

Original Article

The Effect of Port Location, Pricing Strategy, And Service Excellence on Customer Loyalty at Pt Shinada Jaya Lestari

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Absrtact: This study examines the influence of port location, pricing strategy, and service quality on customer loyalty at PT Shinada Jaya Lestari, a leading logistics firm situated in Jakarta. A structured questionnaire was sent to 255 customers, and 130 of the responses were valid and used for analysis. The research utilizes the Resource-Based View, Porter's Competitive Forces Model, Customer Value Theory, and Service-Dominant Logic to elucidate the impact of these factors on customer loyalty. The findings indicate that port location, pricing strategy, and service excellence significantly influence customer loyalty, with service excellence exhibiting the most substantial effect. This study elucidates how logistics firms can utilize operational resources, competitive pricing, and superior service to bolster customer loyalty and sustain a competitive advantage in the marketplace.

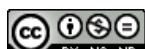
Keywords: Port Location, Pricing Strategy, Service Excellence, Customer Loyalty, Logistics Industry.

I. INTRODUCTION

A very important issue that needs to be dealt with right away is how PT Shinada Jaya Lestari's current port location, pricing strategy, and service quality are making it harder for the company to keep and grow customer loyalty. This is very important for staying competitive in the logistics industry, which is becoming more and more difficult. The company's port location still has problems connecting with international markets, even though it has access to some domestic trade routes. This makes it less competitive compared to global players. Research indicates that port locations adjacent to significant international trade centers are essential for customer retention (Liu et al., 2017; Geerlings, 2017). Also, while PT Shinada Jaya Lestari's pricing strategy is thought to be competitive, it doesn't have the right level of openness and flexibility, especially when the market is changing quickly. Studies have found that pricing strategies that match what customers expect and seem fair can greatly increase customer loyalty (Marn et al., 2014; Ng, 2016). Additionally, the company excels in specific dimensions of service quality; however, there exists a significant deficiency in service reliability and personalized customer care, which are essential for cultivating emotional connections with customers. Prior research underscores that exceptional service, particularly in aspects such as responsiveness and empathy, directly enhances customer loyalty and retention (Kaufman, 2018; Vargo & Lusch, 2004). To improve its competitive edge and keep customers coming back for a long time, PT Shinada Jaya Lestari will need to deal with these problems.

A lot of research has shown how important port location, pricing strategy, and service excellence are for keeping customers loyal. However, we still don't know how these things work together in the case of PT Shinada Jaya Lestari and the Indonesian logistics sector. Current research on port location primarily examines large-scale international logistics entities, neglecting the complexities faced by domestic logistics firms operating in fragmented and geographically challenging contexts such as Indonesia (Liu et al., 2017). There is an increasing amount of research on pricing strategies, especially in competitive industries, but not much has been done on how to use flexible, dynamic pricing in Indonesia's unique logistics landscape (Marn et al., 2014). Moreover, despite extensive research on service excellence and its impact on customer loyalty, there is a paucity of studies that have synthesized all three factors—port location, pricing strategy, and service excellence—pertaining specifically to customer retention within smaller and mid-sized logistics firms operating in domestic and regional markets (Kaufman, 2018; Vargo & Lusch, 2004). This research seeks to address these deficiencies by elucidating the impact of these interrelated variables on customer loyalty at PT Shinada Jaya Lestari, thereby enhancing the comprehension of the logistics industry's dynamics in Indonesia.

This study is informed by four theoretical frameworks: Resource-Based View (RBV), Porter's Competitive Forces Model, Service-Dominant Logic (S-D Logic), and Customer Value Theory. The RBV underscores the strategic significance of valuable, rare, and inimitable resources—exemplified by port location in the case of PT Shinada Jaya Lestari—that confer enduring competitive advantage (Barney, 1991). Porter's Competitive Forces Model helps us understand how pricing strategies and great service can make a business more competitive and keep customers coming back (Porter, 1980). S-D Logic sees value



creation as a joint effort between businesses and customers. It stresses the importance of great service in building long-term relationships and loyalty (Vargo & Lusch, 2004). Finally, Customer Value Theory posits that customer loyalty is influenced by the perceived value derived from products and services, with heightened perceived value resulting in increased loyalty (Oliver, 1999). This research seeks to investigate the influence of the interaction among these theoretical frameworks on customer loyalty at PT Shinada Jaya Lestari.

The main goal of this study is to look at how the location of the port, the pricing strategy, and the quality of service affect customer loyalty at PT Shinada Jaya Lestari. This study specifically seeks to examine the influence of strategic port facility positioning, competitive pricing strategies, and the overall quality of service on customer perceptions and loyalty (Barney, 1991; Porter, 1980; Vargo & Lusch, 2004). Additionally, the study aims to investigate the interconnections among these factors, employing Customer Value Theory to evaluate how customers' perceived value of the company's services influences their loyalty (Oliver, 1999). This research will provide insights into the operational and strategic decisions that PT Shinada Jaya Lestari can implement to improve customer retention and bolster its competitive advantage in the logistics sector.

II. LITERATURE REVIEW

A) Resource-Based View

The Resource-Based View (RBV) asserts that a company's competitive edge stems from its distinctive resources and capabilities that are valuable, scarce, inimitable, and non-substitutable (Barney, 1991). These resources, which can be physical, human, or organizational, are very important for the company's long-term success and for keeping a competitive edge. RBV stresses that businesses can use these internal resources to stand out in the market, make their operations more efficient, and better meet the needs of their customers. The location of the port is a key resource for PT Shinada Jaya Lestari because it makes it easier to get to and run the business, which leads to happy and loyal customers (Barney, 1991). Companies like PT Shinada Jaya Lestari can build stronger relationships with customers and create long-term value by strategically managing and improving these kinds of resources.

B) Porter's Competitive Forces Model

Porter's Competitive Forces Model (1980) identifies five principal forces that influence an industry's competitive environment: the threat of new entrants, the bargaining power of suppliers, the bargaining power of buyers, the threat of substitute products, and the intensity of competitive rivalry. These forces affect how competitive an industry is and how companies decide to stay ahead or improve their market position. This model helps PT Shinada Jaya Lestari look at how pricing strategies and great service can make the company more competitive, lessen the effects of competition, and make customers more loyal. By strategically dealing with these forces, PT Shinada Jaya Lestari can make its business practices more valuable and improve its relationships with customers. This is especially true in the logistics industry, where competitive pricing and high-quality service are important for keeping customers (Porter, 1980).

C) Service-Dominant Logic (S-D Logic)

Vargo and Lusch (2004) came up with Service-Dominant Logic (S-D Logic), which says that value is created when the service provider and the customer work together. S-D Logic posits that all businesses are service-oriented, with customers actively participating in the value creation process, in contrast to traditional goods-dominant logic that perceives services as separate from goods. This point of view is especially important for PT Shinada Jaya Lestari, where great service is one of the main reasons customers stay loyal. PT Shinada Jaya Lestari can improve the overall customer experience and build long-term relationships and loyalty by focusing on service quality, responsiveness, and customer engagement. S-D Logic also emphasizes the need for ongoing service improvement and innovation, which can be incorporated into the company's operations to remain competitive in the logistics industry (Vargo & Lusch, 2004).

D) Customer Value Theory

Customer Value Theory asserts that customer loyalty is profoundly affected by the perceived value derived from a product or service (Woodruff, 1997). For PT Shinada Jaya Lestari, customer value is affected by things like the port's location, the pricing strategy, and the quality of the service, all of which change how customers see the value they get. Oliver (1999) says that customers are more likely to be loyal and do business with you again if they think the value they get from a service is better than what they expected. This theory is important for figuring out how PT Shinada Jaya Lestari can make its products and services better by making strategic investments in these key areas to give customers more value. The use of Customer Value Theory in this study also shows how important it is to match what customers expect with what they get, which leads to long-term loyalty (Dick & Basu, 1994).

E) Port Location

The location of a port is where it is in relation to other places, and this has a big impact on how well logistics work and how happy customers are. A strategically located port has many benefits, such as better access to major trade routes, being

close to important markets, and lower transportation costs. All of these things help a logistics company become more competitive (Liu et al., 2017; Geerlings, 2017). You can group ports based on how close they are to international trade hubs, how good their infrastructure is, and how well they connect to other modes of transportation. Ports that are strategically located near important shipping routes and market centers often work better and keep customers longer because these factors make it easier and faster to deliver goods (Ng, 2016). So, the location of a port is seen as a key resource that has a direct effect on service delivery and customer loyalty.

F) Pricing Strategy

Pricing strategy is how a business decides how much to charge for its goods or services in the market. The goal is to find a balance between making money and making customers feel like they are getting a good deal. Cost structures, competitive dynamics, customer demand, and market positioning all have an effect on it (Marn et al., 2014; Hinterhuber & Liozu, 2017). There are different kinds of pricing strategies, such as cost-based pricing, value-based pricing, and dynamic pricing. Cost-based pricing is based on adding a markup to the cost of making something. Value-based pricing, on the other hand, is based on how much the customer thinks the item is worth, which means that the price is based on how happy the customer is (Hinterhuber & Liozu, 2017). Dynamic pricing, on the other hand, changes prices based on how much of a product or service is available and how much people want it at that moment. A good pricing strategy helps businesses keep customers by making sure that prices are in line with what customers expect, offering fair value, and staying competitive in the market (Marn et al., 2014; Kucher, 2024).

G) Service Excellence

Service excellence means always giving customers high-quality services that meet or exceed their expectations. This is very important for keeping customers happy and loyal. It includes things like dependability, responsiveness, empathy, and assurance, all of which make for a great customer experience (Parasuraman et al., 1988). There are two main ways to think about service excellence: service quality and service innovation. Service quality is all about keeping high standards when providing services so that they are reliable, efficient, and meet the needs of the customer (Zeithaml et al., 1996). Service innovation, on the other hand, means coming up with new and better ways to meet changing customer needs by constantly improving the services you offer (Berry, 2007). Companies can keep customers by focusing on providing great service. They can also get good word-of-mouth and build long-term relationships with customers (Bolton, 2015).

H) Customer Loyalty

Customer loyalty is when customers keep buying from a certain brand, product, or service and telling others about it (Oliver, 1999). There are two main types of loyalty: attitudinal loyalty and behavioral loyalty. Attitudinal loyalty is the emotional and cognitive commitment that customers have to a brand. This is based on how satisfied they are, how much they trust the brand, and how much they think it is worth (Dick & Basu, 1994). Behavioral loyalty, on the other hand, is shown by making repeat purchases and staying involved with the brand, even if there isn't an emotional connection (Jacoby & Chestnut, 1978). Both types of loyalty are linked to each other and help businesses keep customers and make money over the long term. Organizations must provide high perceived value through quality products, competitive pricing, and excellent customer service to cultivate customer loyalty (Chaudhuri & Holbrook, 2001).

III. THEORETICAL FRAMEWORK AND HYPOTHESES

A) The Effect of Port Location on Customer Loyalty

The theoretical framework for analyzing the impact of port location on customer loyalty is based on the Resource-Based View (RBV), which asserts that valuable, rare, and inimitable resources, including strategic port locations, can yield a sustainable competitive advantage (Barney, 1991). A strategically located port makes it easier to get to, lowers transportation costs, and makes operations more efficient, all of which lead to happier and more loyal customers. Porter's Competitive Forces Model backs up the idea that port location is important. It says that operational efficiencies, like shorter shipping times and lower costs, can make a company more competitive and keep customers coming back (Porter, 1980). Service-Dominant Logic (S-D Logic) also says that making value is what builds customer loyalty, and that efficient port operations are part of what makes a customer feel valued (Vargo & Lusch, 2004). Customer Value Theory also says that customers are more likely to stay loyal when they think they are getting better value from a service (Oliver, 1999). Based on these ideas, the following hypothesis is put forward: The location of the port has a good effect on customer loyalty.

B) The Effect of Pricing Strategy on Customer Loyalty

The conceptual framework for analyzing the impact of pricing strategy on customer loyalty is based on several fundamental theories, notably Porter's Competitive Forces Model, which asserts that competitive pricing strategies can improve a company's market position, resulting in heightened customer retention and loyalty (Porter, 1980). The Resource-Based View (RBV) also says that a good pricing strategy that fits with a company's resources and abilities can give it a long-term competitive edge and keep customers coming back (Barney, 1991). Service-Dominant Logic (S-D Logic) further substantiates

this, emphasizing that value creation through pricing, when regarded as equitable and congruent with service quality, augments customer satisfaction and loyalty (Vargo & Lusch, 2004). Lastly, Customer Value Theory says that customers are more likely to stay loyal to a business if they think they are getting their money's worth, especially if the pricing strategies meet or exceed their expectations (Oliver, 1999). Based on this theoretical grounding, the following hypothesis is proposed: Pricing strategy positively affects customer loyalty.

C) The Influence of Service Excellence on Customer Loyalty

The theoretical framework for analyzing the impact of service excellence on customer loyalty is based on several established theories. Service-Dominant Logic (S-D Logic) asserts that service excellence, attained via high-quality interactions between the company and its customers, is essential for value creation and the establishment of enduring relationships, which directly impacts customer loyalty (Vargo & Lusch, 2004). According to Customer Value Theory, better service quality makes customers feel like they are getting more value, which makes them happier and more loyal (Oliver, 1999). The Resource-Based View (RBV) also says that businesses that always provide great service can use this as a unique resource to get ahead of their competitors and keep customers coming back (Barney, 1991). Porter's Competitive Forces Model also shows that businesses that offer great service can set themselves apart from the competition, which helps them keep customers (Porter, 1980). Based on this theoretical foundation, the subsequent hypothesis is posited: Excellent service has a positive effect on customer loyalty.

IV. METHODS

This study utilized a quantitative methodology to analyze the impact of port location, pricing strategy, and service quality on customer loyalty at PT Shinada Jaya Lestari Jakarta. Primary data was gathered via a structured questionnaire survey, employing a Likert scale to assess customer perceptions of each variable under examination (Sugiyono, 2017). The study employed purposive sampling, concentrating on customers from both corporate and individual sectors, thereby ensuring that the sample accurately reflected the customer base pertinent to the study objectives (Hair et al., 2006). The gathered data were subsequently subjected to multiple regression analysis to investigate the relationships between the independent variables (port location, pricing strategy, and service excellence) and the dependent variable (customer loyalty), as well as to empirically validate the proposed hypotheses (Bryman, 2016).

A) Findings

a. Validity and Reliability Test

Table 1: Validity & Reliability Test

Descriptions	Customer Loyalty	Port Location	Pricing Strategy	Service Excellence
Pearson's Correlation Coefficients	Above 0.361	Above 0.361	Above 0.361	Above 0.361
Cronbach's Alpha	0.955	0.925	0.955	0.967

Table 1 shows the results of the tests for the study's variables' validity and reliability. The Pearson's correlation coefficients for all variables—customer loyalty, port location, pricing strategy, and service excellence—are above 0.361. This means that there is a strong relationship between each variable and the constructs being measured. The Cronbach's Alpha values for all variables are also above 0.9. For example, customer loyalty and pricing strategy have values of 0.955, port location has a value of 0.925, and service excellence has a value of 0.967. These high Cronbach's Alpha values mean that the tools used to measure these variables are very reliable, which makes sure that the scales in the study are consistent with each other.

b. Descriptive Statistics

Table 2: Descriptive Statistics

Variables	Customer Loyalty	Port Location	Pricing Strategy	Service Excellence
Mean	3.494	3.678	3.699	3.702
Std. Deviation	0.783	0.437	0.451	0.486

Table 2 shows the descriptive statistics for the study's variables. The average score for customer loyalty is 3.494, with a standard deviation of 0.783. This means that there is a moderate amount of variation in how customers see loyalty. The mean score for the port location is 3.678, with a standard deviation of 0.437. This means that most people who answered the question thought the port location was good, with not much difference between their answers. The mean for the pricing strategy is 3.699 and the mean for service excellence is 3.702, with standard deviations of 0.451 and 0.486, respectively. This shows that respondents generally think positively about both the pricing strategy and service excellence, but their answers vary only slightly. These results give us a general idea of what customers think about the things that affect loyalty at PT Shinada Jaya Lestari.

c. Classical Assumption Test

Table 3: Classical Assumption Test

Assumption Testing	Requirement	Testing Output
Normality	P-value ≥ 0.05	Asymp. Sig. 0.200
Multicollinearity	VIF < 10	3.120/3.252/3.855
	Tolerance > 0.1	0.321/0.307/0.259
Heteroscedasticity	P-value ≥ 0.05	0.415/0.245/0.344

Table 3 presents the results of the classical assumption tests conducted to assess the suitability of the data for regression analysis. For normality, the p-value of 0.200 is greater than the required threshold of 0.05, indicating that the data distribution is normal. The multicollinearity test shows that the Variance Inflation Factor (VIF) values are all below the threshold of 10 (3.120, 3.252, and 3.855), and the tolerance values are above 0.1 (0.321, 0.307, and 0.259), indicating that there are no significant issues with multicollinearity. Finally, the heteroscedasticity test reveals p-values of 0.415, 0.245, and 0.344, all of which are greater than the required 0.05, suggesting that the assumption of homoscedasticity is not violated. These results confirm that the data meets the necessary assumptions for further regression analysis.

d. Model and Hypothesis Testing

Table 4: Regression Outputs

Testing	Requirement	Testing Output	
R-Squared (R ²)	-	0.673	
F-test	P-value < 0.05	F = 88.036 & Sig. = 0.000	
t-test		Beta	P-value < 0.05
Port Location	P-value < 0.05	.214	0.019
Pricing Strategy	P-value < 0.05	.197	0.034
Service Excellence	P-value < 0.05	.465	0.000

Table 4 presents the results of the regression analysis. The R-Squared value is 0.673, indicating that approximately 67.3% of the variation in customer loyalty can be explained by the independent variables (port location, pricing strategy, and service excellence). The F-test shows a value of 88.036 with a significance of 0.000, indicating that the overall regression model is statistically significant. In the t-test, all the independent variables—port location ($\beta = 0.214$, $p = 0.019$), pricing strategy ($\beta = 0.197$, $p = 0.034$), and service excellence ($\beta = 0.465$, $p = 0.000$)—have p-values less than 0.05, indicating that each variable has a statistically significant positive effect on customer loyalty.

V. DISCUSSION

A) The Effect of Port Location on Customer Loyalty

This study examines the influence of port location on customer loyalty at PT Shinada Jaya Lestari, positing that a strategically situated port enhances loyalty by increasing operational efficiency, lowering transportation expenses, and improving service delivery. The results showed that the location of the port greatly boosts customer loyalty by making service more reliable and making customers happier. This aligns with prior research indicating that a strategically positioned port enhances customer loyalty by elevating perceived value (Liu et al., 2017; Geerlings, 2017).

The results can be elucidated through the Resource-Based View (RBV) and Porter's Competitive Forces Model. From the RBV point of view, a strategic port location is a valuable, rare, and uncopyable resource that gives a company a competitive edge by making operations more efficient and lowering transportation costs, which in turn leads to more loyal customers (Barney, 1991). Porter (1980) says that a good port location can help a business's market position by speeding up delivery times and lowering operating costs. This builds customer relationships and makes them happier. The idea that port location affects operational efficiency and customer satisfaction is that a strategically placed port can help logistics companies cut down on transportation time and costs, which directly improves customer satisfaction (Ng, 2016). Being close to major trade routes makes it easier and faster for customers to get to your business, which improves the quality of the services they receive and makes them more loyal (Liu et al., 2017; Geerlings, 2017). In this context, the port location serves as a significant asset that enables the company to enhance customer value, thereby increasing customer loyalty (Barney, 1991).

This study contributes to the existing literature by employing the conceptual framework to the logistics firm PT Shinada Jaya Lestari, demonstrating that a strategically positioned port not only diminishes costs and delivery time but also enhances

operational efficiency, thereby increasing customer satisfaction and fostering loyalty (Ng, 2016; Liu et al., 2017). This research examines the direct correlation between port location, customer satisfaction, and customer loyalty, specifically in the context of a domestic inter-island logistics company, PT Shinada Jaya Lestari, distinguishing it from prior studies. To make sure that deliveries are quick, costs are low, and customers are happy, PT Shinada Jaya Lestari should keep a strategic port location that is easy to get to from major trade routes and international markets.

B) *The Effect of Pricing Strategy on Customer Loyalty*

This study sought to examine the impact of pricing strategy on customer loyalty at PT Shinada Jaya Lestari. The hypothesis posited that the company's pricing strategy exerts a favorable impact on customer loyalty. The results indicate that a pricing strategy congruent with customer expectations can improve satisfaction and cultivate enduring loyalty, especially when pricing is transparent and indicative of service quality.

You can use the Customer Value Theory and Porter's Competitive Forces Model to make sense of these results. The Customer Value Theory says that perceived value, which includes fair and reasonable prices, has a big effect on customer loyalty (Woodruff, 1997). Porter's model also stresses the importance of competitive pricing for keeping a strong market position, getting new customers, and keeping old ones (Porter, 1980).

The conceptual framework further demonstrates the impact of pricing strategies, including value-based and dynamic pricing, on customer loyalty through their effect on customer satisfaction. Pricing that is clear and in line with service quality strengthens the bond between the business and its customers, making pricing a key factor in keeping customers loyal over the long term (Marn et al., 2014; Hinterhuber & Liozu, 2017). PT Shinada Jaya Lestari can become more competitive in the logistics market by making sure that its pricing strategies match what customers want.

This study is different from earlier research because it looks at how pricing strategies are used in Indonesia's logistics industry. Previous research, such as Marn et al. (2014) and Ng (2016), demonstrated the impact of value-based and dynamic pricing on customer loyalty. This study, however, emphasizes how Indonesian logistics firms can modify pricing strategies to align with domestic and inter-island market dynamics. The findings provide novel insights into the influence of pricing strategies on customer loyalty within Indonesia's intensely competitive logistics sector.

C) *The Effect of Service Excellence on Customer Loyalty*

The purpose of this study was to investigate the impact of service excellence on customer loyalty at PT Shinada Jaya Lestari. The hypothesis examined was that service excellence positively affects customer loyalty. The results show that service excellence, which includes reliability, responsiveness, assurance, and empathy, is a big part of keeping customers loyal to the company.

Service-Dominant Logic (S-D Logic) and Customer Satisfaction Theory can help us understand the results. S-D Logic posits that value is co-created through the interactions between the company and its customers, with service excellence being essential for enhancing customer relationships (Vargo & Lusch, 2004). A high level of reliability, responsiveness, empathy, and service assurance makes customers happier, which in turn makes them more loyal (Parasuraman et al., 1988; Oliver, 1999).

The findings also support the idea that service excellence leads to customer satisfaction, which in turn leads to loyalty. Service excellence has a direct effect on the customer experience, which leads to more satisfaction and long-term loyalty (Oliver, 1999). By consistently prioritizing service quality, PT Shinada Jaya Lestari can cultivate deeper emotional connections with customers, thereby enhancing value and improving customer retention (Vargo & Lusch, 2004).

This study distinguishes itself by concentrating on particular aspects of service excellence within the logistics framework and their influence on customer loyalty. Earlier research, including works by Parasuraman et al. (1988) and Oliver (1999), underscored the significance of service excellence for customer satisfaction and loyalty; however, this study focuses on the importance of consistent service quality within the logistics sector. This study provides a novel perspective in the literature by examining how logistics companies, such as PT Shinada Jaya Lestari, can foster loyalty through service excellence.

VI. CONCLUSION

One of the most important and surprising things this research found is that PT Shinada Jaya Lestari's customers are generally very loyal, but there are some areas where the company is not doing well. The results show that while the port's location, pricing strategy, and high level of service all help to keep customers happy and loyal, some things, like the emotional connection with the brand and plans to use it again, score lower than average, which means there is room for improvement. This means that even though the company's operational efficiency and service quality are good, it needs to work on building stronger emotional ties with customers and filling in any gaps in the overall value proposition to keep customers loyal over the

long term. This finding shows how important it is to not only meet but also exceed customer expectations in a market where there is a lot of competition.

The theories and ideas used in this study, such as Resource-Based View (RBV), Porter's Competitive Forces Model, Customer Value Theory, and Service-Dominant Logic (S-D Logic), are very good for solving the research problems. RBV, which focuses on internal resources as sources of long-term competitive advantage (Barney, 1991), is a good way to look at how port location affects customer loyalty through operational efficiency. Porter's Competitive Forces Model (1980) elucidates the impact of pricing strategy and service excellence on customer loyalty through the examination of market competition and positioning. Customer Value Theory (Woodruff, 1997) elucidates the influence of perceived value on customer satisfaction and loyalty, whereas S-D Logic (Vargo & Lusch, 2004) integrates the significance of customer interaction and service excellence in value creation. The quantitative methodology employed in this study, particularly through survey-based data collection and statistical analysis, facilitates accurate measurement of customer perceptions and behaviors, thereby proving effective in hypothesis testing and yielding empirical insights into the interrelationships among these variables (Creswell, 2014). Consequently, both the theoretical framework and the selected methodology are appropriate for addressing the research inquiries and yielding valid, actionable conclusions.

The limitations of this research arise from various factors that may influence the generalizability and precision of the findings. First, the research uses a cross-sectional design, which only collects data at one point in time. This makes it hard to draw conclusions about causal relationships over time (Creswell, 2014). The study exclusively examines customers of PT Shinada Jaya Lestari, potentially limiting the generalizability of the findings to other companies or sectors within the logistics industry (Hair et al., 2006). Additionally, the sample comprises solely those respondents who completed the questionnaires, which may result in response bias and restrict the diversity of customer viewpoints (Bryman, 2016). Lastly, the quantitative method may not fully capture the complexities of customer loyalty, which could benefit from qualitative approaches to gain a deeper understanding of customer experiences and motivations (Patton, 2002). These limitations indicate the necessity for subsequent research to investigate the impacts of port location, pricing strategy, and service excellence in various contexts and employing a broader range of methodologies.

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