

Service Quality of Batangas Port: Basis for a Proposed Action Plan

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Abstract – *Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses. This study aimed to evaluate the Service Quality of Batangas Port. This study used descriptive method to assess the service quality of Batangas Port in terms of passenger terminal services and cargo services. Based on the result, majority of the respondents were in the age bracket of 24 – 29 years old, male and have travelled fourth time and above. The assessment of the passengers in terms of service quality of Batangas Port is satisfied in all dimensions of servqual model, assurance ranked the highest, second is tangibles followed by responsiveness then empathy and the lowest is reliability. The responses vary significantly and those who visited the Batangas Port for the third time have higher satisfaction on the services provided by the port. It is recommended that the Batangas Port may further improve their service quality in terms of reliability and empathy offered to the customers/passengers'.*

Keywords – *Batangas Port, Service Quality*

INTRODUCTION

Although we've become "tourists" at some period of our lives, clarifying what tourism truly is, can be troublesome. Tourism is the action of individuals setting out to and remaining in places outside their standard condition for recreation, business or different purposes for not in excess of one back to back year.

Individuals travel anywhere via land by a few unique sorts of transportation, for example, auto, truck, prepare or transport. At the point when the car was first concocted, just the rich could bear the cost of them and they were an extravagance thing. As an ever-increasing number of individuals could bear the cost of them, the cost of the car descended, and individuals started to spread out from the real urban communities. Cars at that point turned into a need to get individuals to and from work, stores, medical check-ups and such [1].

Water transport is characterized as the way toward moving individuals, freight and mails by canal boat, pontoon, ship or sailboat over an ocean, sea, lake, channel and stream or by different kinds of water transportation. Water transport is an essential method of transport; it is the least expensive methods for transporting massive and perishable merchandise over long separations. This mode of transportation is first and foremost used for the carriage of individuals, perishable and non-perishable products which is by and large

alluded to as freight. Water vehicles are suitable for long distance travel, commuting, cruising, racing and off-road riding. There are numerous examples of water vehicles which include: Motor boat, cargo ship, speedboat, sailboat, yacht, ferry, canoe, raft boat, battleship, cruise ship, jet ski, wind surfer, river boat, submarine, and tug boat etc. [2].

The CALABARZON (Cavite, Laguna, Batangas, Rizal and Quezon) wander has been fundamental in conveying monetary improvement to Batangas with activities on the farming, animals, fishery, producing, trade, mining, tourism and different administrations, foundation areas as water, transportation, media transmission, vitality and utilities and social parts as instruction, well-being administrations and occupation advancement and others. It has focused on the significant exchanging and dispatching courses of Pacific Rim. The Batangas Bay's key area gives immediate and simple approach to push through with the arranged between island and remote exchange by means of the activity of the Port of Batangas.

In this manner, port arranging secured expansion, control and task of the Batangas Port. In 1992, the underlying expansion task of the Port of Batangas turned into the foundation of the CALABARZON mechanical region. The working arrangement of the Batangas Port was drawn in view of its primary part to advance the

development of growth of Mindoro island, so as to utilize the high improvement capability of the immediate hinterland of the port and to help the social and financial exercises of the developing Metro Manila territory [3].

The Batangas Port Phase I under the organization of the Philippine Port Authority is by and by known the most up-to-date and easy-to-use seaport in the nation today. The port was extended and created with a specific end goal to proficiently serve the neighboring island territories of Mindoro Oriental, Mindoro Occidental, Romblon and Palawan and to additionally serve the improvement possibilities of CALABARZON and MIMAROPA Regions. The recently developed outside and local general payload billets are basic to the request necessities of remote and local exchanges. The port likewise serves to supplement the amenities of the Port of Manila. Berth offices on the recently built Batangas Port Development Project/Phase I [4].

Quality customer service equals to customer contentment, which is a key objective of any association, including service organizations. Determining the consumer's feedback on service quality of the passenger shipping companies in Batangas City Port depending on customer service, business operations and reliability to have awareness on the service industry [5].

The Batangas Port serves as the gateway of the passengers traveling to Mindoro Oriental, Mindoro Occidental, Romblon and Palawan because it is the only port in the Region 4A and it's the most affordable mode of transportation going to those places.

The researchers' goals on the research of the service quality of Batangas Port is to interpret the dimensions of service quality and how it could create an impact on the tourism industry. It also explores the opportunity of measuring service quality on finding any scope for further improvement of the established procedures and port amenities.

OBJECTIVES OF THE STUDY

The study aimed to evaluate the Service Quality of Batangas Port. To present the profile of the respondents in terms of occupation, frequency of travel and purpose of travel; to determine the service quality provided by tourism related services in terms of tangibles, reliability, responsiveness, assurance and empathy; to determine the respondent's assessment on the service quality when grouped according to profile and to propose an action plan based on the result of the study.

METHODS

Research Design

The study made used of descriptive method to assess the service quality of Batangas Port in terms of passenger

terminal services and cargo services. This is used because it can determine the present condition which is how the practices of quality services are being handled.

The descriptive method deals with a circumstance that requests the techniques of observation the standard methods for gathering the information. The population for the study must be deliberately picked, distinctly explained, and particularly delimited in order to set accurate restrictions for guaranteeing discreteness to the population [6].

Participants

The participants of the study were the 305 passengers of Father and Son Shipping Lines, Minolo Shipping Lines and Challenge and Passion Shipping Lines. The basis of the study was based with an effect size of .25 and a power probability of .95 using G*Power 3.1.9. All of the respondents were given ample time to answer the set of questions given. The respondents were chosen randomly.

Instrument

The researchers used an adapted questionnaire from Marketing Study Guide's 2017 SERVQUAL's Questions, the questionnaire is split up into two parts. Part 1 tackles about the profile of the respondent and Part 2 is about the service quality in terms of tangibles, reliability, responsiveness, assurance and empathy of the Port.

Procedure

In order to gain the required data, the researchers used and an adopted questionnaire checked and validated by the Research Adviser. Consulted the School Statistician for the number of respondents that served as a guide in putting up the study. The researchers were able to devise the final draft. After so, the questionnaire is photocopied and distributed to the respondents randomly. The questionnaires were retrieved right after the respondents answered it.

Data Analysis

All data gathered were encoded, tallied, interpreted and analyzed. Frequency Distribution was used to determine the profile of respondents in terms of age, gender, occupation and frequency of travel. Weighted mean was used to know the level of service quality in terms of tangibles, reliability, responsiveness, assurance and empathy. Furthermore, ANOVA was used to test the significant difference on the service quality of the Port when grouped according to profile. The given scale was used to interpret the result of the data gathered: 3.50 –

4.49= Highly Satisfied (HS); 2.50 – 3.49 = Satisfied (S); 1.50 – 2.49 = Less Satisfied (LS); 1.00 – 1.49 = Not Satisfied at all (NS)

Ethical Consideration

To observe highly confidential nature of the survey and the interviews, no particular names were mentioned in the report. The identity of the respondents was not revealed except they were passengers. No personal opinion was given by the researchers, only information and results based on the data gathered.

RESULTS AND DISCUSSIONS

Table 1. Percentage Distribution of the Respondents' Profile

Profile Variables	Frequency	Percentage (%)
Age		
18 – 23	83	27.1
24 – 29	96	31.4
30 – 35	55	18.0
36 - 41	31	10.1
42 & above	41	13.4
Gender		
Male	162	52.9
Female	144	47.1
Frequency of travel		
Second Time	75	24.5
Third Time	92	30.1
Fourth Time and above	139	45.4

Table 1 shows the percentage distribution of respondents' profile in terms of age, gender and frequency of travel.

In terms of age, majority of the respondents belongs to the age bracket of 24 – 29 years old which got the highest frequency of 96 or 31.4 percent followed by the age bracket of 18 – 23 years old with 83 or 27.1 percent, the least is 36 – 41 years old with of 31 or 10.1 percent.

It shows that the age bracket of 24 – 29 holds the highest number of respondents. In addition, the respondents in this age bracket are more financially capable and active people since they have physical strength in travelling and can provide for themselves.

Millennials aging from 18 – 34 years old have long gathered a reputation as the tech-savvy and sharing economy driven generation. Most importantly, millennials want to connect to others and the world in a genuine way. They push limits, they outline their own agendas and they focus on remaining in nearby neighbourhoods as opposed to cut-out lodgings. Besides from representing one of the most profitable portion, of the travel market, millennials also happen to have a powerful desire to plan trips [7].

In terms of gender, majority of the respondents were male with a frequency distribution of 162 or 52.9 percent while the female has 144 or 47.1 percent.

The result of the frequency distribution for gender where there are slightly more male respondents is really expected. This is because there are more male passengers who likes to travel a lot than the female passengers.

Sixty-three percent of male wanderers say they regularly travel alone. That differentiate to 48 percent of female wanderers. There was some age distinction too. Travelers aged 18-34 are more likely than ore seasoned partners to dispatch a companion their movement timetable and refresh their status on Facebook, Twitter or other social media handles [8].

In terms of frequency of travel, majority of the respondents have travelled fourth time and above with 139 or 45.4 percent followed by third time with 92 or 30.1 percent and the least is second time 75 or 24.5 percent.

Since the majority of the respondents have travelled fourth time and above, the respondents have plenty of knowledge and experience and can give precise feedbacks concerning the service quality of Batangas Port.

Ports assume a vital part in the successful and organized management of product and detail stream in the production network because these vehicle modes are crucial and necessary. Any defeat or Ports play a vital role in the successful and organized management of product and detail flow in the supply chain because these transport modes are crucial and necessary. Any defeat or unreliability in ports' services results in despondent clients as an outcome of the unsettledness in the smooth activity of these streams in the following phase of the store network. This role of ports in the supply chain is increasingly being observed in both the academic literature and management application. in ports' services results in unhappy customers as an outcome of the unsettledness in the smooth activity of these flows in the next phase of the supply chain. This part of ports in the inventory network is progressively being observed in both the scholastic writing and administration application [9].

The Table 2 depicts the Service Quality in terms of Tangibles with a composite mean of 2.91 and all indicator has verbal interpretation of satisfied. In this result, the weighted mean of each aspects has some little differences with each other. All of these indicate that people is more concern with the physical appearances of the port.

Table 2. Service Quality in terms of Tangibles

Tangibles	WM	VI	Rank
1. Batangas Port has a modern looking equipment	2.97	S	1
2. Physical facilities are visually appealing	2.86	S	4
3. Employees are well dressed/neat	2.96	S	2
4. Appearance of physical facilities are consistent with the type of service industry	2.87	S	3
Composite Mean	2.91	S	

Yator [10] noted that facilities like well-furnished counter or trained personnel will influence customer perceptions concerning tangibles service qualities. Meanwhile, Alsaqre [11] in his study counseled that nice attention should incline to all or any tangible factors of service quality as a result of such factors have their effect on client's loyalty and may convey a ton of benefits to the association. This is also emphasized by Abdullah, Razak, Marzuki and Jaafar [12], measuring five satisfaction evaluation like comfort, safety, cleanliness, sufficiency and practicality towards the facilities provided at Langkawi Island jetty terminals. They find that the operators of tourism products and services should have precise plan and using a specific approach to conduct the maintenance activities of their facilities so that the tourist activities may be carried out without unnecessary hindrances and to maintain satisfaction level [13].

Among the items cited, Batangas Port has a modern looking equipment (2.97) got the highest mean followed by employees are well dressed/neat with (2.96) weighted mean. This means that the passengers are satisfied with the modern looking equipment in Batangas Port. Many RORO vessels have the advanced safety and navigation equipment for the passengers to feel safe and secure while traveling to their destination. Modern equipment provides convenience to the passengers for them to adapt easily and have a more enjoyable experience of traveling.

No matter what the commodity and the style of handling, today's marine terminal technology can affect the ability of a facility to adapt efficiently. The volumes of cargo transported and the speed in which it must be handled include the ability to lift, move, calculate and coordinate where cargo will go and to whom it is for. In the end, the resulting development of technology in our industry has brought about efficiency, safety, positive economics, and improvement in the quality of life and the environment [14].

Items such as of physical facilities are consistent with the type of service industry (2.87) got the lowest weighted mean followed by facilities are visually

appealing (2.86). This means that the passengers are searching for greater change of the physical facilities of Batangas Port like Ticketing Booths, Rest Rooms, an X-ray machine in the Passengers and Baggage Screening Center, and Passengers' Waiting Area. Nowadays, the physical facilities seem to be the most important to the passengers because that is the first thing that they consider when traveling for them to be satisfied.

Work connected facilities offered at or through the workplace will be necessary factors. Some facilities are terribly basic, however usually unheeded, like healthful facilities, First Aid and Medical Facilities, Rest facilities. Others could seem less necessary, however sometimes have associate importance to passengers [15].

Table 3 presents the Impacts of service quality in terms of Reliability with a composite means of 2.79 and all indicators has verbal interpreted of satisfied indicates the service quality are satisfied felt by the respondents. In this result, the weighted mean of each aspect has a little difference with each other.

Past research has presented reliability to be the most essential determinant of perception of service quality among customers. Propose that clients want to do business with associations that stay faithful to their obligations. Correspondingly, all service providers should know about clients' desires of reliability. Examples of reliability in the context of this study would incorporate getting services at the time it was guaranteed to them, performing services to student accurately the first time and insisting on error-free records [16].

Among the items cited, the service provider's show a sincere interest when you have a problem (2.83) got the highest mean, followed by the service provider performs the service right the first time (2.82).

Table 3. Service Quality in terms of Reliability

Reliability	WM	VI	Rank
1. The Service Provider promises to do something by a certain time, it does so	2.80	S	3
2. The Service Provider shows a sincere interest when you have a problem	2.83	S	1
3. The Service Provider performs the service right the first-time	2.82	S	2
4. The Service Provider insists error free records	2.73	S	4
Composite Mean	2.79	S	

Reveals that the respondents perceived that their service providers are reliable in terms of promises made, demonstrating a sincere interest in solving problem is about the way in which the administration is conveyed.

Taking care of client wants, demand and dissension offers fulfillment to clients. The employees effectively tune in to the client's demand and issues and make illuminating inquiries when the client is done talking if important to get subtler elements that will empower him to take care of the client's concern.

Emphasized the capacity of a staff to indicate significance to its client exclusively even though he/she is engaging numerous clients at the same time. The time it takes for a staff to react to a client's demand is comparable as the quickness of the worker in engaging solicitation or help. The staff are handling out feedback form for the client's viewpoint and recommendation in relation on the services they offer [17].

Items such as the service provider promises to do something by a certain time, it does so, (2.80) and the service provider insists error free records got the lowest weighted mean of (2.73)

Despite ranking the least, these items also have a verbal interpretation of satisfied. This means that these items are experienced by the respondents as well and provide timely information on the services to be performed to the customers. The passengers were looking for more improvement of their services.

The customers are high delicate to organizations guarantees. The achievements of these guarantees are essential to the survival of the business, on the grounds that no client need to keep a supplier who does not keep or fulfil their guarantees. Likewise, the organization is time-conscious; as a result of the way that the way that every customer needs the administration to be passed on time and this could provoke extraordinary administration. On the issue of record keeping, everybody in business must keep records. Keeping great records is significant to your business. This can help oversees the development of our business. Records can show whether the business is enhancing, which things are offering or what transforms we may need to make. Great records can improve the probability of business accomplishment [18].

Table 4. Service Quality in terms of Responsiveness

Responsiveness	WM	VI	Rank
1. Employees tells you exactly when the services will be performed	2.94	S	1
2. Employees gives your prompt service	2.82	S	4
3. Employees are always willing to help you	2.93	S	2
4. Employees are never too busy to respond to your request	2.85	S	3
Composite Mean	2.88	S	

Table 4 shows the Service Quality in terms of Responsiveness with a composite mean of 2.88 and with verbal understanding of fulfilled. In this outcome, the weighted mean of every viewpoint has contrasts in view of the traveller's fulfilments. The workers that tells precisely when the administrations will be performed got the most astounding weighted mean of (2.94) and the representatives that gives the travellers incite benefit got the least weighted mean of (2.82). The representatives secured the clients that they will give their administrations required while or amid the movement.

The responsiveness prosperity factor is a measure of the typical snuck past time between responses. Responsiveness likewise significantly affects client maintenance since guests will forsake an unmoved group out and out and invest their profitable energy somewhere else [19].

Among the things referred to, the representatives let you know precisely when the administrations will be performed and workers are continually ready to help you got the most elevated weighted mean of (2.94) and (2.93) and the verbal translation of fulfilled. Traveller's needs and fulfilment is an estimation that the workers use to evaluate how much a client is happy with an item, administration, or experience. That is the reason every one of the representatives in Batangas port are giving all the fulfilment and requirements of the traveller's by clarifying the administrations that they will perform in the port. The workers will help the travellers each time they require help.

A key of recognizing consumer loyalty is viewed as the connection between item quality and administration in consumer loyalty utilizing the helpful and readiness of workers. Ports assume a basic part in the economy of numerous nations and areas. Disappointment or inconsistency of port administrations can essentially impact port. Consumer loyalty in ports is enter in making a long-haul association with travellers [20].

Items such as employees gives passenger's prompt service (2.82) and representatives are never excessively caught up with, making it impossible to react to passenger's request got the lowest weighted mean of (2.85) with verbal interpretation of satisfied. It shows that the employees in Batangas port are giving all of their efforts to boost customer satisfaction. They are giving answers to passenger's questions, inquiries and request for them to know their needs to reach passenger's satisfaction.

Customer's desires are the totality of those necessities and inclinations, both substantial and elusive, which customer presents as a powerful influence for the provider of products and ventures. It can impact a client's

view of the item or administration. How the port administration sees their execution may contrast from how the clients see it. On the off chance that clients see the port as lethargic, at that point they are inert in the clients' eyes. It just underscoring that consumer loyalty is driven by their recognitions, not the specialist organizations [21].

Table 5. Service Quality in terms of Assurance

Assurance	WM	VI	Rank
1. Employees are trustworthy	3.00	S	1
2. You feel safe when transacting with employees	2.99	S	2
3. Employees should be polite	2.98	S	3
4. Employees have the knowledge in answering your question	2.97	S	4
Composite Mean	2.98	S	

The Table 5 reveals the Service Quality of Batangas Port in terms of Assurance with a composite mean of 2.98 and verbally interpreted as satisfied in all indicators. In these result, the weighted mean of each aspect has a little difference compared to others. All of these indicate that people are more concern with the employees' knowledge in answering questions.

Assurance is portrayed as workers' learning of courtesy and the limit of the firm and its agents to move trust and assurance. This measurement is presumably going to be particularly critical for the services that the customers sees as including high ascending and also about which they feel unverifiable about the ability to survey. Trust and sureness may be typified in the person who interfaces the customer to the association, Thus, workers think about the hugeness to make trust and assurance from the customers to expand high ground and for customers' devotion [22].

Among all the items, the highest rated was employees were trustworthy (3.00), followed by you feel safe when transacting with employees with (2.99) and the verbal interpretation of satisfied. Services are satisfied as perceived by the passengers such as employees are trustworthy ranked first because the staffs are honest and sincere with this words and action. They return lost items and make sure that they inform the passengers of if they will experience some delay on the services.

Assurance comprehension of client about feature of service contrasts from quality of the production. There is an unmistakable qualification between these two thoughts from the point of view of the customer, and the way to deal with estimating service quality in this regard is particular. This administration-based segment influences SERVQUAL to instrument a valuable device in properly arranging the nature of service n inside the

distinctive holes. Confidence is essential for organizations and workers should treat the clients in a way that the clients will believe them. The staff should provide a safe environment. Respectfulness and well-disposed climate is expected to keep the clients and hold the great picture [18].

Items such as employees should be polite (2.98) followed by employees have the knowledge in answering your question (2.97) got the lowest mean indicator that the passengers would like the employees to have the knowledge in answering question. The lowest weighted mean is the employees should have the knowledge in answering question, this means that most of the passengers experience this situation. Having the knowledge in answering the question helps passengers give information.

This implies workers' conduct will give clients trust in the firm and that the firm influences clients to feel safe. It additionally implies that the representatives are constantly obliging and have the fundamental information to react to clients' inquiries [23].

Table 6. Service Quality in terms of Empathy

Empathy	WM	VI	Rank
1. The Service Provider gives you individual attention	2.74	S	4
2. The Service Provider has convenient operating hours	2.86	S	1
3. Employees gives you a personal attention	2.81	S	3
4. Employees understands your needs	2.84	S	2
Composite Mean	2.82	S	

Table 6 the last dimension of servqual model which is empathy that have overall composite mean of (2.82) with the verbal interpretation of satisfied. The highest rank is the convenient operating hours of the service provider (2.86) followed by the employees understanding the needs of the customers (2.84) that means operating hours on the port is suitable to the time cycle of the passenger, the peak and slack time is monitored by the management, they perceive effectively the time and flow of the passengers. While for the assessment of the respondents for understanding their needs is second cause may be due to the fact that people are naturally empathetic and also from their proper training and experiences as a service provider is major helps determining the passengers unmet or unvoiced needs

Business to business or business to customers, whatever customers unit we are in, there's a high value to accumulate an inevitable low service experience and

the most often happen is the customers experience is supported by the service provider feelings or way of handling and delivering the needed service and several studies copy the very fact that the one of the necessary ways to make them feel delight in experience is concentrate to them, understand the most common necessities of the customers and deliver sympathetic service on what way should be the customers see their expectation to the company [24].

The service provider given individual attention to the passengers is the rank third (2.81) and the employees giving personal attention is the last and lowest (2.74) service provider giving individual and personal attention can be affected by the service delivery process factor between personal interaction of passengers and service provider, if the service provider entertain more than one concerned passenger it will be time consuming to achieve the service of the first person who approach the staff and the second most likely to happen are being out of focus or the possibility of lacking on presence of mind due to multi-task.

The service delivery process can be affected by multiple factors and the most common factors are imagination and personal experiences of the staff, emotions and expectations and other attitudes that are taken into consideration on the present situation, it can be environment and the way a service provider uplifts themselves [24].

Based from the result in Table 7, there was a significant difference observed on tangibles (0.035), reliability (0.046) and responsiveness (0.001) when grouped according to frequency of travel. This was observed since the obtained p-values were less than 0.05 alpha level. This means that the responses vary significantly and was found out that those who visit the place for the third time have higher assessment on the services provided by the port.

Table 7. Difference of Responses on Service Quality of Port in terms of Tangibles, Reliability and Responsiveness of Batangas when Grouped According to Profiles

	Tangibles			Reliability			Responsiveness		
	F-value	p-value	I	F-value	p-value	I	F-value	p-value	I
Age	.606	.659	NS	2.085	.083	NS	1.729	.143	NS
Gender	.205	.838	NS	.010	.992	NS	.000	1.000	NS
Frequency of travel	3.395	.035	S	3.120	.046	S	6.725	.001	S

Legend : Significant at p-value < 0.05; S- Significant; NS-Not Significant

In this result, the Tangibles has a p-value of (.035) when grouped according to frequency of travel. This means that the responses vary significantly. The result of this study shows that the passengers who have travelled for the third time have a higher assessment with regards to the services of the Batangas Port.

This scale measures how dependable a client views a service supplier to be fundamentally in view of the standard of its most unmistakable properties. The version by Parasuraman, Zeithaml, and Berry goes a touch additional and measures perceptions of tangible assets compared with the specified level (the performance level the corporate will and may deliver)

In this result, the Reliability has a p-value of (0.046) when grouped according to frequency of travel. This means that the responses vary significantly and was found out that those who travelled for the third time have higher assessment because they have experienced the services of the port several times. The result of this study, Reliability is a significant difference on the service quality of Port because as of the services provided, there was a difference between all the services in terms of Reliability.

Reliability is the most basic one to judge the feature of the service. Right when firms are failed to pass on the guarantee and confer visit blunders in advantage transport, customer loses its conviction on the association's ability to provide timely and exact service at the main end. Reliability in advantage movement obviously by the customers depends upon how the diverse parts in the administration framework function admirably together. These components incorporate individuals who achieve the services, supplies that required fulfilling the specifics benefit and the physical condition in which benefit is really performed or conveyed. Moreover, these measurements help service provider to appreciate about customers' suspicions as for advantage commitments [25].

In this result, the Responsiveness has a p-value of 0.001 when group according to frequency of travel. This means that the responses vary significantly. The result of this study primarily showed that the passengers who travelled third time have higher assessment because they have experienced the service of the port several times. Many passengers travelled for third time with purpose.

The Responsiveness factor of port service quality is measured using conditions that show how the personnel of the port communicate with clients and passengers. The outcomes of this factor show if your current customer service is bad or good. This issue is important to some extent, as the success of any concerns rest mainly on stronger staff efforts. If the staff of the port cannot

persuade the customers' needs and wants as to why if the services are better than others, or why they should come again to the port, then such deals cannot have pulled off effortlessly. The delivery process of being a responsive staff to the subjects will make things go smoothly and efficient and this is one of the best way to please the customers that can help the company's potential to recognize [26].

As seen from the Table 8, there was a significant difference observed on assurance (0.000) and empathy (0.001) when grouped according to frequency of travel. This was observed since the obtained p-values were less than 0.05 alpha level. This means that the responses vary significantly and was found out that those who visit the place for the third time have higher assessment on the services provided by the port assessment because they have experienced the services of the port several times.

Table 8. Difference of Responses on Service Quality of Port in terms of Assurance and Empathy of Batangas when Grouped According to Profiles

	Assurance			Empathy		
	F-value	p-value	I	F-value	p-value	I
Age	1.481	.208	NS	1.137	.339	NS
Gender	.455	.649	NS	.983	.326	NS
Frequency of travel	10.358	.000	HS	12.624	.000	HS

Legend : Significant at p-value < 0.05: S- Significant; NS-Not Significant

In this result, the Assurance has a p-value of (0.000) when group according to the frequency of travel. This means that the responses vary highly significant. This result shows that the responses who visited the port for the third time have the higher assessment on the services provided by the port. This means that the passengers have experienced several times the services of the port.

Confirmation is the thing that expands the consumer loyalties of a service that they offer and the service staff's capacity to support a huge service. The notoriety of the representatives and the brand name are factors that empowers to bring certainty of the clients on the grounds that the clients heard a decent notoriety of workers for giving a quality of service. Clients could create trust through making inquiries and the utilize.

Based on the employees' performance, the clients could decide whether the administration men can be trusted. Confirmation implies that the service people are very much prepared, skilful and are experienced people. This alludes to benefit men being proficient particularly with regards to their field of work and going about as an accomplished individual around their clients. They

indicate positive characteristics to each client. Certainty can be found through the administration individual who interfaces the client to the association in which the worker has a place [27].

The table shows that the empathy has a p-value of (0.001) when grouped according to frequency of travel. This means that the responses vary highly significant. This result shows that the responses who visited the port for the third time have the higher assessment on the services provided by the port. This means that the passengers have experienced several times the services of the port.

Willpower is what drives the service provider to perform well in the operation. However, throughout the service delivery process a market may not notice the significance of the staff delivered service and this is affecting the markets assessment on the service providers quality of service [28].

Table 9. Proposed Action Plan to improve the Service quality of Batangas Port

Key Result Area/Objectives	Activities/Strategies	Outcome
Tangible To maintain the visual appealing physical facilities.	The Service Provider may repaint the walls or cabins and have artistic arrangement of the fixtures.	The Service Provider will function effectively and efficiently.
Reliability To adapt an error-free record.	The Service Provider may use systems which will provide accurate records such as Port Management Information System.	The problems will be easily fixed.
Responsiveness To adapt prompt service to the customers	The Service Provider may use technology to provide quick services such as Port Management Information System.	It can lead to greater customer satisfaction, a more enjoyable experience for them.
Assurance To train people on	The Service Provider may provide frequent	The customers will

CONCLUSIONS AND RECOMMENDATIONS

Majority of the respondents were in the age bracket of 24 – 29 years old, male and have travelled fourth time and above. The assessment of the passengers in terms of service quality of Batangas Port is satisfied in all dimensions of servqual model, assurance ranked the highest, second is tangibles followed by responsiveness

then empathy and the lowest is reliability. The responses vary significantly and those who visit the Batangas Port for the third time have higher satisfaction on the services provided by the port. The researchers proposed an action plan to improve the Service Quality provided by Batangas Port not only for the benefit of Batangas Port but also to the passengers.

Batangas Port may further improve their service quality in terms of reliability and empathy offered to the customers/passengers'. They determine the service quality dimension that would be important to the individuals who visit Batangas port. The action plan may be used to improve the Service Quality of Batangas Port not only for the benefit of Batangas Port but also to the passengers. And for the future researchers, they should consider a guide in giving additional ideas and provide their study with valid information regarding the strategy for the development of Service Quality of Batangas Port.

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