ANALYSIS OF GAS STATION SERVICES
AND THE CORRELATION ON CUSTOMER SATISFACTION
Case Study on SPBU in Bandung

Santi Lina[1]

Abstract

The gas station is a service business that has a small price elasticity, because the fuel is included important needs that must be met for some people. So, the service should not affect the level of sales, but the phenomenon that the opposite is true. The expected goal of this paper is to determine how the services provided by a gas station to the satisfaction of its customers, how management efforts to improve its services, and to analyze the relationship between services performed for customers. Research methods that will be used is descriptive method, that is by doing data collection, inventory, process, to present the results with interpretation, and provide an overview of the relationship between the variables studied. And eventually will get a clear picture of the subject matter studied. From the analysis results obtained correlation coefficient of 0.7089 (positive correlation) with a coefficient of determination 50.53%. The results of hypothesis testing provides a strong and positive relationship between the quality of service provided to customer satisfaction. If the quality of services provided is high enough, the level of customer satisfaction will also increase, and vice versa.

1. Introduction

Towards this globalization era, attention to customer satisfaction has been the greater. Parties most directly related to satisfaction / dissatisfaction of customers are marketers, consumers, consumer behavior researchers, and various related parties. The competitions are increasing, where more and more manufacturers are involved in fulfilling the needs and desires of consumers.This causes every company must put orientation on customer satisfaction as a primary goal. It is reflected in the increasing number of companies which include a commitment to customer satisfaction in its mission statement, advertising, and public relations release. The key to winning the competition is providing value and satisfaction to customers through the delivery of quality products and services.

With the increasing number of manufacturers who offer services products, consumers have more diverse choice. Thus the bargaining power of consumers began to get great attention, especially in the comfort aspects of the use of certain goods or services. Now began to appear, the activities of the consumption of the consumer's rights, business ethics, as well as awareness and love of the environment. The research are also growing, consumer behavior are interested and pursue topics of customer satisfaction in order to seek solutions maximum of fulfillment of customer satisfaction.

SPBU 340 842 as filling stations selling fuel is a business that is a partner of Pertamina. Growth of gas station in West Java quite rapidly ,causing increasingly tight competition, although consumers who require fuel grown higher too. For that to win the competition, the key is in the service so that it can optimally satisfy consumers. If the higher the customer satisfaction, customer

loyalty increasingly formed, so that it will be difficult for other companies to seize it. Sales service company Pertamina fuel products is a utility companies that the provide fuel for vehicles. The very tight competition going on, causes there are race to give them the best service. If consumers see better services other retail outlets of course they will switch to it.

From the illustration above, the intensity of competition cause a major shift in the business world. Basic mission of a business is no longer only in the form of profit, but also he creation and value addition. Thus, more profit is the consequence rather than the destination. To that end, in order to get a clear picture, researchers are interested in conducting research to analyze and evaluate, that this phenomenon is valid also for the company filling stations. Based on the idea that has been described above, the authors wanted to test the following hypothesis "Customer Satisfaction is strongly influenced by the quality of services provided."

2. Review of Literature

For a company can successfully achieve the objectives, the company must be able to understand consumer behavior in the target market. Through an understanding of consumer behavior, the management company can put together a program that is appropriate in order to take advantage of existing opportunities and surpass its competitors. Engel (1994) states that consumer behavior is the actions of individuals who are directly involved in the effort to obtain, use, and determine the products and services including decision-making processes that precede and follow these actions. Understanding consumer behavior is not an easy task because many variables that affect and these variables tend to interact. However, if it can be done, then the company can achieve greater profits than its competitors, because the behavior of consumers understood, companies can give better satisfaction to customers. So basically the purposes of a business carried out by the company is to create satisfied customers.

The creation of customer satisfaction can provide several benefits, including the relationship between the company and its customers are in harmony, provide a good foundation for repeat purchases and create customer loyalty. Satisfaction or dissatisfaction of customers is the customer response to the evaluation of the perceived discrepancy between prior expectations which is an emotional response to the evaluation of a consumer's experience of production or service. Engel (1994) stated that customer satisfaction is the evaluation of alternative chosen, wherein at least equal or exceed customer expectations, while dissatisfaction if the results do not meet expectations. Kottler (2004) stated after purchasing the product, consumers will feel satisfied or dissatisfied and will make the behavior on market. What determines the buyers are satisfied with the purchase? The answer lies in the relationship between the expectations of consumers and perceived performance of the product. If the product meets expectations, consumers are satisfied, if not, the customer is not satisfied.

Of the various definitions above, Tjiptono (1997) draw the conclusion that basically understanding customer satisfaction must include the difference between expectations and perceived performance or results. With the high level of customer satisfaction, the customer loyalty can be formed, so that the profitability and growth of the company's revenue will be assured. There are currently no product services regardless of the service element, both services as the core product

---

[1] Lecturer of Maranatha Christian University, Bandung

services, as well as complementary services. In principle there are three keys provide superior service, namely:

1. The ability to meet the needs and desires of customers. This includes understanding the types pelanggam. Types of customers by loyalty ladder:

    a. Prospect. People who know the business (goods or services) of a company, but had never entered his shop, and have never bought goods / services of the company.

    b. Shopper . Prospok who has been convinced to visit the store, at least once. However, shoppers still have not made a firm decision to buy and have little opportunity to influence them.

    c. Customer. People who buy goods or services of the company.

    d. Client. People who regularly buy goods or services of the company.

    e. Advocate. Customers were so satisfied with the goods or services of the company, so that he would tell anyone about how satisfying goods / services of the company.

2. Development of a database is more accurate than competitors (includes data on the needs and desires of each customer segment and changes in competitive conditions).

3. The use of the information obtained from market research in a strategic framework. This framework is manifested in the development of relationship marketing.

Relationship Marketing strategy is a strategy in which transactions between buyers and sellers exchange will be sustainable, does not end after the sale is completed. In other words, forged a partnership with customers on an ongoing basis will ultimately lead to customer loyalty, resulting in repeat business.

In order for a relationship of marketing can be implemented, it needs to set up a customer database, that is a list of names of customers, that the company deems important to establish long-term relationships with them. The database does not just contain the name of the customer, but also includes other important matters, such as the frequency and amount of purchases, preferences, and so forth. With the availability of such information, customers can feel satisfied, which in turn can foster customer loyalty resulting in repeat purchases. In addition, this information allows the company to design specialized products tailored to specific customer needs. In order to provide a more effective, a good relationship not only fostered for the end customer, but also with suppliers, even with a competitor.

It should be noted that the impact of customer satisfaction on customer loyalty and repeat purchases, is different for every company. Customers are loyal not necessarily mean they are satisfied, otherwise satisfied customers tend to be loyal customers. To realize and retain customers, service companies must pay attention and do the following:

1. Identify who are the customers.

2. Understand the level of customer expectations for quality.

3. Understand the strategy of quality customer service.

4. Understand the cycle of measurement and feedback of customer satisfaction.

Companies need to identify the customer, internal or external customers, business customers or end consumers. while customer satisfaction is achieved when the needs, desires and expectations of

customers are met. With regard to quality, there are three levels of customer expectations regarding quality, (Tjiptono, 1997: 130), namely:

1. First Level: The simplest customer expectations, such as : must have, or take it granted. For example: "I hope the airline flew to my destination in safety".

2. Second Level: Expectations are higher than first level, where satisfaction is reflected in the creation, fulfill requirements and / or specifications. For example: "I hope served by a friendly employee from flight company".

3. Third Level: Expectations are higher than the second level and require a pleasure or service that is so good that makes me interested. For example: "The company gives all passengers the same meal that special given to first-class passengers by other airlines".

3. Research Methods

This study conducted as a case study, in which the data obtained by the survey method, is by distributing questionnaires to consumers and with interviews to the gas station management. The data collection was carried out at gas stations SPBU 340842. In detail the method of research is:

• Design Research. Research methods that will be used is descriptive method, namely by performing data collection, inventory, process, to present the results with interpretation, and provide an overview of the relationship between the variables studied and eventually will get a clear picture of the subject matter were investigated.

• Data Types and Variables. Types of data collected in the form of quantitative data and qualitative, consists of primary and secondary data. Primary data are taken directly from the company itself. Secondary data were taken from the results of reading, studying, analyzing, and summarizing literature books related to the topic.

• Respondents and Sample. Respondents are coordinators, staff, and the operators of the gas stations, and the driver of the car both private and public transportation. Samples taken are as many as 100 consumers, were estimated at 10% of all consumers who fill fuel at the pump.

• Data Collection Techniques, are with interviews and questionnaires. Interview techniques, namely by conducting interviews with the respondents, coordinators, staff, and the operator of gas stations in the services to consumers. Techniques of questionnaires, namely by handing out a questionnaire to the vehicle owners either private or public transportation, then answered objectively.

• Tool Analysis. Tool analyzes conducted in this study is the Statistical Analysis Spearman Rank Correlation, which was to determine the relationship between two variables based on the rank order of the numbers that have been prepared.

4. Discussion

Based on data from the company, 1000 cars fill fuel at the pump. Researchers took 10% of the population as a sample, and distributing questionnaires to look at classification, level of service and satisfaction levels. The classification viewed by : the origin of the vehicle (from the origin of the license plate number of the vehicle), by gender (male or female), the age of the respondents (divided into two categories, namely the age of 17 to 30 years, and older than 30 years), work (divided into

four categories, namely civil servants / state, employee or private businesses, the driver, and respondents who have not worked), and the level of education respondents (divided into two categories, namely the respondents who had a maximum education high school, and who have a minimum of an undergraduate education).

Respondents that have largest category is the male gender (97%) than women (3%); the age of the respondents have a balanced categories, are under 30 years of age by 56% (the highest) and age above 30 years old 44 %; respondents generally work as driver (private driver, city transport drivers, bus drivers, truck drivers, or taxi drivers) with a percentage of 57%, the other kind of jobs with a percentage of 18%, while the rest have not been worked by 25%; education of respondents generally are high school (74%), and the other respondents undergraduate education (26%). Vehicles from outside the city are also quite a lot by 13%, while vehicles from Bandung itself by 87%. From the illustration above, the general consumer is indeed most have jobs closest to the refueling activities (driver), so that the consumer age is generally less than 30 years. Because another workers are quite busy, having little time, while smaller percentage does not work (not so busy).

The research result shows the correlation coefficient of 0.7089 (positive correlation), where the service element with the level of customer satisfaction has a positive relationship and stronger, if the quality of services provided is high enough, the level of customer satisfaction will also increase, and vice versa. The coefficient of determination obtained at 50.2539%, which means that the influence of the element of service to increase customer satisfaction is 50.53%, while the rest of 49.7461% is influenced by other factors (other variables). After testing the hypothesis, turns obtained result that Ho is rejected or Ha accepted. Thus the conclusion obtained, there is a strong and positive relationship between the quality of service provided to customer satisfaction.

Form of customer service is done by SPBU 340 842 consists of two things, namely internal and external services, where both forms of the service related to one another. Form of internal services is to improve the quality of human resources and improve the maintenance of all the main facilities and support facilities, such as the maintenance of the machines. While the form of external services performed by visiting prospective customers and maintaining existing customers. Both of these services performed consistently by SPBU 340842. In addition, the company is also very responsive in dealing with complaints that come from customers. All forms of these services performed by the company with the aim to retain customers and increase customer satisfaction.

5. Conclusion

From the data analysis, the correlation coefficient is 0.7089 (positive correlation), where the service element with the level of customer satisfaction has a positive relationship / strong. Ie if the quality of services provided is high enough, the level of customer satisfaction will also increase, and vice versa. The coefficient of determination equal to 50.2539%, it indicates that, consumer satisfaction is influenced by the level of service of 50.2539%, while the rest is influenced by other factors. After testing the hypothesis turned out to be obtained by rejected the Ho . Thus the hypothesis "Customer satisfaction is very influenced by the quality of services provided", is acceptable.

To maintain customer satisfaction, it is expected that SPBU 340842 in the operations, remain oriented to the customer, not just the sales or profits. Although consumer views on the level of

services performed by filling stations is good, but the quality of service must be maintained. Thus, the customers would not switch to other similar services company. Research on what the expectations of consumers of SPBU 340842 should continue to be developed, so that the company can provide a form of service that is best for them.

REFERENCES

Buchari, Alma, Manajemen Pemasaran dan Pemasaran Jasa, Alfabeta Bandung, 1992.

Armstrong Kotler, Prinsip-Prinsip Pemasaran, Erlangga, Jakarta 1997.

Engel, F. James. (1995); *Perilaku Konsumen (terjemahan)*. Binarupa Aksara; Jakarta.

Engel, F. James, Roger D. Blackwell, dan Paul W. Miniard. 2004. Perilaku Konsumen. Terjemahan Alex Budianto. Edisi Keenam. Jilid 2. Jakarta : Bina Rupa Aksara.

Dowling, T. Edward, Matematika untuk Ekonomi, Erlangga, Jakarta 1980.

Cooper R. Donald, Metode Penelitian Bisnis, Erlangga, Jakarta, 1996.

Gujarati, D.M. 2003. *Basic Econometrics, Fourth Edition*. *McGraw-Hill Book Company. New York.*

Jamli Ahmad, Dasar-Dasar Riset Pemasaran, Media Widya Mandala, Yogyakarta, 1992.

Kotler, Philip, 2000*, Marketing Management*, The Millnennium Edition 1, Prentice Hall International, Inc

Kotler, Philip, Manajemen Pemasaran, FEUI, 1993.

Kotler, Philip, dan Gary Amstrong. 2004. Dasar-Dasar Pemasaran. Alih Bahasa Alexander Sindoro, Penyunting Bahasa Bambang Sarwiji. Edisi Kesembilan. Jakarta : PT. Index.

Kotler, P and Donald H., Irving R. (1998), *Marketing Places : Attracting Investment, Industry and Tourism to Cities, State and nations,* The Free Press Admission Of macmillan inc, New York.

Payne, Andrian, 1993, *The Essence of Service Marketing, Person Education PTc (translate),* Andi Jogjakarta.

Stanton, J. Wiliam, Prinsip Pemasaran, Erlangga,1996.

Sudjana, Statistika, Tarsito, Bandung 1991.

Soeratno, Metodologi Penelitian, UPP AMP YKPN, Yogyakarta,1995.

Tjiptono, Fandy, Manajemen Jasa, Andy, Yogyakarta, 1998.

Tjiptono, Fandy, Strategi Pemasaran, Andy, Yogyakarta, 1997.

Umar, Hussein, Metodologi Penelitian Aplikasi dalam Pemasaran, Gramedia, Jakarta, 1997.