

ABSTRACT

Being one of the vital components of the world's global supply chains, container shipping industry has been undergoing its ups and downs for the past decades. Along with the latest world economy downturn a couple of years ago, this industry has also been facing the impact directly which probably one of the biggest in the history. This has been ranging from the bankruptcy of one of the world's largest shipping line companies, to many cases of geopolitical mergers and acquisitions throughout the last five years.

Now that the numbers of shipping lines companies / liners in the world have been shrinking due to all the changings which have been taking place, competition is getting fierce. To continue surviving the competition, each liner must determine their own strategies which would differentiate them from the crowd to emerge as a winner. So, what should all the liners do to achieve that? What are the factors which will help them to survive and even more growing their businesses? How would these companies win the hearts of their customers amidst the fierce competitions they are having?

This study is aiming at finding out how are the level of services delivered by shipping line companies giving direct impacts to the customers' satisfactions and perceived values which at the end of the day crystalizes the ultimate loyalties in their attempts to win competitions. The focus of this study is not only on what factors which most likely will be attracting customers to utilize the services being offered by the shipping lines companies, but also to find out on what elements which would later build their loyalties to any particular one. Geographically, this study was taking place in a greater Central Java area, where movements of containerized goods are done through Tanjung Emas port, in Semarang.

The study revealed the facts that there are correlations between service quality, customers' satisfactions, perceived values as well as loyalties of the customers. Service quality will be impacting the customers' satisfactions and in turn, these will form perceived values from the customers' point of view. Simultaneously customers satisfaction will also be impacting one's loyalty to the services offered by a particular company. At the same time, positive perceived value will also be giving the same positive impacts toward loyalty.

Keywords: service quality, customers satisfaction, perceived value, customer loyalty, containerized shipping lines.