

THE INFLUENCE OF TIME VALUE, PRICE PERCEPTION, AND SERVICE QUALITY ON THE INTENTION TO REPURCHASE TICKETS ON PASSENGER RORO SHIPS

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Abstract: *Repurchase intention in the many transportation options in Indonesia is interesting to study. This study aims to determine the factors that will influence consumers to buy back tickets from shipping companies, namely passenger Roro Ships. This research is a research using a quantitative approach by distributing surveys to passengers on Roro Ships. The sampling technique used is purposive sampling. The analysis technique used is the Partial Least Square technique, using SmartPLS as a tool to process data. The results of the research test show that the time value coefficient and service quality do not affect the repurchase intention of the Roro Passenger Ship passengers, but the price perception will greatly affect the repurchase intention of the Roro Passenger ship passengers. Simultaneously the variables of time value, price perception and service quality greatly affect customer repurchase intention.*

Keywords: time value, price perception, service quality, repurchase intention, shipping company

Abstrak: Minat beli atas banyaknya pilihan transportasi yang ada di negara Indonesia menarik untuk dipelajari. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang akan mempengaruhi konsumen untuk membeli kembali tiket dari perusahaan pelayaran yaitu Kapal Roro penumpang. Penelitian ini merupakan penelitian dengan menggunakan pendekatan kuantitatif dengan menyebarkan survey kepada pengguna Kapal Roro penumpang. Teknik sampling yang digunakan adalah *purposive sampling*. Teknik analisis yang digunakan adalah Teknik Partial Least Square, dengan menggunakan SmartPLS sebagai alat bantu mengolah data. Hasil uji penelitian menunjukkan hasil koefisien nilai waktu dan kualitas layanan tidak mempengaruhi minat beli penumpang Kapal Roro penumpang, tetapi persepsi harga akan sangat mempengaruhi minat beli penumpang kapal Roro Penumpang. Secara simultan variabel nilai waktu, persepsi harga dan kualitas layanan sangat mempengaruhi minat beli pelanggan.

Kata kunci: nilai waktu, persepsi harga, kualitas layanan, minat membeli kembali, shipping company

INTRODUCTION

Indonesia is a unitary state of the Republic of Indonesia which consists of 16,766 islands, an area of 1,916,906.27 km², has a coastline length of 97,275, 32 km (Central Bureau of Statistics, 2021), and most of the sea area which represents 74% of the total area. The

Republic of Indonesia (Pregiwati, 2019), for this reason that Indonesia is an archipelagic country. As an archipelagic country, it is in dire need of sea transportation as a tool for passenger mobilization and a means of distributing logistics goods for basic needs and logistics goods for industrial needs.

The presence of shipping companies in

Indonesia has geopolitical, geo-strategic, and geo-economic functions. The presence of shipping companies politically has a function to serve people in remote areas throughout Indonesia (remote areas), so that people living in remote areas feel recognized and cared for by the Government that these communities are part of the citizens of the Republic of Indonesia.

Furthermore, geo-strategic shipping companies can serve as a solution to deal with strategic problems of the Government, such as during the tsunami incident in Aceh in 2004, the pick-up of problematic Indonesian workers in Jeddah, Saudi Arabia in 2011, this was stated by the Director of Passenger Ship Transportation of PT PELNI, Mr. Yahya Kuncoro (Toarik, 2022), and finally the shipping company provides a solution to unravel congestion. Eid homecoming traffic in 2022 at Merak Port to Panjang Port, by using a large passenger RORO ship with a length of 196M, which has a carrying capacity of 600 vehicles. four wheels the size of a sedan, so that the congestion that occurs at Merak Port can be broken down, this was stated by the Operations and Commercial manager of PT Atosim Lampung Pelayaran as one of the shipping companies, especially the Roro ship, Mr. Zaenudin (Atosim Lampung Pelayaran, 2022).

Besides having geo-political and geo-strategic functions, shipping companies have geo-economic functions. The function of shipping companies is geo-economic in Indonesia, which is an archipelagic country, that the presence of shipping companies can be used as a tool to move the economy between islands (ship promote the trade), the principle of the presence of shipping companies is geo-economically that sea transportation service routes must be provided first. Previously served from one port to another, the Director of PT. Mutiarra Ferindo Internusa, Jakarta, Mr. Ludfi Syarif (Bureau of Communication and Public Information, 2021), stated this, such as the presence of a passenger RORO ship transportation service route from Tanjung Wangi Port (Banyuwangi) to Gilimas Port, Lombok. With the presence of the RORO ship route, Passengers can improve the smooth distribution of logistics goods, which in turn can reduce the price disparity for logistics goods for basic needs and logistics

goods for industrial needs, and will ultimately increase national economic growth. So the presence of shipping companies as infrastructure for economic development and as the lifeblood of the economic activities of the Republic of Indonesia.

The contribution of the presence of shipping companies is very necessary and useful in the delivery of logistics goods, because the characteristics of ships can accommodate and transport large quantities of logistics goods. Due to the large carrying capacity, this can reduce the cost of transporting logistics goods, because the larger the size of the ship, the unit cost is cheaper, so that the cost of transporting logistics using sea transportation services is cheaper than using air transportation services. The high cost of transporting logistics goods is strongly influenced by: Availability of inter-island sea transportation, number of ship schedules, the size of the ships operated, and the limited fleet of ships. If the route of ship transportation services is present to spread throughout the region accompanied by the provision of an adequate fleet of ships, it will facilitate the distribution of logistics goods and will improve the national economy, and in the end will improve the welfare of the people.

The types of ships used in sea transportation services are various, such as ships, passengers, container ships, freighters, tankers, barges, and RORO Passenger ships. A passenger RORO ship is a type of ship designed to load sedans, pick-ups, medium trucks and large loaded trucks where the vehicle driver himself carries out loading and unloading activities by driving a vehicle, so that loading and unloading activities are carried out quickly. Because loading and unloading on board a passenger RORO ship can be done quickly, it can affect the docking time at the port, which in turn can reduce port costs.

Passenger RORO ship routes in Indonesia include the Surabaya-Balikpapan, Panjang-Semarang, Semarang-Pangkalanbun, Semarang-Pontianak, Bitung-Ternate, and Tanjung Wangi, Banyuwangi-Gilimas, Lombok routes. In this study, researchers highlight the route of Tanjung Wangi Port, Banyuwangi to Gilimas Port, Lombok.

The benefit of the presence of sea transportation services for passenger RORO ships is that

the delivery of logistics goods can be done in a faster time compared to using cargo ships, because loading and unloading can be done more quickly because loading and unloading activities are carried out by the driver of the vehicle itself, for example a large truck unit that a load of about 25 tons can be done using 1 (one) minute while the time used to load goods on an ordinary ship with a total cargo of 25 tons requires a longer time because loading is done by manual loading takes 15 minutes. The speed of loading and unloading logistics goods on passenger RORO ships will accelerate the delivery of logistics goods throughout Indonesia, which will increase the attractiveness of logistics companies to meet the lead-time set by the logistics company.

From the difference in time services using ordinary ships and using passenger RORO ships, researchers are interested in further observing the value of time, price perception, and service quality that will affect ticket repurchase on passenger roro ship types.

Time value

Time Value is the amount of money someone will pay to save one unit of travel time (Isjuanda Pinem et al., 2015; Tamin, 2000). As is well known, the provision of passenger RORO ship transportation services must consider the high and low travel speed of service users. Therefore, the provision of passenger RORO boat transportation services must provide opportunities for service users to save travel time so that the time saved can be used to carry out other activities (Anggraini & Isya, 2017).

According to Jasa Marga Persero, (1997), the value of time or more precisely the value of time saving is defined as the amount of money a person is willing to pay in order to save one unit of travel time. Travel time value is defined as the amount of money a person is prepared to spend in order to save one unit of travel time (Rogers, 1975). The time value is part of the generalized cost. According to Allen & Hamilton, 1999 to determine the value of time, there are several analyzes that can be used, including mode choice, speed choice, route choice and dwelling choice.

Several methods can determine the value of time in transportation modes, including Mode choice,

Route choice, Speed choice, dwelling choice. Allen mentioned this time value indicator & Hamilton (1999) quoted by (Widiyawati et al., 2015) according to the results of the 18th FSTPT symposium, University of Lampung on August 28, 2022 with the title Time Value Analysis with dwelling choice analysis method for commuter trips. in the metropolitan area of the city of Surabaya as follows

1. Mode choice Analysis: this analysis compares the choice of a transportation mode that is fast, comfortable, clean but expensive and a mode of transportation that is slow, dirty, uncomfortable but cheap. The assumption is that there is a tradeoff between model cost and travel time. The cost difference may equal the value of the time difference. Most Study modes compare the car to some form of transit.
2. Route choice Analysis: this analysis only focuses on one mode but with two different route selection options and for single mode trips. However, the underlying methodology is the same, namely the comparison between routes that are close but with a slow time and low cost while routes that are far away but with fast time and high costs.
3. Speed choice Analysis: speed choice analysis is one of the efforts to complete the results of the route selection study. The time value analysis with several speed choices is based on rational economic assumptions, by forcing someone to drive at a certain speed to minimize the total cost of the trip.
4. Dwelling Choice Analysis: Another approach to travel time estimation involves comparing property values and travel time to work. In theory, an increase in distance or travel time from the city center is always associated with a decrease in property values, and other related factors are the level of security, quality of schools, availability of living necessities, and others. In other words, research using this method assumes that buyers make a trade-off between the cost of housing and the amount of time it takes to commute each day to work.

Estimating Travel Time Value is estimating the time value of a trip is trying to put a value for money

on personal vehicle travel timesavings (Purnamawati et al., 2020; Winaryo, 2002). Furthermore, the form of travel timesavings should be described as a reduction in travel time. Therefore, the provision of facilities from transportation investment gives riders the opportunity to get timesavings so that drivers can use the saved time to do several other activities.

From some of the theories mentioned above, the writer argues that the value of time is the amount of money that someone is willing to pay in order to save one unit of travel time. There are four indicators, namely: Mode choice Analysis, Route choice Analysis, Speed choice Analysis, Dwelling Choice Analysis.

According to a previous study entitled "Analysis of Time Value with Dwelling Choice Analysis Method for Commuting Travel in the Metropolitan Area of Surabaya" by Feni Widiyawati, Hera Widyastuti, and Wahyu Herijanto stated that the value of time is part of the generalized cost. To determine the time value, there are several analyzes that can be used, including the mode choice, speed choice, route choice and dwelling choice. Currently in Indonesia, the time value is calculated based on the mode choice and speed choice. Based on the theory above, the writer develops the following hypothesis:

H1. Time Value has a significant effect on Purchase Interest return passenger RORO ship ticket. products, and c) Price suitability with product quality.

Price perception according to Sandy & Aquinia, (2022) is one of the elements of a flexible marketing mix that can change at any time according to time and place (Purnamawati et al., 2020). Meanwhile (Wicaksono, P. U., & Mudiantono, 2017) states that before making a purchase, consumers will consider the quality of the product. Quality products can encourage consumers and increase consumer desire to have these products.

With the quality in accordance with the wishes of consumers, companies can face market competition with this can generate buying interest from consumers. Price is one of the determining factors in determining the purchase decision of a product or service (Savitri & Wardana, 2018). The suitability of the price and quality offered needs to be a concern for the creation of a

good image. Kotler & Armstrong, (2018) stated that the price perception indicators are 1. Price affordability. 2. Price compatibility with product and service quality, 3. Price competitiveness, 4. Price according to benefits.

Price perception

Price perception can be defined as consumer's perception of whether the price offered by the seller and the price compared to the buyer is acceptable (Lee et al., 2011). The price perception indicators based on Kotler's theory (Kotler & Armstrong, 2018) are Price match with product quality, appropriate value with benefits, competitive price (Muhtarom et al., 2022).

Price perception becomes consumer judgment when comparing the amount sacrificed with the product to be achieved (Winit et al., 2014). According to Mardiasih, (2020) states that price perception is a relative value that has a product, this value is not a definite indicator and shows the amount of resources needed to produce a product (Mardiasih, 2020). Therefore, it can be concluded that price perception is the perception of a price that can influence consumers in making purchases. Lee et al., (2011) suggested that "Price perception is a customer assessment and an emotional and associated form of whether the price offered by the seller and the price compared to other parties is reasonable and acceptable". According to Dimawan in (Senggetang et al., 2019) there are 3 indicators in price perception, namely: a) Price affordability, b) Price comparison with other Price perception is the value contained in a price related to the benefits of using a product or service (Khare et al., 2014). According to Fatmawati & Soliha, (2017) argues that price perception concerns how price information is understood by consumers and made meaningful to them (Cakici et al., 2019). In cognitive processing of price information, consumers can compare the stated price with the price or price range they imagine for the product. The price for comparison is called the internal reference price, which can determine the satisfaction of mining customers (Winit et al., 2014).

The internal reference price is the price that is considered appropriate by consumers, the price that consumers imagine as a high or low market price, the internal reference price becomes a kind of guideline to evaluate whether the listed price is acceptable to

consumers. Price perception is the consumer's perception of whether the price offered by the seller and the price compared to the buyer is acceptable, and becomes the perception of a price that can influence consumers to make a purchase. Price perception has a significant negative effect on repurchase intention (Sandy & Aquinia, 2022). Based on the opinion above, the writer develops the following hypothesis:

H2. Price perception has a significant influence on Passenger RORO ticket repurchase intention.

Quality of Service

Quality is one of the keys in winning the competition with the market. Meanwhile, service quality is a measure of the level of service quality that is assumed to be related to price developments (Brodie et al., 2009). According to Lewis & Booms, as quoted by Tjiptono & Chandra, (2011) service quality is a measure of how well the level of service provided is in accordance with customer expectations. Serving quality can be realized through meeting customer needs and desires as well as timely delivery to balance customer expectations. Two main factors affect service quality according to Parasuraman cited by Tjiptono & Chandra, (2011), namely the expected service and the perceived service.

Based on the opinions of the experts above, it can be concluded that service quality is the level of measurement that is expected to be of service quality excellence related to price developments or the level of comparison of consumer service quality expectations with company performance perceived by consumers as controlling price developments. Dimensions of Service Quality According to Kotler & Armstrong, (2018) there are five main: service quality indicators, namely: Tangibility; Appearance of physical facilities, equipment, employees and communication materials. Reliability; what is the ability to perform the promised service in a convincing manner and? Accurate. responsiveness; Willingness to help customers and provide prompt service. Guarantee; Knowledge and courtesy of employees and their ability to foster trust and confidence. Empathy; Willingness to give in-depth and special attention to each customer (Andri et al., 2022).

Service quality is a dynamic condition that is

closely related to products, services, human resources. As well as processes and environments, that can at least meet or even exceed the expected service quality (Tjiptono, 2007). Service quality is something that is determined by the ability of a particular company or institution to meet needs in accordance with what is expected or desired based on the needs of customers or visitors (Sandy & Aquinia, 2022). Service quality can be known by comparing consumer perceptions of the services received with the services that consumers actually expect from the service attributes of a company. Based on (Kotler et al., 2021) service quality indicators are 1. Reliability, 2. Responsiveness, 3. Tangible, 4. Assurance, and 5. Empathy.

The concept of service quality is closely related to customer satisfaction and is based on the expectancy disconfirmation theory (Grönroos, 1990; Parasuraman, A., et. al., 1985). However, the transaction-specific conceptualization of this theory has been found to be more suitable for the construction of service quality from the perspective that service quality is an antecedent of customer satisfaction (Nunkoo et al., 2020). Therefore customers cognitively evaluate service attributes of customer satisfaction performance in the short term, which ultimately affects their overall service experience (Torres, 2014). Various empirical studies have shown that service quality has a direct positive influence on customer satisfaction (Ali & Raza, 2017; Nunkoo et al., 2020).

H3. Service quality has a significant influence on Passenger RORO ticket repurchase intention.

H4. Time value, price perception, and service quality have a significant influence on Passenger RORO ticket repurchase intention.

Repurchase Intention

Satisfied customers will buy again, and they will share their experiences using the product with others (Hadi, 2021). Smart companies are not only looking for profit, but intend to deliver more than what they promise. Consumers buy a product because of not only its physical form but also the benefits they will get after using the product. Repurchase according to Handoko, (2015) is a purchase that has been made by the buyer for the same product, and will buy again for the second or third time. Ashfaq et al., (2019) stated that the

response caused by past positive experiences received to make repeat purchases is called repurchase intention. The author concludes that repurchase interest is a purchase made by buyers for the same product, and will buy again for the second or third time and so on, so that consumers buy services repeatedly (Hadi, 2021). Studies that relate time value, price perception and service quality that have an influence on repurchase interest have been carried out, with positive results (Khare et al., 2014; Koval et al., 2019)

RESEARCH METHODS

To evaluate how time value, price perception, and service quality are factors that influence repurchase intention, quantitative research will be conducted. Data will be collected through a questionnaire. This research will try to help shipping companies get a better understanding of what factors influence people's desire to buy back tickets for shipping companies such as Roro Ships. The research population was all passengers on the Roro Ship route from Tanjung Wangi Port, Banyuwangi to Gilimas Harbor, Lombok. 300 questionnaires were distributed to guests who used the Roro ship that route. The sampling technique used was purposive sampling, because this questionnaire was only specifically given to passengers on the Roro ship, with 200 respondents. The respondent determination technique was taken using the Slovin formula. The impact of repurchase interest on Roro ship passengers will be measured through 4 variables; a time value that includes 7 statements; price perception includes 8 statements, and service quality includes 11 statements; while repurchase interest is measured through 5 statements. To test the hypothesis, the data collected will help investigate the relationship between the variables of interest to this study. Data were analyzed using SmartPLS. Measurement of multiple regression analysis will be carried out. The results will provide a basis for accepting or rejecting the hypothesis and answering the research question

RESULTS

Demographically, the data obtained from the

questionnaire are as follows; about 60.87% of respondents are women while 39.13% are men. The majority of respondents were recorded in the age group of 26-35 years (38%) and 36-45 years (25%). Respondents with S1 education are the most respondents (48%), followed by those who have a high school diploma (40.50%). The majority of respondents' occupations are Private Employees (44%) and Entrepreneurs (40%). The largest number of respondents (65%) is on the frequency of using Roro Boats as much as 1-10 times per month. Analysis of the problems in this study will use a partial least square approach with the help of Smart PLS 3.2.8 software. In the PLS analysis, two stages of modeling will be applied, namely the measurement model in the first stage to ensure an adequate level of model suitability as well as the validity and reliability of the construction. Then the main research hypothesis is tested in the second stage, namely the structural model. Before taking measurements, the test model is carried out to test the feasibility of the model. In PLS, the feasibility test of the model by looking at the value of the NFI (Normed Fit Index). A good NFI to state the feasibility of the model used in this study is close to 1. From the results of data processing, it is known that the NFI value is 0.806. The NFI calculation shows a value of 0.806 (close to number 1), so the model used in this study is declared feasible to explain the facts in the field.

Measurement Model Results

The validity test on PLS is carried out by conducting convergent validity, and discriminant validity. Based on table 1, the results of convergent validity indicate that the value of all items has a loading factor value greater than 0.5. (Ghozali, I., & Latan, 2015). It can be concluded that all indicators of variable construction; time value, price perception, service quality and repurchase intention meet the specified value. The AVE value for each latent variable is greater than 0.5, which means that each variable can explain 50% or more of the variable. This means that each variable is also declared valid and meets the criteria for convergent validity as shown in Table 1

Tabel 1 Convergent Validity

Variable	Average Variance Extracted (AVE)
Service quality	0.796
Repurchase intention	0.731
Time value	0.752
Perceived price	0.807

Thus, the latent variable in this study successfully met the requirements of convergent validity with the AVE value of each variable being more than 0.5, which was declared valid. The test results to measure the reflective indicator as a good construction based on the principle that each indicator must be strongly correlated with its construction, is carried out by

testing the value validity results using cross loading and Fornell- Larcker criteria (Ghozali, I., & Latan, 2015). The cross-loading value of all indicators in the construction itself has a greater value than the loading factor indicator in other constructions. It was concluded that all constructs related to cross loading had met the criteria for discriminant validity (table 2).

Tabel 2 Cross Loading

	Service quality	Repurchase intention	Time value	Perceived price
H1	0.648	0.721	0.779	0.917
H2	0.648	0.717	0.750	0.929
H3	0.772	0.693	0.750	0.819
H4	0.791	0.762	0.769	0.873
H5	0.621	0.744	0.751	0.835
H6	0.685	0.743	0.753	0.918
H7	0.693	0.761	0.803	0.947
H8	0.699	0.785	0.772	0.938
MNT1	0.702	0.870	0.697	0.764
MNT2	0.601	0.884	0.648	0.704
MNT3	0.612	0.818	0.641	0.610
MNT4	0.603	0.870	0.650	0.758
MNT5	0.551	0.829	0.670	0.681
Q1	0.820	0.495	0.679	0.588
Q10	0.915	0.693	0.770	0.738
Q11	0.882	0.685	0.753	0.699
Q2	0.908	0.612	0.753	0.678
Q3	0.879	0.710	0.782	0.734
Q4	0.885	0.564	0.718	0.673
Q5	0.908	0.638	0.689	0.692
Q6	0.899	0.594	0.699	0.640
Q7	0.910	0.650	0.706	0.699
Q8	0.867	0.673	0.732	0.712

Q9	0.933	0.691	0.753	0.705
w1	0.662	0.638	0.857	0.712
w2	0.755	0.655	0.858	0.669
w3	0.710	0.621	0.866	0.685
w4	0.724	0.738	0.897	0.750
w5	0.662	0.638	0.825	0.685
w6	0.750	0.681	0.908	0.819
w7	0.713	0.712	0.856	0.843

The results of the discriminant validity of each latent variable can be seen in Table 3, the Fornell-Larcker results meet the criteria, and then all latent variables included in this study are declared to meet the requirements of discriminant validity

Tabel 3 Fornell-Lacker Criterion

Variable	Service quality	Repurchase intention	Time value	Perceived price
Service quality	0.892			
Repurchase intention	0.720	0.855		
Time value	0.820	0.774	0.867	
Perceived price	0.774	0.826	0.853	0.898

For reliability test, PLS will be analyzed based on the value of Construct Reliability (Cronbach Alfa and Composite Reliability).

Tabel 4 Construct Reliability

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Service quality	0.974	0.977	0.796
Repurchase intention	0.908	0.931	0.731
Time value	0.945	0.955	0.752
Perceived price	0.965	0.971	0.807

Based on Table 4, the value of Construct Reliability (CA and CR) of each variable is greater than 0.7. Thus, it can be concluded that all variables are considered reliable for inclusion in hypothesis testing.

Hypothesis test

The t-statistic test is intended to test the effect between variables. The results of the path coefficients

are summarized in Table 6. The T statistic is a statement of the significance value of the relationship between one variable and another variable (the significance level is taken at an error rate of 5%) and the T statistic value is 1.96. Each variable must have a value of more than 1.96 to have a significant relationship between variables. Based on table 6, the t statistic of each variable value is more than 1.96.

Tabel 6 Path analysis

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Hasil
Time value -> Repurchase intention	0.175	1.448	0.148	Ditolak
Perceived price -> Repurchaseintention	0.575	5.386	0.000	Diterima
Service quality -> Repurchaseintention	0.131	1.581	0.114	Ditolak

Variable Time value variable has no positive and significant effect on repurchaseintention, with t statistic value $1.448 < 1.96$ and p value $0.148 > 0.000$. So, H1 is rejected. The price perception variable has a positive and significant effect on the buying interest variable with a t- statistic value of $5.386 >$

1.96 and a p value of $0.000 < 0.05$, so H2 is accepted. The service quality variable does not have a positive and significant effect with a t statistic of $1.581 < 1.96$, and a p value of $0.114 > 0.05$, so H3 is rejected. The evaluation of the Inner model for path analysis is shown in Figure 1.

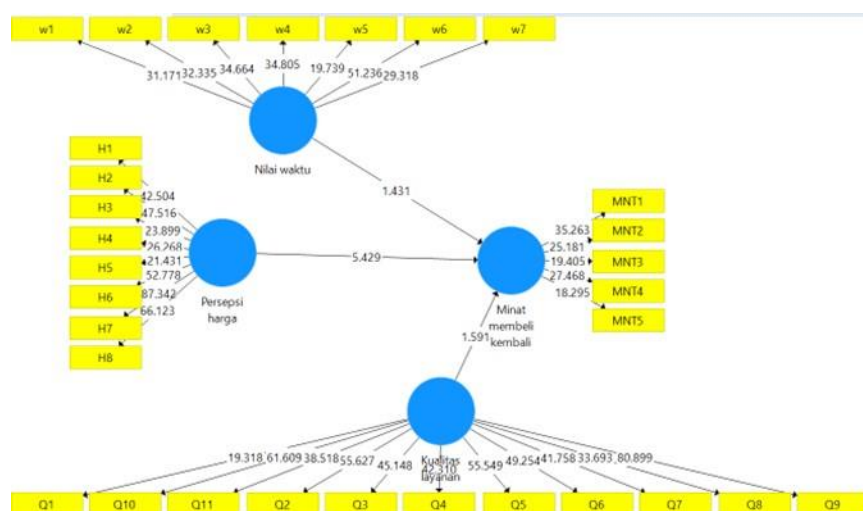


Figure 1 Inner model

Table 5 shows that the R-Square value for each dependent variable (endogenous latent variable). The R-square value for the endogenous variable of buying interest is 0.705, meaning that the percentage of time value, price perception, Service quality that can be

explained by repurchase interest is 70.5% and the remaining 29.5% is explained by other variables not examined in the study. The R-Square value indicates that the model is included in the moderate classification

Tabel 5 R Square

	R Square	Conclusion
Repurchase intention	0.705	Moderate

Based on the table above, it can be concluded that all variables (time value, price perception and service quality) simultaneously have an effect of 70.5% on the repurchase interest of Roro Passenger ship passengers. In addition, the remaining 29.5% is

influenced by other factors that are not in this study. Thus, H4 is ccepted.

CONCLUSION

This study was made to examine the determinants that affect repurchase intention when conducting business activities with sea transportation. Time value, price perception and service quality are proposed as factors to measure people repurchase intention on sea transportation of Roro Passenger ships. Based on the test results of structural equation modeling analysis, it can be concluded as follows;

Time Value does not affect repurchase intention. Time value is not proven to have a positive and significant effect on repurchase intention. This study differs from the research conducted by Anggraini & Isya (2017) which states that time value is important for travel ticket buyers to replace the value of money. In this study, the people who use the Roro ship do not pay attention to the value of time as something valuable. Because they travel on the Roro ship because of the obligations given by their place of work.

Price perception has a positive and significant effect on repurchase intention. This is in accordance with the research conducted by Kusuma, IGB (2022), which found that price perception was correlated with repurchase intention. Because the price for Roro Ship users is a relatively reasonable cost to spend to obtain inter-island crossing services. With affordable prices, sea transportation service users are interested in buying Roro boat

tickets again to support their work. Service quality has no positive and significant effect on repurchase intention. This is not in accordance with previous research, which states that service quality will greatly affect the repurchase intention of customers (Andri et al., 2022).

In this study, Roro ship customers do not pay attention to service quality. This is because; Roro Passenger Ship customers prefer the cheap prices they usually get when using ships to help with their daily activities. However, when combined together, the influence of time value, price perception, and service quality factors on repurchase intention is moderate. This means that passengers on the Roro ship do not specifically pay attention to the time value factor and service quality when using this sea transportation. Passengers only pay attention to affordable prices as a reference that they can afford to make inter-island crossings.

This can be used as further advice for managers, to keep paying attention to the quality of service when carrying out crossing activities, and to show the time value obtained by passengers when they use this Roro ship, for example by showing through the billboard the departure time and arrival time so that passengers realize that the time they get when using the Roro Ship is very helpful for their business and activities. Further research can be done by adding customer loyalty variables.

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