Pertamax Servqual To Increase Non-Subsidized Fuel Customer Satisfaction at Pertamina Gas Stations

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Abstract

This research seeks to create a new conceptual model that describes the impact of green marketing and service quality on brand image and, subsequently, on customer satisfaction. The study focused on customers of the BBM Pertamax series and PERTAMINA Dex products. This overcomes the limitations of previous research and fills the research gap regarding customer satisfaction. This quantitative research data was collected through questionnaires distributed to customers in Pelalawan Regency, Riau Province. Using the purposive random sampling method, a sample size of 360 respondents was determined. Data was collected through a Likert scale questionnaire and analyzed using SEM. The research results show that environmentally friendly marketing has a positive and significant effect on brand image, as well as service quality. In addition, environmentally friendly marketing and service quality have a positive and significant influence on customer satisfaction. Brand image significantly mediates the relationship between green marketing and customer satisfaction, as well as between service quality and customer satisfaction. Lastly, brand image itself has a positive and significant effect on customer satisfaction. This research also found a new model of service quality with the given eight dimensions the name PERTAMAX ServQual" which consists of "Problem solving, Emphaty, Reliability, Tangible, Assurance, Media of communication, Availability, and eXtra value

Keywords: *Green Marketing Mix, Service Quality, Brand Image, PERTAMAX Servqual and Customer Satisfaction.*

INTRODUCTION

Previous empirical studies have shown that green marketing significantly affects customer satisfaction(Lakatos et al., 2021; Onditi, 2016; Shalash, 2021; Sivesan et al., 2013) Furthermore, service quality affects customer satisfaction positively(Gültekin & Turgut, 2013; Kursunluoglu Yarimoglu, 2015; Lolo, 2020; Maharsi et al., 2021; Pollack, 2009).The authors conclude that the findings of previous studies are inconsistent and research gaps need to be filled to fully understand how factors such as green marketing and service quality affect customer satisfaction. Referring to previous research on the concept of customer satisfaction and empirical studies conducted by previous researchers, this study examines the concept of customer satisfaction empirically. The object of research is gas stations in Pelalawan Regency, Riau Province, and the population is customers of BBM Pertamax series and Pertamina Dex products. These variables were chosen based on prior studies that identified research gaps. Within one research paradigm, researchers suggest solutions incorporating mediating variables. There may be other unique variables that could address this research gap. Using a structural equation model approach, this study employs a mechanism where brand image mediates the effects of green marketing and service quality on customer satisfaction. The mediating variable is intended to bridge the gap between the study's endogenous and exogenous variables. The selection of brand image as the mediating variable is due to the lack of previous research utilizing brand image in this role, thus necessitating the inclusion of the brand image variable in this study. Research findings on the green marketing mix indicate that it has a significant positive relationship with brand image, especially in the areas of green products, green pricing, and green distribution. However, green promotion does not appear to have an impact on brand image.(Bastian et al., 2021)*;* this is also corroborated and confirmed by other studies that applying green marketing has a significant positive effect on the brand image (Tan et al., 2022). Previous research has tested the relationship between service quality and brand image, demonstrating a significant positive correlation (Dam & Dam, 2021;

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Kurniawan & Sidharta, 2016), which means that the better the level of service quality perceived by consumers will increase the brand image in the minds of consumers. Studies on the implementation of the green marketing mix, including dimensions such as green product, green price, green promotion, and green place, have found a significant positive impact on customer satisfaction. (Lakatos et al., 2021; Onditi, 2016; Shalash, 2021; Sivesan et al., 2013). The previous research was conducted randomly on respondents who had used green products with limitations on the 4P marketing mix. Parasuraman et. al.. Pioneered the concept of service quality, which consists of TERRA (Tangible, Empathy, Responsiveness, Reliability, Assurance) as variables that will positively impact customer satisfaction (Berry et al., 1988). Other research also reinforces the finding that the service quality variable influences customer satisfaction positively(Gültekin & Turgut, 2013; Kursunluoglu Yarimoglu, 2015; Lolo, 2020; Maharsi et al., 2021; Pollack, 2009), which means that the better the level of service quality perceived by consumers will provide higher customer satisfaction as well. Research on the relationship between brand image and customer satisfaction shows a significant positive relationship(Neupane, 2015). Other studies also confirm that brand image positively influences customer satisfaction (Cuong, 2020), which means that a better brand image in the minds of consumers will provide a higher level of satisfaction.

METHODS

This research was quantitative and used sampling and measurement methods to collect data. Participants in this study are all customers of fuel consumers Pertamax series and Pertamina Dex products at all gas stations in the Pelalawan district, including cross consumers who did not live in the area but excluding logistics truck consumers due to differences in market segments. In this study, after calculating (31 + 5) x 10, the number of samples was 360 samples and Counted sample (Number of indicators + number of latent variables) x (number of hypotheses) (Hair et al., 2014). Data collection was carried out using a questionnaire. Meanwhile, using Structural Equation Modeling - Partial Least Square (SEM PLS) analysis, this research data analysis was quantitative.

RESULTS

Convergent Validity

In this study, the convergent validity test results can be seen by examining the value of the loading indicator or loading factor for each indicator in each variable construct:

Table 1. Convergent Validity Test Results for Research Variables

Green marketing	Service quality	Brand image	consumer satisfaction	AVE
0.748	0.766	0,722	0,809	
0.706	0.749	0,739	0,793	
0.748	0.809	0,774	0,756	
0.786	0.808	0,710	0,759	
0.709	0.781	0,823	0,731	
0.741	0.746	0,775	0,777	
0.751	0.756	0,827	0,811	
0.706	0.726	0,774	0,721	
0.742	0.710		0,742	>0.5
0.780	0.767		0,824	
0.756	0.749		0,853	
0.728	0.785		0,719	
0.768	0.815		0,735	
0.750	0.809			
	0.799			
	0.791			

Source: Smart Pls 4.0

All indicators have loading factor values exceeding 0.7, as shown in Table 1. The average variance extracted (AVE) values are greater than 0.50, indicating a strong correlation between the constructed variable and its reflective indicators. This demonstrates that each variable in the construct meets the criteria for convergent validity.

The AVE value squared was another method for quantifying discriminants. The value of the square root of AVE was greater than the correlation between latent constructs in the model demonstrated good discriminant validity, indicating that the value of the square root of AVE was greater than the correlation between latent constructs in the model demonstrated good discriminant validity (Ghozali & Latan, 2015). The table below displays the outcomes of a discriminant validity test with square roots, average variance extracted (AVE), a diagonal column, and brackets; the correlation between latent variables in the same column (above or below it) must be greater than this correlation.

Table 2. The AVE Square Root Value of the Research Variable Construct

Variabel	Green Marketing Mix	Service Quality	Brand Image	Customer Satisfaction
Green Marketing Mix	**0,745**			
Service Quality	0,194	**0,774**		
Brand Image	0,639	0,454	**0,769**	
Customer Satisfaction	0,605	0,613	0,743	**0,773**

Source: Smart Pls 4.0

Table 2 above demonstrates a strong correlation between one construct and another, with a higher square root on the AVE along the diagonal line indicating a higher level of construct validity.

Indicator Reliability

The following Cronbach's alpha table shows the results of the reliability test using the reliability indicator criteria:

Table 3. Cronbach's Alpha Test Results for the Research Variable Construct

Variables	Cronbach's Alpha	size	decision
Green Marketing Mix	0.938	*0.7*	*reliable*
Service Quality	0.955	*0.7*	*reliable*
Brand Image	0.901	*0.7*	*reliable*
Customer Satisfaction	0.943	*0.7*	*reliable*

Source: Smart Pls 4.0

Cronbach's alpha values for the constructed variable were all greater than 0.70, as shown in Table 3. This explains why all construct variables comply with reliability standards.

Internal Consistency Reliability

Internal consistency reliability refers to the estimation of reliability based on the average correlation of test items (Ghozhali & Latan, 2015). The following composite reliability table shows the results of the reliability test with internal consistency reliability criteria:

Table 4: Composite Reliability Test Results for Construct Variables

Variables	Composite Reliability	size	decision
Green Marketing Mix	0,946	*0.7*	*reliable*
Service Quality	0,920	*0.7*	*reliable*
Brand Image	0,951	*0.7*	*reliable*
Customer Satisfaction	0,946	*0.7*	*reliable*

Source: Smart Pls 4.0

According to Table 4, all of the composite reliability scores for the research variable's construct variables were higher than 0.70. This explains why all construct variables comply with reliability standards.

Structural Model Testing (Inner Model)

Coefficient of Determination

The results of the Adjusted R-squared value can be seen as follows:

Table 5 Test Results for the Coefficient of Determination

Structural Models	R-square	R-square adjusted
Brand Image	0,522	0,520
Customer Satisfaction	0,693	0,691

Source: Smart Pls 4.0

Based on Table 5, the value of Adjusted R Square for the brand image variable was 0.520. This means that green marketing, and service quality have an effect of 52,0 % on the brand image variable. Then the R Square value of the consumer satisfaction variable was 0.691. This means that brand image affects 69.1 % of customer satisfaction variables.

F2 Analysis

Effect Size or f-square was used in F2 analysis to gauge the extent of a variable's influence. 0.02 was regarded as a small, 0.15 as a medium, and 0.35 as a large f square value. Values below 0.02 can be disregarded or taken as having no impact.

Table 6 Results of Analysis Test F2

Effect	f2	Kriteria
Green Marketing Mix → Brand Image	0,662	Strong
Service Quality → Brand Image	0,237	Currently
Green Marketing Mix → Customer Satisfaction	0,150	Small
Service Quality → Customer Satisfaction	0,369	Strong
Brand Image → Customer Satisfaction	0,236	Currently

Source: Smart Pls 4.0

The table above shows the strength of the relationship between the dimensions of exogenous and endogenous variables, as indicated by the F^2 value. An F^2 value of 0.02 signifies that latent predictor variables (latent exogenous variables) have a weak impact at the structural level. An F^2 value of 0.15 indicates a moderate influence of latent predictor variables (exogenous latent variables) at the structural level. Conversely, an F^2 value of 0.35 reflects a strong influence of latent predictor variables (exogenous latent variables) at the structural level.

Hypothesis Testing

seven hypotheses would be revealed by hypothesis testing using partial least squares (PLS). The t-test (t-test) the effect between variables was used for this test. Following are the outcomes of testing using bootstrapping from the PLS analysis:

Table 8 Hypothesis Testing Results

hypothesis	Path Coefficient	T Statistics	P Values
DIRECT			
Green Marketing Mix → Brand Image	0,573	14,710	0,000
Service Quality → Brand Image	0,343	9,540	0,000
Green Marketing Mix → Customer Satisfaction	0,282	6,108	0,000
Service Quality → Customer Satisfaction	0,381	10,593	0,000
Brand Image → Customer Satisfaction	0,389	7,835	0,000
INDIRECT			
Green Marketing Mix → Brand Image → Customer Satisfaction	0,223	6,877	0,000

Service Quality → Brand Image → Customer Satisfaction	0,134	5,899	0,000

Source: Smart Pls 4.0

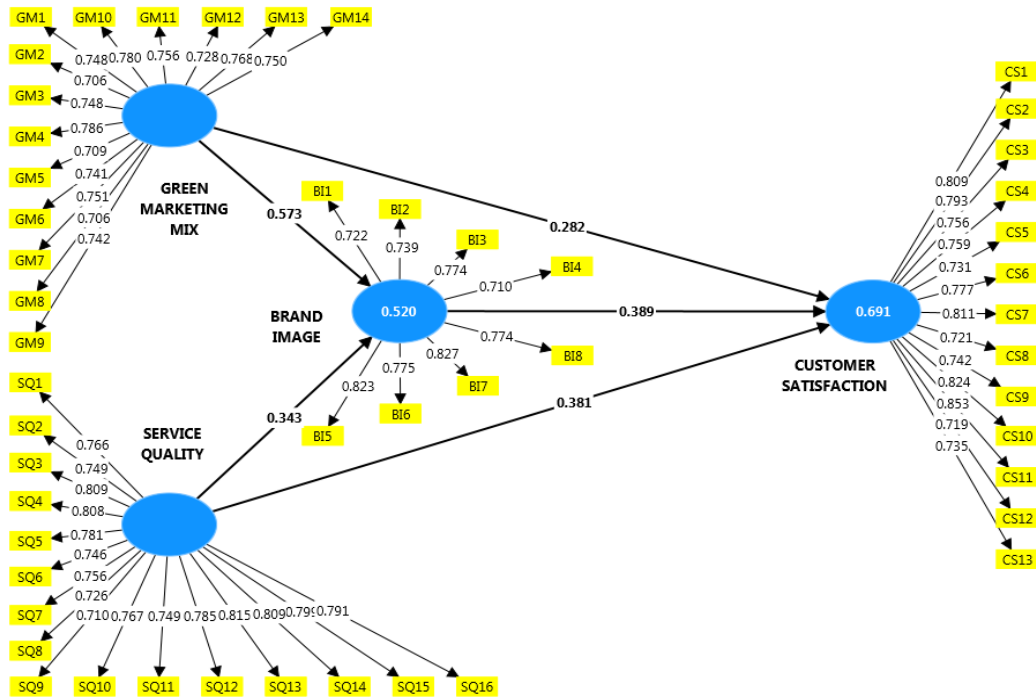From the test results mentioned above, the image model was obtained SmartPLS Structural Diagram as follows:
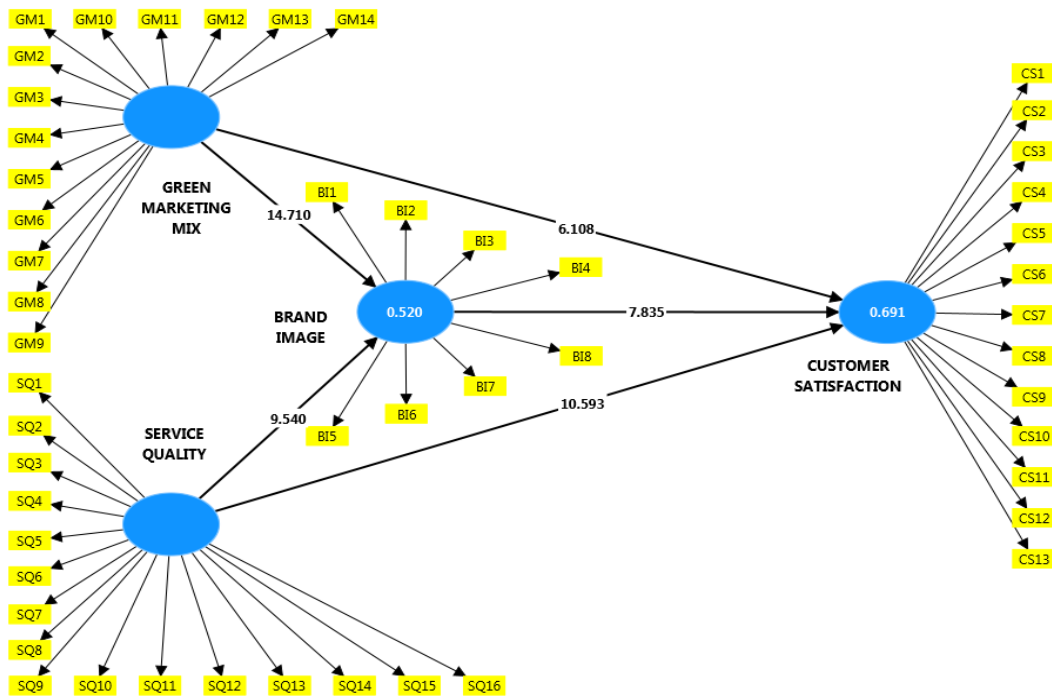

Figure 1: Structural Diagram Model Pls

Figure 3: Bootstrapping

Hypothesis 1

The path coefficient value shows a number of 0,573 with a t-statistic of 14,710 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus it can be interpreted that a green marketing mix had a significant effect on the brand image

Hypothesis 2

The path coefficient value shows 0.343 with a t-statistic of 9.540 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus, it can be interpreted that service quality significantly affects brand image.

Hypothesis 3

The path coefficient value shows several 0.282 with a t-statistic of 6.108 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus it can be interpreted that a green marketing mix significantly affected customer satisfaction.

Hypothesis 4

The path coefficient value shows 0.381 with a t-statistic of 10.593 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus, it can be interpreted that service quality significantly affects customer satisfaction.

Hypothesis 5

The path coefficient value shows several 0.389 with a t-statistic of 7.835 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus it can be interpreted that the brand image significantly affects customer satisfaction.

Hypothesis 6

The path coefficient value shows several 0.223 with a t-statistic count of 6,877 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus it can be interpreted that the green marketing mix affects customer satisfaction through brand image

Hypothesis 7

The path coefficient value shows several 0.134 with a t-statistic count of 5.899 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus it can be interpreted that service quality affects customer satisfaction through brand image.

DISCUSSION

The Influence of Green Marketing Mix on Customer Satisfaction

Data shows that respondents are generally dissatisfied with the current prices of Pertamax series/Dex fuel, with the lowest average response but a high loading factor. This indicates that although the price is deemed unsatisfactory, this indicator has a strong correlation with overall customer satisfaction. Therefore, a specific strategy is needed to introduce more environmentally friendly products that can be accepted by the target market segment, so that the price does not become a significant factor of dissatisfaction.

Conversely, respondents gave neutral responses regarding satisfaction with Pertamina's environmental conservation efforts. This indicates that this indicator also has a strong correlation with the latent construct of customer satisfaction. However, the relatively low average response suggests that special attention is still needed to improve this value, which in turn will enhance customer satisfaction. Customer satisfaction is also measured against the company's reputation and transparency in maintaining environmental sustainability. Respondents

gave neutral responses to this question, indicating that there is room for improvement in public perception regarding Pertamina's environmental efforts.

The higher price of Pertamax series and Pertamina Dex fuel is the main reason for respondents' dissatisfaction. In-depth interviews revealed that the price difference between subsidized and non-subsidized fuel (Pertamax series and Pertamina Dex) is still considered too large. Loyal consumers of Pertamax series and Pertamina Dex desire additional value, such as rewards for loyal customers and higher quality service. They expect recognition and special treatment commensurate with the price they pay.

This study aligns with previous research supporting the practice of the green marketing mix in dimensions of green product, green price, green promotion, and green place, which found a significant positive effect on customer satisfaction (Lakatos et.al., 2021; Onditi, 2016; Shalash, 2021; Sivesan et.al., 2013).

The Influence of Service Quality on Customer Satisfaction

The analysis shows that service quality has a significant impact on customer satisfaction. Every improvement in service quality positively affects customer satisfaction. This encompasses various aspects such as meeting consumer needs, empathy, fulfilling promises, quality assurance, communication, product availability, and additional value perceived by consumers. Key dimensions of service quality affecting customer satisfaction include the company's ability to effectively resolve customer complaints (problem solving), empathy, reliability, physical appearance, guarantees provided to consumers, communication facilities that ease customer interaction with the company, the availability of products or services whenever and wherever needed, and additional value such as loyalty reward systems and priority services providing extra benefits to consumers.

In addition to these factors, fuel quality and quantity, distance to the nearest gas station, fuel availability, queue length, service quality, cleanliness, and supporting facilities such as toilets, prayer rooms, mini markets, coffee shops, and ATMs also influence customer satisfaction. Consumers tend to choose the nearest convenient gas station and desire guaranteed fuel availability with quick and efficient service. Pertamax series and Pertamina Dex products are often associated with high quality and priority queues, expected to provide additional value to customers.

Under the "Pertamina Way" program, gas stations have implemented standard service procedures. Front-line operators carefully guide customer vehicles, greet them politely (3S: Smile, Greeting, Salute), offer Top Tier BBK products, ensure the vehicle engine is turned off before refueling, show the meter reading starting from zero, refuel carefully to prevent spills, offer non-cash payments via the MyPertamina app, confirm the total refueling price and payment, and thank the customers

Effect of Green Marketing Mix on Brand Image

The data processing results reveal that the green marketing mix, including variables such as environmentally friendly products, pricing, promotion, distribution, processes, people expertise, and physical evidence, significantly impacts the product brand image. Any positive change in the green marketing mix is expected to enhance the product's brand image, assuming other variables remain constant. The average responses to all indicators of the green marketing mix show that respondents generally agreed with Pertamina's business concept, particularly for the Pertamax series and Pertamina Dex in their market segments. Respondents support and prefer these environmentally friendly products, recognizing that Pertamax series and Pertamina Dex are more eco-friendly compared to Pertalite, Dexlite, and Biosolar B30/B35. They also agreed to use Pertamax series and Pertamina Dex products due to their lower emission levels compared to other products.

These findings align with and support previous research indicating that the green marketing mix has a significant positive relationship with brand image, especially concerning green products, pricing, and distribution. However, green promotion did not impact the brand image, as noted by Bastian et al. (2021). Other studies, such as those by Tan et al. (2022), also corroborate that implementing green marketing significantly positively influences brand image.

Effect of Service Quality on Brand Image

The data processing results indicate that service quality significantly impacts brand image. Improvements in service quality are associated with enhancements in the product's brand image. Consumers tend to favor companies that offer prompt solutions to their issues. When problems arise, respondents prefer and support resolving them satisfactorily. Customers who select neutral, disagree, or strongly disagree options are those who do not anticipate service issues with the BBM products, such as Pertamax series and Pertamina Dex. Moreover, companies should ensure they are easily accessible, able to listen to customers, provide current and clear information, deliver promised services accurately, and build trust with consumers.

Service quality is also affected by the cleanliness and maintenance of physical facilities, equipment, communication materials, and gas station machines. Well-maintained gas stations are seen as providing the best service to consumers. Respondents value the professional appearance of salespeople and other employees at gas stations, as it reflects professionalism and quality service. This research aligns with previous studies that show a significant positive relationship between service quality and brand image (Dam & Dam, 2021; Kurniawan & Sidharta, 2016), indicating that higher service quality as perceived by consumers enhances the brand image.

The Effect of a Green Marketing Mix on Customer Satisfaction is Mediated by Brand Image

Respondents provided neutral responses regarding their satisfaction with gas stations' environmental preservation efforts, as well as Pertamina's environmental practices. This finding aligns with previous research that demonstrates a significant positive effect of green marketing mix dimensions—such as green products, green pricing, green promotion, and green distribution—on customer satisfaction (Lakatos et al., 2021; Onditi, 2016; Shalash, 2021; Sivesan et al., 2013). The indirect effect of the green marketing mix on customer satisfaction through brand image has a path coefficient value of 0.141, with a t-statistic of 5.441 and a p-value of 0.000. These results show that the t-statistic exceeds the critical value of 1.96, and the p-value is below 0.05, indicating that the green marketing mix significantly affects customer satisfaction through brand image. However, this indirect effect is still smaller compared to the direct effect of the green marketing mix on customer satisfaction.

The Influence of Service Quality on Customer Satisfaction is Mediated by Brand Image

The data processing results indicate that service quality has a significant impact on customer satisfaction. An improvement in service quality leads to increased customer satisfaction. The author defines service quality as the company's actions to meet consumer needs, including aspects such as empathy, fulfillment of promises, quality assurance, communication, product availability, and added value. This is perceived by consumers in terms of satisfaction or dissatisfaction, comparing expectations with actual experiences, and evaluating costs versus benefits. These elements are assessed through eight variable indicators: problem-solving, empathy, reliability, tangibles, assurance, communication media, availability, and extra value.

These findings are supported by previous research by Parasuraman et al., which identifies TERRA (Tangible, Empathy, Responsiveness, Reliability, Assurance) as variables positively affecting customer satisfaction (Berry et al., 1988). Other studies also reinforce that service quality positively influences customer satisfaction (Gültekin & Turgut, 2013; Kursunluoglu Yarimoglu, 2015; Lolo, 2020; Maharsi et al., 2021; Pollack, 2009). The indirect effect of service quality on customer satisfaction, mediated through brand image, was found to have a path coefficient of 0.092, a t-statistic of 5.166, and a p-value of 0.000. These results show that the t-statistic exceeds the critical value of 1.96, and the p-value is below 0.05, indicating that service quality affects customer satisfaction through brand image. However, this indirect effect is smaller compared to the direct effect of service quality on customer satisfaction.

The Effect of Brand Image on Customer Satisfaction

The data processing results demonstrate that brand image significantly impacts customer satisfaction. An improvement in the quality of the product's brand image leads to increased customer satisfaction, and vice versa, assuming other variables remain constant. Research examining the relationship between brand image and

customer satisfaction shows significant positive results (Neupane, 2015). Other studies also affirm that a stronger brand image positively influences customer satisfaction (Cuong, 2020), indicating that a better brand image in consumers' minds enhances their level of satisfaction.

CONCLUSION

This study identifies novelty in a comprehensive conceptual model of customer satisfaction, supported by variables such as green marketing mix, service quality, brand image, and the mediation of brand image in linking with customer satisfaction. The author also introduces a novelty service quality model with eight dimensions, named "pertamax servqual," which includes "problem solving, empathy, reliability, tangibles, assurance, media of communication, availability, and extra value." The novelty of this research can be observed in the research constructs and findings that have not been previously proposed by earlier researchers with similar objects and subjects. The "PERTAMAX ServQual" service quality model developed can be used to optimize the support of service quality variables in enhancing customer satisfaction, which, in turn, can lead to improved sales and market share outcomes.

This research found that quality service plays a crucial role in providing customer satisfaction by implementing several key dimensions. First, problem solving at fuel stations refers to their ability to effectively and promptly handle and resolve customer complaints or issues, ensuring a positive customer experience despite any obstacles. Next, empathy reflects the level of attention and care shown by the attendants towards the needs and feelings of customers. For example, attendants who greet customers warmly and provide personalized service demonstrate high empathy. The reliability dimension focuses on the station's dependability and consistency in providing promised products and services. This includes the absence of operational disruptions that could hinder service. The tangible dimension refers to the physical aspects that customers can see and feel, such as the cleanliness of the station environment, the condition of fuel pumps, and supporting facilities like toilets, mini markets, and prayer rooms. These visual impressions and physical comforts significantly contribute to customer satisfaction. The assurance dimension includes guarantees of the quality and quantity of fuel provided to customers, including transaction security, fuel quality, and the expertise of attendants. Customers need to feel safe and confident that they are receiving the best products and services. The media of communication are channels provided by the station to facilitate customer communication, feedback, or complaints. This can include customer service, digital apps, or phone contacts, all aimed at enhancing interaction and relationships with customers. Availability emphasizes the availability of products and services whenever and wherever needed by customers. Stations must ensure no stock shortages and easy accessibility to avoid customer disappointment. Finally, extra value refers to the additional benefits provided by the station to customers, such as loyalty programs, special discounts, or additional services that make the customer experience more satisfying and memorable. This added value can be a distinguishing factor that encourages customers to return to the same station. By optimizing all these dimensions, fuel stations can improve service quality and overall customer satisfaction.

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