Research Paper

The Service Quality and Marketing Mix Influence to Customer Satisfaction of Pertamina Petrol Station

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Abstract

A petrol station company is usually classified as a trading company that sells fuel to customers. The service quality variable is as important as the goods (fuel) trading. The research area was in the Pertamina petrol station in Riau province. This study aims to see the significant influence of service quality and marketing mix variables related to customer satisfaction at Pertamina Petrol Station and different levels of customer satisfaction by gender perspective in Riau province. The sample of this study was petrol station customers in Riau province, with as many as 200 respondents using probability sampling methods. The data were processed using structural equation modelling (SEM) statistic Smart PLS. The findings revealed a positive influence of service quality on customer satisfaction. There was a positive influence of the marketing mix on customer satisfaction. The significance level of customer satisfaction difference by gender showed that with as many as 200 respondents using probability sampling methods. The data were processed using statistical structural equation modelling (SEM) Smart PLS. The findings revealed a positive influence of service quality on customer satisfaction. There was a positive influence of the marketing mix on customer satisfaction. The significance level of customer satisfaction difference by gender showed that with as many as 200 respondents using probability sampling methods. The data were processed using statistical structural equation modelling (SEM) Smart PLS. The findings revealed a positive influence of service quality on customer satisfaction. There was a positive influence of the marketing mix on customer satisfaction.

Keywords: *Customer Satisfaction; Gender; Marketing Mix; Petrol Station; Service Quality*

INTRODUCTION

Fuel is one of the basic needs of every Indonesian. Besides fuel acts to operate machines, good energy also functions as a combustion chamber cleaner. The importance of the role of fuel causes consumers to be careful in choosing the fuel type for their motor vehicles. In Indonesia, energy is produced and distributed by PT Pertamina (Persero). PT. PERTAMINA (Persero), as an agency operator distributing through petrol stations, strives as much as possible so that the distribution of subsidized fuel is within the quota previously set. At the same time, for non-subsidized general fuel types, based on product type, it is a fuel product that is the main priority of PT. PERTAMINA (Persero) will increase its sales volume because the selling price is based on economical prices. It has a higher level of profitability and reduces the burden of fuel subsidies by the government. To increase the market share of non-subsidized fuels, the fuel distribution business by petrol stations currently does not only rely on fuel sales but is broader than that. The petrol station business is a fuel distribution business that a service business must accompany.

Customers must experience consistent satisfaction to be willing to make repeat purchases and recommend the company's goods and services to others. This can result in long-term financial success for the business, but only if clients believe their transactions are valued. Customers satisfied with the quality of service the company produces will show a purchase action good post. Instead, consumers who are not happy will offer a less favorable attitude after purchase (Post-Purchase action). These consumers are less or less interested in making repeat purchases and driving harmful word-of-mouth recommendations. Dissatisfied customers will react to different activities.

Petrol station companies are usually classified as trading companies to sell fuel to customers. Today's gas station business in Indonesia is not only about goods trading companies. It is more about a combination of trade and services business. The service quality variable is as important as the trade in goods (fuel). The company must serve the needs and wants of customers in the gas station business as a comprehensive trading and service operation. This new Pertamina gas station concept aims to sell fuel and LPG and provide customer services, such as ATMs, car washes, car lamp repairs, nitrogen filling, convenience stores, toilets, prayer rooms, package delivery, food and beverages, etc. Gas station companies with customer-oriented marketing will always pay attention to customers' needs, desires, and lifestyle trends. They will be met with the next step of value-added services. Each added service can be a new challenge or a new business opportunity. Because several brands of fuel companies operate in Indonesia, such as Pertamina, Shell, AKR, and BP, value-added services can be one of the differentiating tactics and part of the competitive advantage for the company. Service quality and the marketing mix are among the many variables to be analyzed in this case study. The marketing mix is also vital for petrol station companies to be mixed perfectly to maximize customer satisfaction. Several dimensions of service quality and the marketing mix are solid relationships to create customer satisfaction and strengthen the function. Because several brands of fuel companies operate in Indonesia, such as Pertamina, Shell, AKR, and BP, value-added services can be one of the differentiating tactics and part of the competitive advantage for the company. Service quality is not the only variable to be analyzed in this case study; the marketing mix is also. The marketing mix is also vital for petrol station companies to be mixed perfectly to maximize customer satisfaction. Several dimensions of service quality and the marketing mix are solid relationships to create customer satisfaction and strengthen the function. Because several brands of fuel companies operate in Indonesia, such as Pertamina, Shell, AKR, and BP, value-added services can be one of the differentiating tactics and part of the competitive advantage for the company. Service quality is not the only variable to be analyzed in this case study; the marketing mix is also. The marketing mix is also vital for petrol station companies to be mixed perfectly to maximize customer satisfaction. Several dimensions of service quality and the marketing mix are solid relationships to create customer satisfaction and strengthen the function. But also the marketing mix. The marketing mix is also vital for petrol station companies to be mixed perfectly to maximize customer satisfaction. Several dimensions of service quality and the marketing mix are solid relationships to create customer satisfaction and strengthen the function. But also the marketing mix. The marketing mix is also vital for petrol station companies to be mixed perfectly to maximize customer satisfaction. Several dimensions of service quality and the marketing mix are solid relationships to create customer satisfaction and strengthen the function.

LITERATURE REVIEW
In this study, service quality uses indicators from (Murray et al., 2021; Ngan & Khoi, 2020; Tjiptono, 2022), explaining that to assess service quality, five dimensions are used:
1. Physical Appearance: This factor relates to the visible elements the business offers customers, including physical buildings, employee tools, and communication channels.
2. Reliability: The dependability factor focuses on the business's capacity to provide the promised service accurately, quickly, and to consumers' satisfaction.
3. Responsiveness: Employees' readiness to help customers and offer prompt, responsive services is shown in this area.
4. Assurance: The assurance dimension focuses on the staff's expertise, skill, courtesy, and dependability to make sure that customers feel secure, risk-free, and confident in the service they are receiving.
5. Empathy: The empathy factor involves the simplicity of building relationships, efficient communication, individualized care, and a sincere understanding of the customers' needs.

When a company excels in providing high-quality service across these five dimensions, it increases customer satisfaction. A focus on excellent service quality leads to satisfied consumers. In the marketing mix variable, researchers use indicators according to (Kotler & Keller, 2016) (Basil et al., 2013) as follows: (1) Product dealing with product factors, which include making plans and growing the excellent service or product to be advertised through converting present services or products through having and taking different movements that affect various services or products. (2) Price business enterprise management system that determines the proper base rates for service ice or products and needs to decide approach concerning rates discounts, the fees of transportation prices, and sharing of the applicable variables.(3) Distribution (place), namely selecting and managing trade channels used to distribute products or services, serve the target market, and develop a distribution system for product physical delivery and commerce.
(4) Promotions are elements used to convince the marketplace of approximately brand-new products or services through advertising, private selling, income promotions, and publications.
(5) Physical centers are factual matters that still affect purchasers' selections to shop for and use the goods or offerings offered. Elements protected in bodily centers encapsulate the surroundings or physical buildings, equipment, logos, colors, and items. (6) People are all actors who play an essential role in presenting services to influence buyer perceptions. Elements of people are company employees, consumers, and other consumers. (7)Processes are all simple procedures, mechanisms, and waft activities used to supply services. These processing details have themes of something to supply offerings. The service procedures are significant elements in the carrier advertising and marketing blend. Carrier clients might be satisfied to experience the carrier transport gadgets as part of the carrier.

According to Kotler et al., a marketing mix is a set of tools consisting of 4P tactics: product, promotion, price, and place, blended/combined by the company to produce the desired response to the target market (Kotler et al., 2020). According to Booms and Bitner in Valerie Zeithaml et al., the marketing mix for a trading company that is predominantly a touch of service or a pure service company has an additional 3P marketing mix in the form of people, process, and physical evidence (Zeithaml, 2017).

Product

Companies must produce a quality product with uniqueness and superiority, select product variants, superior features, packaging, support and customer service, and availability and after-sales guarantees. This product relates to acceptability or the level of acceptance from customers associated with customer expectations for the product.

Promotion

Promotion for marketing company products includes identifying and attracting new customers, online and offline marketing communications, personal and sales promotions, public relations, branding, direct marketing, and motivating consumers to choose or buy a product. Promotion is related to awareness about how customers are informed and influenced to buy and use the product or service.

Price

Price is the amount consumers must pay for the product or service offered. The price policy must contain elements of fairness and added value from the consumer's point of view of what they get at that price. Pricing strategies can be in the form of discounts, credit payments, cashback, rewards, and payment methods that make it easier for consumers. Price relates to affordability or the level of affordability that customers are able and willing to pay.

Place

The place and position of the company selling its products, the more strategic, the better for the company so that consumers will find it easier to find and reach the company's location. This point also includes distribution channels and networks, transportation, and logistics. Place relates to accessibility or convenience to be reached and purchased by customers.

People

Human resources (people) are significant for sales and marketing execution. Recruitment of human resources who are reliable, honest, dedicated, and have good service and character are all positive values for the company to provide high satisfaction to customers and potential customers. Companies must also provide employees with motivation, teamwork culture, training, and upskilling; a measurable reward and punishment system is also needed. Companies must also educate and train customers about the use of products and services offered or purchased by customers so that the goals and benefits of purchasing these goods and services can be realized to the fullest to increase customer satisfaction.

Process

The process is the flow experienced by consumers, from the ordering stage to product acceptance by consumers. This will provide consumers with an experience of how convenience is felt and how companies treat consumers, both with technological support and human services. The process also includes the standard or customizable flow of activities according to customer convenience and a level of simplicity and complexity by involving customers in research and development.

Physical Evidence

The physical appearance that is seen and felt by consumers can be in the form of facility designs that provide a sense of convenience for stores and physical offices, the physical appearance of the equipment, the physical appearance of promotional props, employee uniforms or clothing,

physical formats of communication tools and reports for customers, build and convenience use of online websites. This physical evidence is often associated with the servicescape, namely the appearance of the building, landscape, vehicle appearance, interior design, equipment, uniforms, printed materials, and everything the customer can see visually.

Kotler et al. explain customer satisfaction as a condition of comparison between consumer expectations and the performance of goods or services consumers receive (Kotler et al., 2020). If the version of a product or service that consumers feel or receive is lower than expectations, consumers will feel dissatisfied. Suppose the performance of a product or service that consumers feel or receive is in line with or even exceeds expectations. In that case, consumers will feel satisfied and even very satisfied. Companies with good marketing management always try their best to maintain and increase customer satisfaction because a lot of literature and research shows that a higher level of customer satisfaction will increase customer loyalty, increasing company performance. Companies try to please customers by promising to fulfill what consumers expect from their goods or services.

Lamb et al. convey customer satisfaction as an evaluation of goods or services from customers regarding whether they can meet their needs and expectations (Lamb et al., 2018). Failure to meet customer needs and expectations will lead to customer dissatisfaction. Some things that can increase the level of customer satisfaction are offering goods or services that are useful and superior in performance, reliable service, avoiding unrealistic and disproportionate price fixing with what customers have paid, and providing honest and accurate information about facts of the products or services offered, offers a broad company commitment to excellent service, as well as corporate and customer collaboration activities in the creation of products or services that can enhance the customer's unique experience. Solomons argues that satisfaction or dissatisfaction is more than just a reaction to how good the product or service is; it is also the performance of the goods or services based on previous experience or the communication created for them. (Solomon, 2018).

Customer Satisfaction Gap is the difference between the customer's expectations and the perception or sense of service received in the customer's mind. Expectations from consumers are service standards or points of reference brought by consumers based on experiences believed to have occurred and obtained. In contrast, service perception is a subjective assessment of customers on the actual service experience provided by service providers. Filling and closing the gap between customer expected service and perceived service is essential and primary in service quality delivery towards customer satisfaction and loyalty. (Zeithaml, 2017)

One of the leading customer satisfaction measurement indexes, the UK customer satisfaction index measures customer satisfaction with the experience dimension to measure the quality of consumer experience and interactions with organizations, complaint handling to measure company responses and actions in handling customer complaints, customer ethos to measure perceptions the company's concern for consumers and their needs, emotional connection to measure the level of consumer trust and confidence in the company, and ethics to measure satisfaction with reputation and company openness in doing the right thing for the environment (UKCSI, 2020).

American Customer Satisfaction Index(ACSI) measures customer satisfaction with five dimensions as measurement parameters, namely customer expectations to evaluate goods or

services that consumers expect to receive in reality, which can relate to WOM and organizational reputation. Perceived quality is a parameter to assess experiences that consumers have experienced, also depending on the consumer's experience of competing products and the frequency of product use. Perceived value is a parameter for measuring the use value of a product compared to the costs incurred by consumers; value dramatically impacts the initial purchase, but the impact will diminish when customer satisfaction is built. Customer complaints are parameters to measure the gap between expectations or promises given and actual things received so that there are customer complaints.

This research is based on a conceptual framework encompassing service quality, marketing mix, and additional marketing mix dimensions, such as People, Process, and Physical Evidence. The primary focus is to measure the extent to which gas stations meet customer expectations in providing services, with customer satisfaction as the desired result. Additionally, the Customer Satisfaction Gap concept is used to understand the gap between customer expectations and their perceptions of the service received. In this study, customer satisfaction indexes like the UK Customer Satisfaction Index (UKCSI) and the American Customer Satisfaction Index (ACSI) are also employed as measurement tools. This conceptual framework aids in identifying the factors influencing customer satisfaction at gas stations, considering the complex interplay between service quality, marketing mix, and other elements within the gas station context.

METHODOLOGY

This research was conducted by a case study using a descriptive analysis method through a qualitative approach. The primary data sources are observation, interviews, and documentation with research samples of a viral female cleric on social media.

We chose and examined ten female *daiyahs* who are famous on social media. The main reason these ten female clerics were chosen is that they had hundreds of thousands and even millions of followers and had a tremendous influence on society. Age criteria are also a consideration; these women are 20 to 40 and should be categorized as accessible social media users.

Research Sites

This research was conducted on petrol station customers in Riau Province. The research employed in this study followed a quantitative approach, aiming to examine causal relationships (cause-effect)(Sugiyono, 2013). The researchers utilized various data collection techniques, including questionnaires, observations, and interviews, to gather relevant information. The population in this study were all gas station consumers who purchased in 2021-2022 from the total population. The sample drawn in this study consisted of 200 respondents, 100 women, and 100 men, and the accidental sampling technique was used. This research uses the data analysis method using the Structural Equation Model.

Data Analysis and Interpretations

Table 1. Differences in satisfaction levels by gender

Group Statistics

Variables	Gender	N	Means	t statistics	sig.
Customer	Male	100	3.89	1.310	0.192
Satisfaction	Female	100	3.77		

Source: data processed results, 2023

The results above show that male customers' satisfaction level (3.89) was higher than female

customers (3.77). However, based on statistical calculations, it was known that there was no significant difference in customer satisfaction between men and women. This was indicated by

a significance value (0.192) greater than 0.05. This means that men were more satisfied with the services provided by the company.

Table 2. Convergent Validity Test

Latent Variables	Indicators	Loading Factor	Cut Off	Results
Marketing Mix	MM1	0.778	0.7	Valid
	MM2	0.802	0.7	Valid
	MM3	0.749	0.7	Valid
	MM4	0.757	0.7	Valid
	MM5	0.751	0.7	Valid
	MM6	0.725	0.7	Valid
	MM7	0.765	0.7	Valid
Service Quality	SQy1	0.722	0.7	Valid
	SQy2	0.745	0.7	Valid
	SQy3	0.789	0.7	Valid
	SQy4	0.754	0.7	Valid
	SQy5	0.818	0.7	Valid
Customer Satisfaction	CSg1	0.765	0.7	Valid
	CSg2	0.717	0.7	Valid
	CSg3	0.849	0.7	Valid
	CSg4	0.721	0.7	Valid

Source: data processed results, 2023

Convergent validity is a measure of validity reflective indicator as a measure of latent variables seen
from each indicator variable's loading factor. An indicator is said to have good reliability if the value of the loading element is above 0.70. The table above shows that the indicators for each construct provide a high convergent validity value, which was all above 0.70. This result means that the indicator shows good convergent validity. This means that indicators with high loading factors contributed more to explaining latent constructs.

Table 3. Discriminant validity test

Indicators	Marketing Mix	Service Quality	Customer Satisfaction
MM1	0.778	0.466	0.488
MM2	0.802	0.459	0.458
MM3	0.749	0.433	0.434
MM4	0.757	0.493	0.472
MM5	0.751	0.483	0.471
MM6	0.725	0.434	0.487
MM7	0.765	0.485	0.549
SQy1	0.433	0.722	0.454

SQy2	0.422	0.745	0.479
SQy3	0.421	0.789	0.539
SQy4	0.503	0.754	0.495

Indicators	Marketing Mix	Service Quality	Customer Satisfaction
SQy5	0.560	0.818	0.542
CSg1	0.627	0.542	0.765
CSg2	0.404	0.480	0.717
CSg3	0.467	0.521	0.849
CSg4	0.396	0.451	0.721

Source: data processed results, 2023

Discriminate validity is an assessment of the validity of a measurement by comparing the correlation of indicators of specific constructs with other constructs, as indicated by the cross-loading values. When the correlation between the indicator and its corresponding construct is higher than its correlation with other constructs, discriminant validity is established. In the table provided, it was evident that each indicator of each latent variable. This indicates that each latent variable demonstrates a discriminant solid validity. Each indicator in the research variable marked in the table had the most significant cross-loading value when compared with the cross-loading value of the other variable indicators. It can be concluded that the indicators used in the research have met good discriminant validity in the preparation of each variable.

Table 4. The validity test of the square root of average (AVE)

Variables	Marketing Mix	Service Quality	Customer Satisfaction
Marketing Mix	0.761		
Service Quality	0.612	0.766	
Customer Satisfaction	0.633	0.656	0.765

Source: data processed results, 2023

The Fornell-Larcker method, which compares the Average Variance Extracted (AVE) square roots with the latent vertical correlation, is an alternate way to assess discriminant validity. When the square root of AVE for each construct demonstrates a better association with its construct than with other constructs, discriminant validity is deemed suitable. As seen in the table, a more prominent link exists between each construct and the square root of AVE along the diagonal line than between each construct and other constructions. As a result, the construct exhibits a high degree of validity. It can be concluded that all research variables had met good convergent validity.

Table 5. Reliability test

Variables	Cronbach's Alpha	Composite Reliability
Marketing Mix	0.879	0.906
Service Quality	0.824	0.877
Customer Satisfaction	0.763	0.848

Source: data processed results, 2023

The reliability test examined the composite reliability and Cronbach's alpha values from the indicator block that assessed the construct. The result of Cronbach's alpha > 0.6 and composite

reliability > 0.7 in the table above indicates that all of the estimated model's constructs match the requirements for reliability. Cronbach's alpha measures the lower limit of the reliability value of a construct, while composite reliability measures the actual value of the reliability of a construct. Composite reliability is considered better in estimating the internal consistency of a

construct.

Table 6. Structural models

Structural Models	R Square	R Square Adjusted
Customer Satisfaction	0.517	0.512

Source: data processed results, 2023

The R Square value for customer satisfaction was 0.517, as shown in the above table. This indicates that the marketing mix and service excellence influence 51.7% of customer satisfaction variables. This means that the marketing mix and service quality influenced consumer satisfaction at gas stations by 51.7%. Other variables outside the research model. Influenced the rest

Table 7. Hypothesis testing

Hypothesis	Path Coefficient	T Statistics	P Values
Marketing Mix ->Customer Satisfaction	0.371	5,824	0.000
Quality Services->Customer Satisfaction	0.430	6,985	0.000

Source: data processed results, 2023

1. Marketing Mix -> Customer Satisfaction
   The estimated P-value was 0.000, and the t-statistics value was 5.824. These findings suggest that either the P-value was less than 0.05 or the t-value (5.824) was more significant than the t-table (1.96). This suggests that the marketing mix has a significant impact on customer satisfaction. If all other factors remain constant, the path coefficient value of 0.371 indicates that each unit increase in the marketing mix will result in a 0.371 increase in customer satisfaction and vice versa. The path coefficient means that the marketing mix positively affected consumer satisfaction.

2. Service Quality -> Customer Satisfaction
   The t-value that was determined was 6.985, and the P-value was 0.000. These findings suggest that either the P-value was less than 0.05 or the t-value (6.985) was more significant than the t-value (1.96). Thus, it can be concluded that the quality of the services provided significantly impacts consumer happiness. Given that all variables are held constant, the path coefficient value of 0.430 indicates that for each unit, an increase in service quality customer happiness will increase by 0.430, and vice versa. The path coefficient means that service quality positively affects consumer satisfaction.

FINDINGS

The findings from various studies, as evidenced by Cheng & Rashid (2013), Feeser et al. (2019), Asnawi et al. (2019), and Khatib et al. (2019), complement and support the arguments in this research regarding the influence of service quality and marketing mix on customer satisfaction at Pertamina petrol stations in Riau Province. Previous research consistently emphasizes the crucial role of service quality in enhancing customer satisfaction, and this study provides additional confirmation of this relationship. Additionally, the finding that a better marketing mix can enhance

customer satisfaction is also applicable in the context of Pertamina petrol stations, which aligns with prior research. Despite contextual differences such as the low price perception among customers, these findings underscore the significance of effective service quality management and well-executed marketing mix strategies in achieving higher customer satisfaction. Furthermore, this research highlights the potential for further studies comparing the factors influencing service quality across various service sectors, enriching our understanding of these aspects in diverse

service contexts. This proves that price perceptions that affect customer satisfaction apply to a few studies. Research on service quality at gas stations (SPBU) can also motivate other researchers to conduct comparative research with other service sectors, such as restaurants, hotels, or shopping centers, to understand the similarities and differences in the factors that influence service quality.

CONCLUSIONS

Research shows that the marketing mix significantly affected customer satisfaction, and service quality substantially affected customer satisfaction. The study showed that male customers' satisfaction level (3.89) was higher than female customers (3.77). The results of data processing show that service quality has a significant effect on customer satisfaction. Any increase in service quality will increase customer satisfaction. The author proposes the construct of service quality as an act of service provided by the company to consumers in terms of meeting consumer needs, empathy, fulfillment of promises, quality assurance, communication, product availability, and added value, which consumers perceive in the form of levels of satisfaction or dissatisfaction, comparisons between expectations and acceptance by consumers.

The indicator for this problem-solving variable is the interaction between consumers and employees related to resolving customer complaints as part of measuring service quality (Dabholkar et al., 1995). Empathy, reliability, tangible, and assurance are four dimensions of the "TERRA" service quality variable (Berry et al., 1988), discussed in the previous section. Media of communication indicators are media provided by companies for consumers or customers to make it easier for consumers and customers to communicate and convey complaints, opinions, questions, or suggestions for products or services, both media in digital form in the form of reviews, inquiries, questions, or other media—consumer voice. Availability is the availability of products or services at any time and place that consumers need so as not to cause disappointment caused by a lack of supply. It also guarantees the spread of the provider network in various regions. The concept of availability is in line with one of the dimensions in the research by Parasuraman et al. regarding electronic service quality (e-SQ), namely system availability (Parasuraman et al., 2005). Extra value is the added value or benefit that the consumer or customer obtains for a product or service purchase transaction that is perceived as an additional value for the costs already incurred by the consumer. Consumers who pay more for greener and unsubsidized products will be happier and more loyal if they get more value in terms of functional, social, and emotional benefits through a loyalty reward system and priority services. The concept of extra value is in line with one of the dimensions in previous research by Raman et al. regarding electronic service quality (e-SQ), namely, the incentive dimension, which is defined as an additional incentive given to retain customers and also attracts additional new prospective consumers (Raman et al., 2008).

Reasons for quality and quantity will usually be the main factors consumers consider when buying fuel products. In addition to quality and quantity points, customers also consider the distance to the nearest gas station, the level of availability of fuel, the level of queues to refill dispensers, service quality, environmental cleanliness, and supporting facilities for toilets, prayer rooms, mini markets, coffee shops filling water and air, ATM lubricant sales, and also a sense of security when transacting. Mileage considerations dominate because customers usually prioritize gas stations with the closest distance from their place of residence, the closest distance from the office, and gas stations that are in the same direction when they are on the move if there are no negative factors in the minds of consumers towards the nearest gas station.

The availability of fuel at certain gas stations can also be a special consideration for customers to continue to subscribe because the guarantee of availability is well maintained with good inventory management supported by the gas station's financial level. ProductThe Pertamax series and Pertamina Dex are synonymous with quality, queue priority, and memorable lines. Most customers want to be prioritized, particularly when filling fuel at gas stations. Customers who pay more will

undoubtedly expect more value from the price, including time savings and special treatment.

This research is supported by previous research from Parasuraman et al. about the concept of service quality consisting of TERRA (Tangible et al.) 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)

LIMITATION

The researcher acknowledges several limitations in this study, which were as follows:
1. Generalizability Issue: The findings of this study cannot be easily extended to other petrol stations (SPBU) in different locations. This limitation arises due to the varying conditions and contexts in different areas.
2. Absence Interview Method: Due to time constraints and the busy schedules of the respondents, the interview method was not employed in this study. Consequently, the researcher could not verify the accuracy of the respondents' answers. As a result, the responses provided by the participants may only partially represent the actual situation.
3. Restricted Research Data: The research data relied solely on closed-ended questions, limiting the scope to obtain comprehensive and direct insights into the respondents' perspectives. This restriction hindered the researcher from obtaining more detailed arguments from the participants.

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