloading services at PT Pelindo (Persero) Banjarmasin, (2) to analyze the influence of Brand Equity on Customer loyalty of non-container loading and unloading services at PT Pelindo Banjarmasin, (3) analyzing the influence of Service Marketing Mix and competitiveness on Customer loyalty through Brand Equity of loading and unloading services for non-container goods at PT Pelindo (Persero) Banjarmasin. This research uses quantitative methods. The population in this research is all customers/users of PT Pelindo Banjarmasin`s non-container loading and unloading services. Determination of sampling in this study used purposive sampling with the Quota Sampling method so that the sample in this study amounted to 135 companies. Data was collected through questionnaires and analyzed using the SEM-PLS. The results of this research show that (1) Service Marketing Mix and predicted competitiveness have a positive effect on Brand Equity of loading and unloading services for non-container goods at PT Pelindo (Persero) Banjarmasin, (2) Predicted Brand Equity has a positive effect on Customer loyalty of loading and unloading services. non-container goods at PT Pelindo Banjarmasin, (3) Service Marketing Mix and predictable competitiveness loading and unloading services for non-container goods at PT Banjarmasin.

INTRODUCTION

Indonesia has a great potential to become the world's maritime axis because it is an archipelagic country with two-thirds of its sea area larger than its land area. The maritime axis is a strategic idea that aims to ensure interisland connectivity, improve maritime transportation, and focus on maritime security. In a maritime country like Indonesia, the role of ports is very important for maritime activities. The port is one of the links in the transportation network. Ports are important nodes in the flow of trade and distribution of goods in Indonesia and in the world. Sea shipping is more profitable since ships can load commodities in big volumes at low rates. Sea transportation economic considerations should be able to meet several needs, like high speed, high loading capacity, easy loading and unloading, or quick ship rotation. The distribution of products and services consists of over 95% of these operations. A port is a location made up of both land and air that is strong enough to withstand economic and political pressures. It is used to load and unload cargo, dock, anchor, board, and disembark passengers, and so on. Additionally, ports have facilities like moorings, warehouses, and storage spaces where ships can unload their cargo.

The Indonesian state has PT Pelabuhan Indonesia (Persero) or also known as Pelindo as a State-Owned Enterprise (BUMN) as a Port Business Entity (BUP) or port operator. There are four main Pelindo business clusters, namely: Container Cluster which is managed by PT. Container Terminal, Non-Container Cluster managed by PT. Pelindo Multi Terminal, Logistics Cluster and Coastal Area Development (hinterland) managed by PT. Pelindo Logistics Solutions and Maritime Business Cluster, Equipment and Ship Services are managed by PT. Pelindo Maritime Services. Pelindo as one of the state-owned companies in the port sector has 3 (three) main services (core business) to customers. These services are Goods Services, Ship Services and Miscellaneous and Miscellaneous Business Services. This service has been well standardized throughout Indonesia. South Kalimantan Province, especially Banjarmasin City, has Trisakti Port. Trisakti Port is the largest and busiest port in Kalimantan Province. This port functions as a gateway for the flow of export-import goods and goods between islands and countries. Trisakti Port is managed by several sub-holdings according to their respective business clusters. The sub-holding is PT. Pelindo Terminal Petikemas manages the Container Cluster and PT. Pelindo Multi Terminal manages Non-Container. These two sub-holdings are Pelindo's main business clusters. Special container ports and non-container ports. Non-container ports are one of the public ports managed by Pelindo, this public port has many stakeholders so that many companies are active in the business process such as shipping agent companies, loading and unloading companies (PBM), transport management services companies (JPT).

Pelindo as a Port Business Entity (BUP) or port operator also acts as a loading and unloading company (PBM). Pelindo's participation as one of the PBMs makes competition at the Trisakti public port very competitive. Non Pelindo PBMs also gain a lot of market share in several types of cargo such as General Cargo, Liquid Bulk and Dry Bulk. In its implementation, Pelindo PBMs

and non-Pelindo PBMs often compete in attracting customers, resulting in competition in terms of controlling the market share of cargo types. From data collected over several years, the market share control of General Cargo PBM Pelindo and non-Pelindo PBM is as follows:

Table 1. Market Share of PT Pelindo (Persero) Non-Container Banjarmasin

TAHUN	CURAH KERING		CURAH CAIR		GENERAL CARGO	
	PELINDO	SWASTA	PELINDO	SWASTA	PELINDO	SWASTA
2018	86%	14%	100%	0%	32%	68%
2019	90%	10%	100%	0%	34%	66%
2020	93%	7%	100%	0%	25%	75%
2021	89%	11%	100%	0%	17%	83%
2022	80%	20%	100%	0%	34%	66%
Rata-rata	88%	12%	100%	0%	28%	72%

*sumber laporan market share PT Pelindo (Persero) Cabang Banjarmasin

From the table above it can be seen that PBM Pelindo is very dominant in Liquid Bulk (CC) cargo, namely 100% during the last 5 years is controlled by PBM Pelindo, this happens because PBM Pelindo has an advantage in handling liquid bulk cargo because it has a Storage Tank or tank. stockpiling for CC cargo such as fuel with customer PT AKR Corporindo Tbk. Meanwhile, private PBMs do not have these facilities. In Dry Bulk (CK) cargo, the market share of Pelindo PBMs fluctuates with an average of 88% in the last 5 years and 12% for Non Pelindo (Private) PBMs. This happens because CK cargo which is dominated by clinker goods (semi-finished cement) requires a warehouse as a temporary place to store goods before loading onto the ship. PBM Pelindo's warehouse facilities are one of the advantages in attracting customers. Meanwhile, for the General Cargo (GC) cargo type, PBM Pelindo has controlled the market share for the last ± 5 years with an average of 28% and Private PBM has controlled the market share for the last ± 5 years with an average of 72%. With this data, PBM Pelindo has a dominant market share in CC and CK cargo types, while private PBMs dominate GC cargo types. Due to the dominance of the market share for CC and CK cargo types and the GC cargo type being dominated by private PBMs, it is very interesting to examine further the causes and problems that occur. Pelindo is a service company which is both a BUP and PBM which has a dominant advantage compared to its competitors in all aspects of the Service Marketing Mix. The service marketing mix consists of product (PBM port services), price , place , promotion , people , process and physical evidence. All methods of the service marketing mix have been implemented by Pelindo to attract customers to use Pelindo PBM.

Competitive advantage is the core of the competitive strategy used by a company to be able to compete to win the competition and to survive. Competitive strategy is an area of primary concern for managers, which relies heavily on a deep understanding of the company and its competitors. According to Sanjaya and Yuliastanty (2020:179) the service marketing mix is one of the factors that influences customer loyalty, where product and price

influence customer loyalty. Meanwhile place, people , process, promotion and physical evidence do not affect. As the company improves in product quality and price, customer loyalty will also increase. According to Bakhsinezhad and Kheiry (2019: 133) marketing mixes such as product , place , promotion have an effect on brand equity, while price, people, process and physical evidence have no effect on brand equity. Companies that are able to improve product quality, distribution and promotion will further strengthen brand equity in the eyes of customers. According to Othman, BA, Harun, A., Rashid, WN, Nazeer, S., Kassim, AWM, & Kadhim, KG (2019:865) all elements of the Service Marketing Mix such as price, product , place , promotion, process, people and physical evidence influences customer loyalty. For the Umrah travel industry, understanding how the marketing mix strategy is very important to maintain long-term relationships with customers.

According to Firmansyah, MR, Sumarwan, U., & Ali, MM (2021:240). Product, price, location and promotion have a significant positive influence on brand equity and purchasing decisions. Product, location and brand equity are factors that must be a top priority for manufacturers to improve and develop to further improve purchasing decisions. It can be explained that from the explanation above, a lot of research has been carried out on the influence of the marketing mix (Service Marketing Mix) on customer satisfaction and loyalty, but we have not found research that specifically focuses on service companies in the logistics (port) sector. So in this research this research gap has been filled.

LITERATURE REVIEW
Marketing Concept

One of the most important things a business does to stay in business is market. According to Kotler and Keller (2009), "marketing is an organizational function and a set processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders". In addition to being an organizational activity, marketing is a collection of procedures for developing, promoting, and providing value to clients as well as for fostering client relationships that are advantageous to both the business and outside parties. The primary goals of services marketing are to improve customer connections, production value, and marketing effectiveness. This may have to do with promoting a good or service. The extremely competitive nature of marketing in the current global economy, where service marketing and quality marketing techniques have evolved into basic issues, gives the service industry an additional advantage. Since services are unique in that they are perishable, intangible, heterogeneous, and irreducible, they differ greatly from product and commodity marketing in terms of quality and attributes. In 2018, Hole, Y., Bhaskar, MP, and Pawar, S.

Marketing of a product is carried out to know and understand consumers well about the product so that the product produced is in accordance with consumer needs. Business strategy is a determinant of how a company competes in a particular business mission and promotes itself among competitors. Thus, business strategy refers to rational thinking that is prepared based on the main problems faced. (Aghaei, Vahedi, Kahreh, & Pirooz, 2014)

Every management function has a specific role to play in developing strategies at various levels. Even though the organization has little control over the external environment, marketing is the function that interacts with it the most. Consequently, marketing is crucial to the creation of strategies (Kusuma, 2018). In its strategic role, marketing includes every effort to achieve compatibility between the company and its environment in order to find solutions to two main problems. First, what business is the company currently involved in and what type of business it can enter in the future. Second, how the selected business can be run successfully in a competitive environment based on the perspective of product, price, promotion and distribution (marketing mix) to serve the target market. Basically, marketing strategy provides direction in relation to variables such as market segmentation, target market identification, positioning, marketing mix elements and marketing mix costs. Marketing strategy is an integral part of business strategy that provides direction to all management functions of an organization. (Hole, Pawar, & Bhaskar, 2018)

Service Marketing Mix

Service Marketing Mix is one of the marketing strategies most widely used by marketers. This strategy is not only applied to product and service businesses, but can be applied to higher education management models which are incorporated into service business models (Andre, 2009; Sembiring, 2009). The Service Marketing Mix variables are:

a. Products

The focal point of marketing efforts is the product itself. There are two possible forms for this product: products and services. Without a product, ownership cannot be transferred, and so there can be no marketing. The mobility of the product is supported by all other marketing endeavors. One thing you must keep in mind is that your service marketing mix firm will fail regardless of how well your distribution, pricing, and advertising strategies work if you do not also have a high-quality product that customers enjoy. As a result, research on the things that will be sold is essential (Yofa, AP, 2014). In the Service Marketing Mix strategy, product strategy is the most important element, because it can influence other marketing strategies. Product strategy can include decisions about product reference/mix, brand trademarks, product packaging/packaging methods, product quality/quality levels and services (provided. The main goal of product strategy is to be able to achieve the target market by increasing competitive capabilities or overcoming competition (Alnaser: 2017).

b. Price

Price is the amount of money that customers must pay to obtain a product. In developing a Service Marketing Mix , a

product here includes: relative prices, discount price lists, discounts, payment periods and credit terms, etc. (Kottler and Keller, 2009). Price is the amount needed to get a combination of goods and services. Determining prices is very important to pay attention to, considering that price is one of the causes of whether the products and services offered sell or not. A mistake in determining the price will have fatal consequences for the product being offered and may result in the product not selling on the market. Therefore, price determination by a company is intended with various objectives to be achieved, general price determination objectives (Azimi: 2017).

c. Promotion

One of the components of the Service selling Mix that is crucial for businesses to use while selling their goods is promotion. Not only do promotional activities serve as a means of communication between businesses and their clientele, but they also play a role in persuading them to buy or use products that suit their preferences and requirements. Promotion is an activity that conveys the benefits of a product and persuades customers to buy it. Promotion is the most effective means of attracting and retaining consumers. One of the goals of company promotion is to inform about all types of products offered and try to attract new potential consumers (Firmansyah, 2021). Promotion, in the words of Alnaser (2017), is an endeavor to persuade customers to become aware of and cognizant of the goods that a firm is offering them, piqueing their curiosity enough to prompt a trial and eventual purchase. Through this marketing campaign, the business hopes to raise awareness of all of its goods and services, both directly and indirectly. It is not reasonable to expect clients to become familiar with the given goods or services in the absence of promotions. Promotion is therefore the best strategy for drawing in new customers and keeping existing ones. Educating potential customers about the range of items offered and attempting to draw in new ones are two objectives of corporate promotion.

d. Place

Places are company activities that make products available to targets. Place is a distribution channel, namely a series of interdependent organizations that are mutually visible in the process of making a product or service ready for use or consumption. Location means relating to where the company must be headquartered and carry out operations. Companies should choose places that are easy to reach, in other words strategic (Kotler and Keller, 2009).

e. People

Human *(people)* here means people who are involved either directly or indirectly in the service process itself. The human elements are company employees, consumers and other consumers. All attitudes and actions carried out by employees will influence the success of service delivery. A company can differentiate itself by recruiting and training employees who are more capable and more reliable in dealing with customers than those of its competitors. Humans (*people*) here play an important role in marketing practices, both as producers and consumers. (Supriatna:2017). Humans (*people*) are the main asset in the goods or services industry, especially the humans referred to here who are employees with high performance. Consumers' need for high-performing employees will cause consumers to be satisfied and loyal. Good knowledge capability will become a basic competency within the company and a good image outside (Mukherjee, 2016).

f. Process

The goal of process strategy is to find a way to produce goods and services that meets customer requirements and product specifications within cost and other managerial constraints. The process chosen will have a long-term impact on efficiency and production, as well as on cost flexibility and the quality of goods and services produced. Carrying out the sales process, employees and owners must act professionally and do not conflict with Islamic law. Professional in this case is precise, completely focused and clear in providing information in accordance with what is available regarding the process of business management (Rajh: 2009)

g. Physical Evidence

Physical evidence (physical evidence) is something that actually influences consumers' decisions to buy and use the products offered. The elements included in *physical evidence* include the physical environment, in this case the physical building, furniture/equipment, equipment, logos, colors and other items that are combined with the services provided such as tickets, covers, labels, etc..

Competitiveness

Although in this case it does not explain the level of productivity of a country, it does explain the level of company capability and the level of industrial competition. Companies that have high competitiveness will have

extensive networks between other businesses. Because networking between business people is actually capital for creating company competitiveness. (Hendryyanto:2017). According to Sanchez (2017) which includes the following competitiveness indicators:

      a. Competitive pricing is a company's ability to adjust the price of its products to prices.
      b. Product quality is the ability of a product to carry out its function including durability.
      c. Product uniqueness is the ability of a business entity to provide more value to its product compared to its competitors and this value actually brings benefits to customers.
      d. Financial performance.

Customer loyalty

      Loyalty is a psychological condition related to attitudes towards a product, consumers will form their beliefs, whether they like it or not, and decide whether they want to buy the product or not. In business, customer loyalty plays an important role in a company because retaining customers means improving financial performance and maintaining the company's survival. This is the main reason for companies to retain their customers. Efforts to get loyal rates cannot be done all at once, but rather through several stages starting from getting potential customers to getting partners. (Fernandes: 2018). Customer loyalty is customer attachment to a brand, service provider or other entity based on favorable attitudes and good responses, such as repeat purchases. Based on this definition, it can be concluded that there are elements of behavior and attitude that give rise to customer loyalty. Furthermore, according to Olson (2005: 76), customer loyalty is a behavioral encouragement to make repeated purchases and to build customer loyalty to a product or service produced by the business entity which requires a long time through a purchasing process that occurs continuously. over and over again. From the expert opinion above, satisfaction with service can be defined, namely the level of feelings of the customer or in this case the customer after comparing their expectations with the service they receive.

METHODOLOGY

      The research is the measurement of the Service Marketing Mix service variable for customers who use the Loading and Unloading Company at Trisakti Port, Banjarmasin.The type of research used in this research is quantitative research. Sugiyono (2010:13) states that quantitative research is research based on the philosophy of positivism, used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative statistics with the aim of test the established hypothesis. In general, qualitative research according to Suprayogo (2001:1) aims to understand (understand) the world of meaning symbolized in people's behavior according to the perspective of the community itself. This research was conducted at PT

Pelindo (Persero) Banjarmasin with the address Barito Hilir Trisakti No.6, Telaga Biru, West Banjarmasin, Banjarmasin City, South Kalimantan Province. According to Sugiyono (2019, p.126) the unit of analysis is the unit under study which can be an individual, group, object or a social event setting such as, for example, individual or group activities as research subjects depending on a certain time period. Considering this, the unit of analysis in this research is the customer/user of PT Pelindo (Persero) Banjarmasin's non-container loading and unloading services.

The population in this research is all customers/service users of PT Pelindo (Persero) Banjarmasin's non-container loading and unloading services, where based on the data obtained there are 262 service users or customers. The sampling technique uses purposive sampling. Purposive sampling technique according to (Ferdinand: 2014) is a sample selection technique with certain considerations, companies that have used PBM Pelindo more than 3 (three) times. The method is Quota Sampling with a sample size of 135 companies. These 135 companies represent the population of customers who use PBM Pelindo and Private PBM or a percentage of 51% of the total population. The data analysis method that the author will use in this research is the PLS (Partial Least Squares) analysis method with SmartPLS software, which is a multivariate statistical technique that compares multiple statistical variables and multiple independent variables. PLS is a variant-based SEM statistical method designed to complete multiple regression when specific problems occur in the data, such as small research sample sizes, missing data (missing values), and multicollinearity (Budhiasa 2016).

RESEARCH RESULTS
Descriptive Customer Response

Customer responses in this research present the results of customer answers. These answers describe research variables including: Service Marketing Mix, Competitiveness, Brand Equity and Customer Loyalty. The response results obtained in this study are presented in the following explanation.

Table 2. Descriptive Customer Responses regarding Service Marketing Mix (X_1)

Service Marketing Mix (X1)	5		4		3		2		1		mean	stdev
	f	%	f	%	f	%	f	%	f	%		
X1.1	16	11.9	53	39.3	54	40.0	11	8.1	1	0.7	3.5	0.8
X1.2	12	8.9	50	37.0	58	43.0	14	10.4	1	0.7	3,4	0.8
X1.3	13	9.6	45	33.3	65	48.1	12	8.9	0	0.0	3,4	0.8
X1.4	13	9.6	54	40.0	51	37.8	16	11.9	1	0.7	3.5	0.9
X1.5	11	8.1	55	40.7	49	36.3	18	13.3	2	1.5	3,4	0.9
X1.6	13	9.6	52	38.5	55	40.7	14	10.4	1	0.7	3.5	0.8
X1.7	11	8.1	51	37.8	54	40.0	17	12.6	2	1.5	3,4	0.9
X1.8	11	8.1	53	39.3	53	39.3	16	11.9	2	1.5	3,4	0.9
X1.9	12	8.9	52	38.5	50	37.0	19	14.1	2	1.5	3,4	0.9
X1.10	10	7.4	58	43.0	45	33.3	20	14.8	2	1.5	3,4	0.9

X1.11	13	9.6	50	37.0	55	40.7	16	11.9	1	0.7	3,4	0.9
X1.12	12	8.9	51	37.8	53	39.3	18	13.3	1	0.7	3,4	0.9
X1.13	12	8.9	48	35.6	57	42.2	17	12.6	1	0.7	3,4	0.8
X1.14	13	9.6	55	40.7	44	32.6	22	16.3	1	0.7	3,4	0.9
X1.15	10	7.4	47	34.8	64	47.4	14	10.4	0	0.0	3,4	0.8
X1.16	12	8.9	53	39.3	49	36.3	19	14.1	2	1.5	3,4	0.9
X1.17	9	6,7	60	44.4	51	37.8	14	10.4	1	0.7	3.5	0.8
X1.18	13	9.6	44	32.6	53	39.3	24	17.8	1	0.7	3.3	0.9
X1.19	14	10.4	50	37.0	52	38.5	16	11.9	3	2,2	3,4	0.9
X1.20	15	11.1	55	40.7	43	31.9	21	15.6	1	0.7	3.5	0.9
X1.21	5	3.7	48	35.6	62	45.9	18	13.3	2	1.5	3.3	0.8

Source: processed primary data (2023)

On average, customer responses to service product attributes related to the Service Marketing Mix according to data in table 5.2 are as follows:

a. Products/Services

It is at a score of 3.4. These answers show that on average Pelindo's loading/unloading customers quite agree that Pelindo's PBM service products influence customer decisions in using Pelindo's PBM services. This can be seen from the customer's statement on the questionnaire which states that PBM Pelindo offers good loading/unloading service products.

b. Price

It is at a score of 3.5. This answer shows that on average Pelindo's loading/unloading customers quite agree that the price of Pelindo's PBM services influences customers' decisions in using Pelindo's PBM services. This can be seen from the customer's statement on the questionnaire which states that PBM Pelindo offers competitive prices for loading/unloading services.

b. Promotion

It is at a score of 3.4. This answer shows that on average Pelindo's loading/unloading customers quite agree that the promotion of Pelindo's PBM services will influence customer decisions in using Pelindo's PBM services. This can be seen from the customer's statement on the questionnaire which states that PBM Pelindo offers promotions for good loading/unloading services.

c. Place

It is at a score of 3.4. This answer shows that on average Pelindo's loading/unloading customers quite agree that the location (ship berth) of Pelindo's PBM services will influence customers' decisions in using Pelindo's PBM services. This can be seen from the customer's statement on the questionnaire

which states that PBM Pelindo offers ship moorings for good loading/unloading services.

d. People

It is at a score of 3.4. This answer shows that on average Pelindo's loading/unloading customers quite agree that employees or people who provide loading/unloading services well will influence customers' decisions in using Pelindo's PBM services. This can be seen from the customer's statement on the questionnaire which states that PBM Pelindo has employees (people) who comply with their competence for loading/unloading services.

e. Process

It is at a score of 3.4. This answer shows that on average Pelindo's loading/unloading customers quite agree with the loading/unloading service process with high loading/unloading performance (the faster the loading/unloading process) will influence customers' decisions in using Pelindo's PBM services. This can be seen from the customer's statement on the questionnaire which states that PBM Pelindo has good loading/unloading service performance.

f. Physical Evidence

It is at a score of 3.4. This answer shows that on average Pelindo's loading/unloading customers quite agree with the evidence of loading/unloading services such as offices and adequate loading/unloading equipment. So, having physical evidence of good Pelindo PBM services will influence customers' decisions in using Pelindo PBM services. This can be seen from the customer's statement on the questionnaire which states that PBM Pelindo has physical evidence of good loading/unloading services.

Table 3. Descriptive Customer Responses regarding Competitiveness (X_2)

Competitiveness (X2)	5		4		3		2		1		mean	stdev
	f	%	f	%	f	%	f	%	f	%		
X2.1	9	6,7	69	51.1	43	31.9	14	10.4	0	0.0	3.5	0.8
X2.2	23	17.0	53	39.3	49	36.3	8	5.9	2	1.5	3.6	0.9
X2.3	17	12.6	55	40.7	54	40.0	8	5.9	1	0.7	3.6	0.8

Source: processed primary data (2023)

Customer responses to competitiveness attributes are in accordance with data in table 5.3 with an average score of 3.6. This answer shows that competitiveness such as PBM Pelindo has advantages in terms of

loading/unloading services, accurate ship berthing schedules for loading/unloading activities, high loading/unloading performance and availability of land/warehouses to stack goods unloaded or loaded from and to ships from Pelindo influences the use of loading/unloading services. This can be seen from the customer's statement on the questionnaire which states that PBM Pelindo has advantages in terms of loading/unloading services, accuracy of ship berthing schedules in accordance with planning for loading/unloading activities as well as high loading/unloading performance and the availability of land/warehouses for stacking goods unloaded or loaded to and from the ship.

Table 4. Descriptive Customer Responses regarding Brand Equity (Y_1)

Brand Equity (Y1)	5		4		3		2		1		mean	stdev
	f	%	f	%	f	%	f	%	f	%		
Z1	5	3.7	59	43.7	57	42.2	13	9.6	1	0.7	3,4	0.7
Z2	11	8.1	63	46.7	46	34.1	14	10.4	1	0.7	3.5	0.8
Z3	2	1.5	63	46.7	58	43.0	12	8.9	0	0.0	3,4	0.7
Z4	13	9.6	54	40.0	50	37.0	18	13.3	0	0.0	3.5	0.8
Z5	7	5.2	62	45.9	47	34.8	17	12.6	2	1.5	3,4	0.8
Z6	15	11.1	54	40.0	48	35.6	17	12.6	1	0.7	3.5	0.9
Z7	11	8.1	65	48.1	43	31.9	16	11.9	0	0.0	3.5	0.8
Z8	15	11.1	49	36.3	51	37.8	18	13.3	2	1.5	3,4	0.9
Z9	13	9.6	56	41.5	51	37.8	14	10.4	1	0.7	3.5	0.8
Z10	12	8.9	55	40.7	53	39.3	15	11.1	0	0.0	3.5	0.8
Z11	11	8.1	56	41.5	50	37.0	17	12.6	1	0.7	3,4	0.8
Z12	11	8.1	57	42.2	46	34.1	20	14.8	1	0.7	3,4	0.9
Z13	11	8.1	57	42.2	46	34.1	21	15.6	0	0.0	3,4	0.9
Z14	12	8.9	55	40.7	50	37.0	18	13.3	0	0.0	3.5	0.8
Z15	13	9.6	59	43.7	48	35.6	14	10.4	1	0.7	3.5	0.8

Source: processed primary data (2023)

Customer responses to the Brand Equity attribute are in accordance with table 5.4 data with an average score of 3.5. This answer shows that Brand Equity which consists of brand awareness, brand loyalty, quality perception, brand association and brand trust from PBM Pelindo is good so that PBM Pelindo in the eyes of customers has a strong brand. This can be seen from the customer's statement on the questionnaire which states that the customer knows that Pelindo is a PBM, Pelindo PBM is known for its high service quality.

Table 5. Descriptive Customer Responses regarding Customer Loyalty (Y_2)

Customer Loyalty (Y2)	5		4		3		2		1		mean	stdev
	f	%	f	%	f	%	f	%	f	%		
Y1	21	15.6	65	48.1	39	28.9	8	5.9	2	1.5	3.7	0.9
Y2	13	9.6	73	54.1	37	27.4	11	8.1	1	0.7	3.6	0.8
Y3	18	13.3	63	46.7	47	34.8	7	5.2	0	0.0	3.7	0.8

Source: processed primary data (2023)

Customer responses to the Customer loyalty attribute are in accordance with table 5.5 data with an average score of 3.7. This answer shows that customer loyalty is good, this can be seen from the market share dominance of

CC and CK cargo types. PBM Pelindo dominates and only loses out in superiority in GC cargo. The customer's statement on the questionnaire stated that our company will continue to use services from PBM Pelindo and our company will recommend to friends and colleagues regarding PBM Pelindo services for CC and CK cargo types.

Hypothesis Testing Results

The significance of the estimated parameters provides very useful information to determine the relationship between variables in this research. Hypothesis testing is carried out by looking at the probability values and t-statistics. For probability values, the *p-value* with α of 5% is <0.05. The t-table value for α 5% is 1.960. So the criterion for accepting the hypothesis is when the t-statistic value > t-table. Hypothesis testing using the *Smart PLS 3.0 method* is carried out by carrying out a *bootstrapping process* , so that the relationship between the influence of exogenous variables on endogenous variables is obtained as follows:
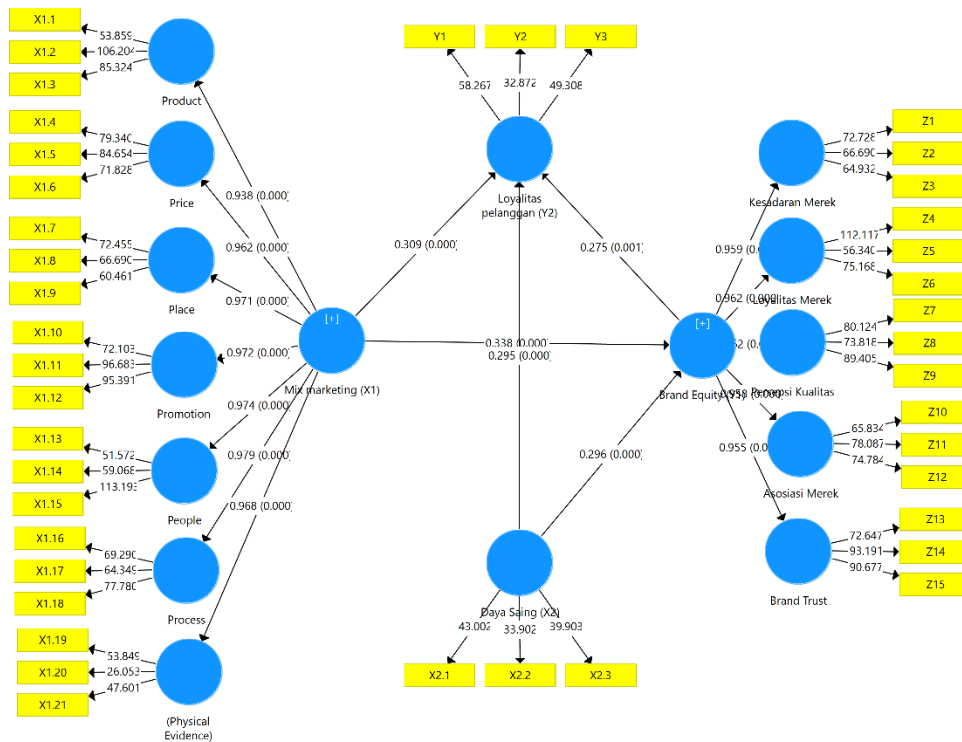

Figure 1. Boostrapping results

Table 6. Effect Boostrapping Results *(Hypothesis)*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Equity (Y1) -> Brand Association	0.958	0.959	0.007	140,034	**0,000**
Brand Equity (Y1) -> Brand Trust	0.955	0.955	0.008	125,504	**0,000**
Brand Equity (Y1) -> Brand Awareness	0.959	0.958	0.006	159,426	**0,000**

Brand Equity (Y1) -> Brand Loyalty	0.962	0.963	0.006	170,986	**0,000**
Brand Equity (Y1) -> Customer loyalty (Y2)	0.275	0.274	0.079	3,486	**0.001**
Brand Equity (Y1) -> Perceived Quality	0.962	0.963	0.006	168,293	**0,000**
Competitiveness (X2) -> *Brand Equity* (Y1)	0.296	0.297	0.070	4,209	**0,000**
Competitiveness (X2) -> Customer loyalty (Y2)	0.295	0.302	0.073	4,032	**0,000**
Service Marketing Mix (X1) -> (Physical Evidence)	0.968	0.967	0.006	175,017	**0,000**
Service Marketing Mix (X1) -> *Brand Equity* (Y1)	0.338	0.329	0.077	4,416	**0,000**
Service Marketing Mix (X1) -> Customer loyalty (Y2)	0.309	0.307	0.084	3,685	**0,000**
Service Marketing Mix (X1) -> People	0.974	0.974	0.004	262,115	**0,000**
Service Marketing Mix (X1) -> Place	0.971	0.971	0.006	166,032	**0,000**
Service Marketing Mix (X1) -> Price	0.962	0.962	0.007	146,501	**0,000**
Service Marketing Mix (X1) -> Process	0.979	0.979	0.004	278,980	**0,000**
Service Marketing Mix (X1) -> Product	0.938	0.938	0.012	78,158	**0,000**
Service Marketing Mix (X1) -> Promotion	0.972	0.972	0.005	205,073	**0,000**

the bootstrapping test, the regression equation can be described, namely

$$Y1 = 0.338X1 + 0.296X2$$
$$Y2 = 0.309X1 + 0.295X2 + 0.275Y1$$

Based on the regression equation, an explanation can be explained that:

1. The Service Marketing Mix coefficient is 0.338, which means that if there is an increase of one point and assuming the other variables are zero or fixed, the Brand Equity variable will increase by 0.338.
2. The Competitiveness Coefficient is 0.296, which means that if there is an increase of one point and assuming the other variables are zero or fixed, the Brand Equity variable will increase by 0.296.
3. The Service Marketing Mix coefficient is 0.309, which means that if there is an increase of one point and assuming the other variables are zero or fixed, the Brand Equity variable will increase by 0.309.
4. The Competitiveness Coefficient is 0.295, which means that if there is an increase of one point and assuming the other

variables are zero or fixed, the Customer loyalty variable will increase by 0.295.

5. The Brand Equity coefficient is 0.275, which means that if there is an increase of one point and assuming the other variables are zero or fixed, the Customer loyalty variable will increase by 0.275.

That hypothesis testing for partial influence test is shown as follows:

1. Service Marketing Mix on Customer loyalty

The t-statistical value for the influence of the Service Marketing Mix on Customer loyalty is $3.685 >$ t-table (1.978) and the p-value is $0.000 < 0.05$ and the original sample value is positive and accepted. This means that the Service Marketing Mix has a positive and significant effect on customer loyalty.

2. Service Marketing Mix on Brand Equity

The t-statistical value for the influence of Service Marketing Mix on Brand Equity is $4.416 >$ t-table (1.978) and the p-value is $0.000 < 0.05$ and the original sample value is positiveand was accepted. This means that the Service Marketing Mix has a positive and significant effect on Brand Equity.

3. Competitiveness towards Customer loyalty

The t-statistic value for the influence of Competitiveness on Customer Loyalty is $4.032 >$ t-table (1.978) and the p-value is $0.000 < 0.05$ and the original sample value is positive, hypothesis in this study accepted. This means that competitiveness has a positive and significant effect on customer loyalty.

4. Competitiveness of Brand Equity

The t-statistical value for the effect of Competitiveness on Brand Equity is $4.209 >$ t-table (1.978) and the p-value is $0.000 < 0.05$ and the original sample value is positive in this study accepted. This means that Competitiveness has a positive and significant effect on Brand Equity.

5. Brand Equity on Customer Loyalty

The t-statistic value for the influence of Brand Equity on Customer Loyalty is $3.486 >$ t-table (1.978) and the p-value is $0.001 < 0.05$ and the original sample value is positive and study was accepted. This means that Brand Equity has a positive and significant effect on customer loyalty. The Brand Equity variable mediate the influence of Service Marketing Mix , Competitiveness, on Customer loyalty as follows.

Indirect effect (indirect effect) of the independent variable on the dependent with a mediating variable

Table 7 indirect effect of independent variables on dependent variables with mediating variables

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Competitiveness (X2) -> *Brand Equity* (Y1) -> Brand Association	0.283	0.285	0.068	4,179	**0,000**
Service Marketing Mix (X1) -> Brand Equity (Y1) -> Brand Association	0.324	0.316	0.074	4,371	**0,000**
Competitiveness (X2) -> *Brand Equity (Y1) -> Brand Trust*	0.282	0.284	0.067	4,205	**0,000**
Service Marketing Mix (X1) -> Brand Equity (Y1) -> Brand Trust	0.323	0.314	0.074	4,363	**0,000**
Competitiveness (X2) -> *Brand Equity (Y1) ->* Brand Awareness	0.284	0.285	0.067	4,209	**0,000**
***Service Marketing Mix (X1) -> Brand Equity (Y1) ->* Brand Awareness**	0.325	0.315	0.074	4,363	**0,000**
***Competitiveness (X2) -> Brand Equity (Y1) ->* Brand Loyalty**	0.285	0.286	0.068	4,202	**0,000**
***Service Marketing Mix (X1) -> Brand Equity (Y1) ->* Brand Loyalty**	0.326	0.317	0.074	4,399	**0,000**
Competitiveness (X2) -> *Brand Equity (Y1) ->* Customer loyalty (Y2)	0.081	0.082	0.032	2,580	**0.011**
***Service Marketing Mix (X1) -> Brand Equity (Y1) ->* Customer loyalty (Y2)**	0.093	0.092	0.037	2,544	**0.012**
Competitiveness (X2) -> *Brand Equity (Y1) ->* Perceived Quality	0.285	0.286	0.068	4,196	**0,000**
***Service Marketing Mix (X1) -> Brand Equity (Y1) ->* Perceived Quality**	0.326	0.317	0.074	4,393	**0,000**

Based on the table, it is found that the calculated t value for the Brand Equity variable mediates between the Service Marketing Mix variable , Competitiveness and the Customer loyalty variable , obtained as follows:
1. The Service Marketing Mix variable on the Customer loyalty variable is mediated by the Brand Equity variable.
   The t-statistical value for the influence of Service Marketing Mix on Customer loyalty with the mediation of the Brand

Equity variable shows that the t count is 2.580 > t-table (1.978) and the p-value is 0.011 < 0.05 is positive and was accepted. This means that the Brand Equity variable mediates the influence of Service Marketing Mix on Customer loyalty positively and significantly.

2. The effect of the Competitiveness variable on the Customer loyalty variable is mediated by the Brand Equity variable

The t-statistic value for the influence of Competitiveness on Customer Loyalty with the mediation of the Brand Equity variable shows that the t count is 2.544 > t-table (1.978) and the p-value is 0.012 < 0.05 and the original sample value is positive and was accepted. This means that the Brand Equity variable mediates the influence of Competitiveness on Customer loyalty positively and significantly.

DISCUSSION

Influence of Service Marketing Mix towards Customer loyalty of loading and unloading services for non- container goods at PT Pelindo (Persero) Banjarmasin.

Hypothesis testing uses structural models in partial least squares (PLS). The t-statistical value for the influence of the Service Marketing Mix on Customer loyalty is 3.685 > t-table (1.978) and the p-value is 0.000 < 0.05 and the original sample value is positive and accepted. This means that the Service Marketing Mix has a positive and significant effect on customer loyalty for non-container loading and unloading services at PT Pelindo (Persero) Banjarmasin. The results of this research are consistent with previous research conducted by Bakhshinezhad (2019); Putri (2019) and Rajh that the Service Marketing Mix has a positive and significant effect on customer loyalty.

Influence of Service Marketing Mix towards Brand Equity loading and unloading services for non- container goods at PT Pelindo (Persero) Banjarmasin.

Hypothesis testing uses structural models in partial least squares (PLS). T-statistical value for the influence of Service Marketing Mix on Brand Equity t count is 4.416 > t-table (1.978) and p-value is 0.000 < 0.05 and the original sample value is positive. Thus, the hypothesis in this research is accepted. This means that the Service Marketing Mix has a positive and significant effect on Brand Equity loading/unloading services for non- container goods at PT Pelindo (Persero) Banjarmasin. The results of this research are consistent with previous research by Hendriyanto (2017); Maesyaroh (2018) and Kamaludin (2020) state that the Service Marketing Mix significant effect on Brand Equity.

Effect of Competitiveness on customer loyalty loading and unloading services for non- container goods at PT Pelindo (Persero) Banjarmasin.

Hypothesis testing uses structural models in partial least squares (PLS). T-statistical value for the effect of Competitiveness on Customer loyalty this

research is accepted. This means that competitiveness has a positive and significant effect on customer loyalty loading and unloading services for non-container goods at PT Pelindo (Persero) Banjarmasin. The results of this research are consistent with previous research by Sanjaya (2019); Othman (2019) states that competitiveness has a positive and significant effect on customer loyalty.

Effect of Competitiveness towards Brand Equity of loading and unloading services for non- container goods at PT Pelindo (Persero) Banjarmasin.

Hypothesis testing uses structural models in partial least squares (PLS). T-statistical value for the effect of Competitiveness towards Brand Equity. This means that Competitiveness has a positive and significant effect on Brand Equity of loading and unloading services for non- container goods at PT Pelindo (Persero) Banjarmasin. The results of this research are consistent with previous research, namely Hendriyanto (2017); Maesyaroh (2018) and Kamaludin (2020) state that Competitiveness has a positive and significant effect on Brand Equity.

The influence of Brand Equity on Customer loyalty loading and unloading services for non- container goods at PT Pelindo (Persero) Banjarmasin.

Hypothesis testing uses structural models in partial least squares (PLS). The t-statistic value for the influence of Brand Equity on Customer loyalty this research is accepted. This means that Brand Equity has a positive and significant effect on Customer loyalty loading and unloading services for non-container goods at PT Pelindo (Persero) Banjarmasin. The results of this study are consistent with previous research by Bakhshinezhad (2019); Putri (2019) and Rajh (2009) state that Brand Equity has a positive and significant effect on Customer loyalty.

The Service Marketing Mix variable on customer loyalty loading and unloading services for non- container goods at PT Pelindo (Persero) Banjarmasin with the mediation of the Brand Equity variable.

Hypothesis testing uses structural models in partial least squares (PLS). The t-statistical value for the influence of the Service Marketing Mix on Customer loyalty with the mediation of the Brand Equity variable shows this research is accepted. This means that the Brand Equity variable mediates the influence of Service Marketing Mix on Customer loyalty loading and unloading services for non-container goods at PT Pelindo (Persero) Banjarmasin positively and significantly. The results of this research are consistent with previous research by Sanjaya (2019); Othman (2019) states that Brand Equity mediates the influence of Service Marketing Mix on Customer loyalty through Brand Equity.

Influence of the Competitiveness variable on customer loyalty loading and unloading services for non- container goods at PT Pelindo (Persero) Banjarmasin with the mediation of the Brand Equity variable.

Hypothesis testing uses structural models in partial least squares (PLS). T-statistical value for the influence of competitiveness on customer loyalty with the mediation of the Brand Equity variable. The t-count was 2.544 > t table (1.978) and the p value was 0.012 < 0.05 was positive. Hypothesis in this research is accepted. That is, variable Brand Equity positively and significantly mediates the influence of competitiveness on customer loyalty of non- container loading and unloading services at PT Pelindo (Persero) Banjarmasin. The results of this research are consistent with previous research by Hendriyanto (2017); Maesyaroh (2018) and Kamaludin (2020) Brand Equity mediates the influence of competitiveness on customer loyalty. The results of this research provide evidence that the Service Marketing Mix consisting of product, price, place, promotion, people, process, physical evidence and competitiveness can influence customer loyalty either directly or through Brand Equity. The results of this research strengthen customer satisfaction theory (Kotler and Keller, 2014) and Olson's loyalty theory (2005:76). As a theoretical implication of the research results related to Service Marketing Mix and competitiveness towards Customer loyalty through Brand Equity are as follows:

1. Optimizing the Service Marketing Mix and competitiveness of non- container loading and unloading services at Trisakti Port, Banjarmasin, is able to create customer satisfaction, namely customers who carry out loading and unloading activities using PBM Pelindo, especially for CC and CK cargo, as is the case with PBM Pelindo's superior market share. in CC and CK cargo.
2. By creating customer satisfaction, it will create customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

In accordance with research that has been carried out at Trisakti Port, Banjarmasin, PT Pelindo (Persero), the following conclusions can be given:

1. Service Marketing Mix predicted to have a positive effect on customer loyalty loading and unloading services for non- container goods at PT Pelindo (Persero) Banjarmasin. With the implementation of the Service Marketing Mix to PT Pelindo (Persero) customers for loading and unloading non- container cargo activities, which influences customer loyalty.
2. Service Marketing Mix Attributes predicted to have a positive effect on Brand Equity loading and unloading services for non- container goods at PT Pelindo (Persero) Banjarmasin. With the implementation of the Service Marketing Mix to PT Pelindo (Persero) customers for loading and unloading non- container cargo activities, making Brand Equity higher.
3. Attribute competitiveness predicted to have a positive effect on customer loyalty loading and unloading services

for non- container goods at PT Pelindo (Persero) Banjarmasin. By using and applying competitiveness attributes owned by PT Pelindo to customers for loading and unloading non- container cargo activities, which influences customer loyalty.

4. Predictable competitiveness attributes has a positive effect on Brand Equity loading and unloading services for non-container goods at PT Pelindo (Persero) Banjarmasin. By using and applying competitiveness to PT Pelindo (Persero) customers for loading and unloading non- container cargo activities, it creates Brand Equity become higher in the eyes of customers.

5. Brand Equity Attributes predicted to have a positive effect on customer loyalty loading and unloading services for non- container goods at PT Pelindo (Persero) Banjarmasin. With good Brand Equity from PBM Pelindo, it will further increase customer loyalty PT Pelindo (Persero) customers.

6. Predictable Service Marketing Mix attributes has a positive effect on customer loyalty loading and unloading services for non- container goods at PT Pelindo (Persero) Banjarmasin through Brand Equity. Predictable competitiveness attributes has a positive effect on customer loyalty loading and unloading services for non- container goods at PT Pelindo (Persero) Banjarmasin through Brand Equity.

ADVANCED RESEARCH

In writing this article the researcher realizes that there are still many shortcomings in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers themselves. Therefore, for the perfection of the article, the researcher expects constructive criticism and suggestions from various parties.

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