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The influence of service quality, price perception, product innovation and consumer confidence on consumer satisfaction: Survey on industrial fuel recipients in the Lampung region

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Abstract

The purpose of the study was to determine the effect of service quality, price perception, product innovation and consumer trust on consumer satisfaction at companies using industrial fuel in the Lampung region. This study uses a quantitative approach, with survey methods and simple regression analysis techniques. The data used is primary data. Analysis by grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, using calculations to answer problem formulations and performing calculations to test hypotheses. From the research, it can be seen that: (1) Service quality has a positive effect on consumer satisfaction of industrial fuel

users in the Lampung region (2) Price perception has a positive effect on industrial fuel user satisfaction in the Lampung region (3) Product innovation has a positive effect on consumer satisfaction of industrial fuel users in Lampung. Lampung region, and (4) consumer trust has a positive effect on consumer satisfaction of industrial fuel users in the Lampung region. PT. Pertamina (Persero) is expected to be able to compete with competitors in retaining loyal customers, especially in terms of innovation, the private sector is able to take advantage of technological advances, for example by innovating after-sales services related to the constraints experienced by end-user consumers/industries.

Keywords: Quality of Service, Price Perception, Product Innovation, Consumer Trust, Consumer Satisfaction

Introduction

Consumption of fuel oil in Indonesia has increased along with increasing economic growth and population growth. The increase in fuel consumption was not accompanied by an increase in domestic crude oil production. The decline in crude oil production affects the supply of domestic fuel to meet the needs of the community. The main problem faced is dependence on imports of crude oil and fuel. For Indonesia, the availability of fuel is very important in realizing a more advanced economic development.

Therefore, the fuel retail industry has now entered the era of free competition, and PT. Pertamina (Persero) is the sole producer under the auspices of the government and does not remain silent to improve customer service.

Based on Fig 1. There are several types of fuel circulating in Indonesia. Generally, people know BBM only in several types, for example Premium and Solar. The government divides these types into 3 categories, namely JBT (certain types of fuel), JBKP (special types of fuel for assignments) and JBU (general types of fuel). Pertamina's domestic fuel consumption experienced a sharp decline. In fact, the decline in Pertamina's fuel consumption for the first time has occurred in history. In 2018 it can be seen that Indonesia is the country with the second lowest fuel price above Malaysia for the Southeast Asia region, which is around 10.5 thousand on average. Far from the selling price of other Southeast Asian countries, such as Singapore which has the highest selling price of fuel in Southeast Asia, which is 24.8 thousand. Since March 2020, demand for gasoline type fuel has continued to decline by an average of 17 percent, diesel fuel has decreased by an average of 8 percent, and avtur has decreased by 45 percent. This decline is vital, of course, in BBM for industry which has an impact on the decline in industrial factory operations, this is because more and more companies during the first semester of 2020 stopped factory operations or even temporarily closed their businesses due to the implementation of work from home.

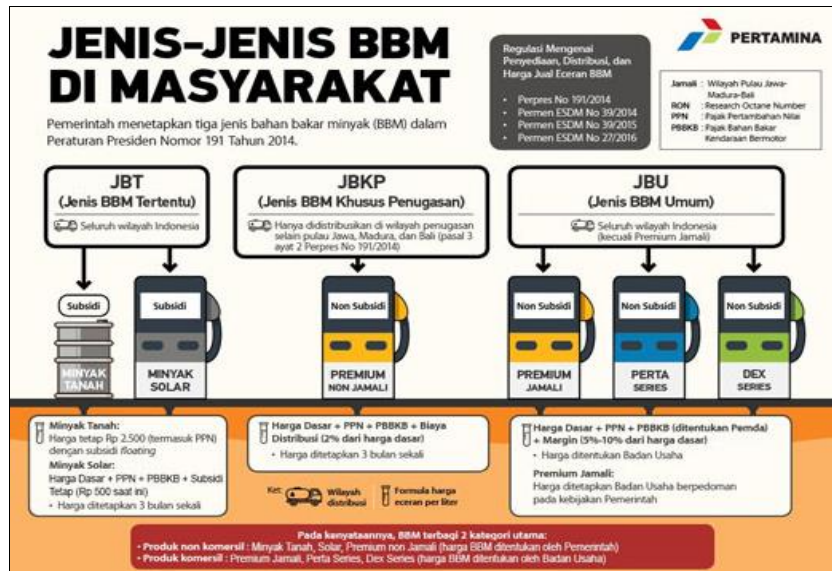


Fig 1: Types of BBM in Indonesia

The challenges faced by every company today are focused on customer satisfaction-oriented services. The way to build trust is to provide a guarantee that the company will always keep the promises they have made to customers through improving service quality. When faced with a pattern of intense competition in the oil and gas industry, various efforts were made to increase customer satisfaction and maintain loyalty to the company. With better and quality competitor services so that consumers are more comfortable and satisfied filling fuel at competing gas stations than Pertamina, it is not impossible that this condition threatens the existence of Pertamina as a domestic fuel provider or supplier. Therefore, the company must strive to improve the quality of customer service through the 'Pasti Pas' service program so that consumers feel satisfied. According to Kotler and Keller (2012) states that consumer satisfaction is the level of one's feelings after comparing the performance or results he feels compared to his expectations, where if performance also fails to meet customer expectations, he will feel dissatisfied and if performance is in accordance with consumer expectations, the customer will be satisfied. The two most important things that consumers want are the accuracy of quality and quantity as well as operator service, therefore the standards and implementation programs of the Pertamina Way are focused on these two elements. Pertamina's SPBU standardization program through the 'Pertamina Way' program which has been implemented since 2006 aims to ensure that all gas stations that use the Pertamina logo can consistently provide the best service for consumers in accordance with international standards. The 'Pasti Pas' certification program is part of the Pertamina Transformation program which aims to make Pertamina an effective and efficient company, which will make Pertamina a competitive company at the world level. Based on Fig 2, there is a distribution flow of BBM which is divided into 3 parts, namely Pertamina, Private and End Users. Pertamina as the initial producer besides owning a refinery, also has a filling facility where each filling is transported using trucks which are then distributed by private parties affiliated with Pertamina in which there are customers and sub-agents. Then the customer distributes directly to sub agents and/or end users. At the end, customers (private parties) distribute BBM to 48 industries

that receive BBM spread across the Lampung area.

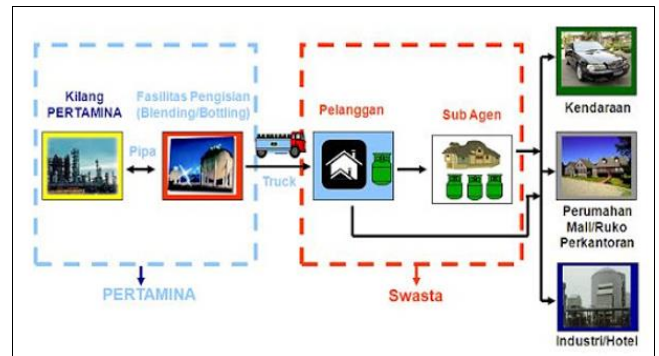


Fig 2: Alur Distribusi BBM

The urgency of this research is related to the satisfaction of the fuel industry users in the Lampung region which is motivated by factors of service quality, price perception, product innovation and consumer trust. This research also focuses on the expansion of consumer satisfaction factors based on service quality, price perception, product innovation and consumer trust. It is clear that with these factors, companies that supply fuel for industry continue to improve the quality of their products and services in order to create stable customer satisfaction. What's more, distributor agents as private parties have to compete with other agents who offer various things to increase the competition for industrial fuel. Service quality and customer satisfaction are connected with different perspectives in business.

Materials and method

This study uses a quantitative approach, with survey methods and simple regression analysis techniques (Suginono, 2013). The data obtained in this study were sourced from primary data, namely data collected by the researcher directly from the first source (Mamang & Sopiah, 2012). The primary data was obtained directly from the object under study, namely respondents or companies using Industrial Fuel in the Lampung Region. The data collection technique in this study was using a questionnaire containing several lists of statements. This list of statements was then distributed to be filled out by the respondents. Researchers

used a Likert scale developed by Ransis Likert to measure consumer decisions in buying products by determining a score on each question. The Likert scale is a scale used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena (Sugiyono, 2012).

Validity test

Validity test is used to test the validity of the instrument for each variable. Based on the results of the table below, hereby, the overall validity test results are valid and pass the test. Therefore, this research can be continued at the next testing stage.

Table 1: Validity Test Results

No	Instrument	r _{count}	r _{tabel}	description
VARIABLE QUALITY OF SERVICE (X1)				
1	Instrument 1	0.807	0.2845	VALID
2	Instrument 2	0.779		
3	Instrument 3	0.871		
4	Instrument 4	0.472		
5	Instrument 5	0.779		
6	Instrument 6	0.871		
7	Instrument 7	0.779		
8	Instrument 8	0.861		
9	Instrument 9	0.731		
10	Instrument 10	0.808		
11	Instrument 11	0.464		
12	Instrument 12	0.436		
13	Instrument 13	0.641		
14	Instrument 14	0.761		
VARIABLE PRICE PERCEPTION (X2)				
1	Instrument 1	0.473	0.2845	VALID
2	Instrument 2	0.496		
3	Instrument 3	0.793		
4	Instrument 4	0.496		
5	Instrument 5	0.579		
6	Instrument 6	0.793		
7	Instrument 7	0.496		
VARIABLE PRODUCT INNOVATION (X3)				
1	Instrument 1	0.828	0.2845	VALID
2	Instrument 2	0.337		
3	Instrument 3	0.828		
4	Instrument 4	0.337		
5	Instrument 5	0.774		
6	Instrument 6	0.774		
VARIABLE CONSUMER TRUST (X4)				
1	Instrument 1	0.532	0.2845	VALID
2	Instrument 2	0.363		
3	Instrument 3	0.363		
4	Instrument 4	0.786		
5	Instrument 5	0.749		
VARIABLE CUSTOMER SATISFACTION (Y)				
1	Instrument 1	0.612	0.2845	VALID
2	Instrument 2	0.819		
3	Instrument 3	0.651		
4	Instrument 4	0.819		
5	Instrument 5	0.612		
6	Instrument 6	0.7		
7	Instrument 7	0.654		

Source: Analysis of Research Results

Reliability test

Reliability test is used to measure a questionnaire which is an indicator of a variable. The questionnaire is said to be reliable if a person's answer to the questionnaire is stable from time to time. Reliability test is the level of stability of a measuring instrument in measuring a symptom/event. The higher the reliability of a measuring instrument, the more stable the measuring instrument is. In performing Alpha calculations, a computer program tool, namely SPSS for Windows 21, is used using the Alpha model. Meanwhile, in making reliability decisions, an instrument is said to be reliable if the Cronbach Alpha value is greater than 0.6

(Ghozali, 2009)

Table 2: Reliability Test

Variables	Cronbach Alpha	Description
Service Quality	0,930	Reliabel
Price Perception	0.684	Reliabel
Product Innovation	0.765	Reliabel
Consumer Trust	0.618	Reliabel
Consumer Satisfaction	0,816	Reliabel

Source: Processed Data, 2021

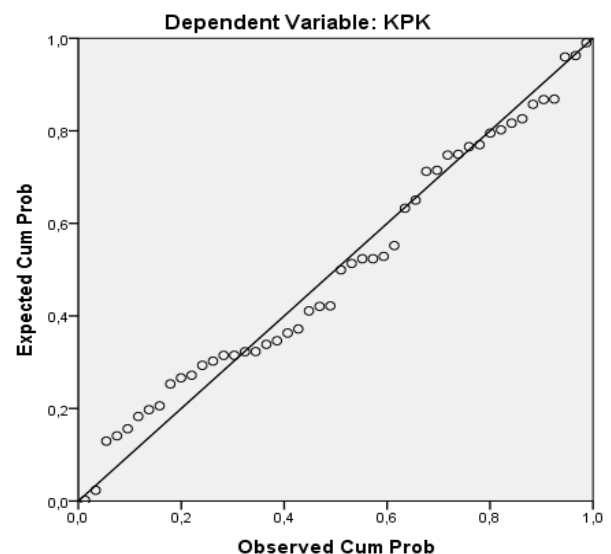
Based on the results of the reliability test in table 2, the results of each variable in this study, namely service quality, price perception, product innovation, consumer confidence and customer satisfaction have met the standard reliability test value where the Cronbach Alpha value has exceeded the standard value, which is > 0.60.

Classic assumption test

1. Normality test

The normality test aims to test the regression model of the confounding variable or residuals with normal distribution. As it is known that the t and F tests assume that the residual value follows a normal distribution. one way to see residual normality. The normal distribution will form a straight diagonal line, and plotting the residual data will be compared with the diagonal line. If the distribution of residual data is normal, then the line that represents the actual data will follow the diagonal line.

Normal P-P Plot of Regression Standardized Residual



2. Multicollinearity test

Multicollinearity is a condition where there is a perfect or near perfect linear relationship between the independent variables in the regression model. A regression model is said to have multicollinearity if there is a perfect linear function on some or all of the independent variables in the linear function (Ghozali, 2005). One way to find out whether or not multicollinearity is symptomatic is by looking at the Variance Inflation Factor (VIF) and Tolerance values.

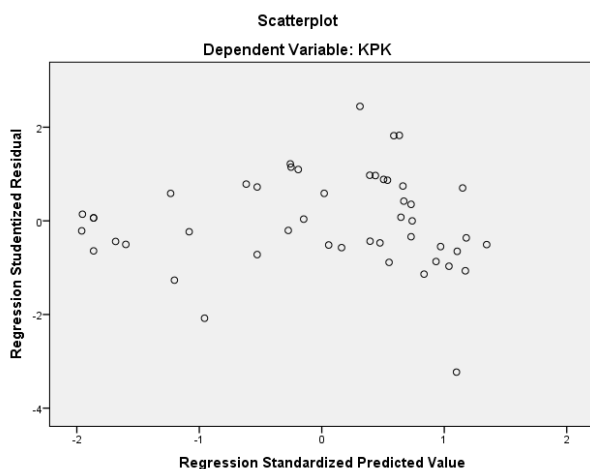
Table 3: Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1		
KP	,558	1,793
PH	,095	10,569
IP	,121	8,279
KK	,397	2,516

Source: Processed Data, 2021

3. Heteroscedasticity test

Heteroscedasticity test is used to test whether in a regression model there is a similarity or dissimilarity of variance between one observation and another observation. From the scatterplot graph below, it can be seen that the points spread randomly and are spread both above and below the number 0 on the Y axis.



Multiple linear regression

Multiple linear regression analysis is a linear relationship between two or more independent variables (KP, PH, IP, KK...Xn) and the variable (KPK). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether each variable has a positive or negative relationship and can predict the value of the dependent variable if the independent variable increases or decreases

1. Test the coefficient of determination R2

The coefficient of determination R2 essentially measures how far the model's ability to explain variations in the dependent variable is. The value of the coefficient of determination is between 0 and 1. A small value of R2 means that the ability of the independent variables to explain the variation of the dependent variable is very limited.

Table 4: Coefficient of Determination Test Table

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,637 ^a	,406	,351	3,003	2,236

a. Predictors: (Constant), KK, IP, KP, PH
 b. Dependent Variable: KPK
 Sumber: Data diolah, 2021

Hypothesis test

Hypothesis testing is a decision-making method based on data analysis, both from controlled experiments, and from

observations (uncontrolled). In statistics, a result can be said to be statistically significant if the event is almost impossible to cause by chance, according to a predetermined probability limit. Hypothesis testing is sometimes referred to as "data analysis confirmation."

1. Partial test (t Test)

This test was conducted to determine the level of significance of the influence of the independent variable partially on the dependent variable. The test criteria is to compare the value of tcount with ttable at df=n-k-1 and 95% confidence interval. Testing with hypothesis testing can be done by comparing the t table in this study with df = n-k-1 (48-4-1 = 43) with a significance level at = 0.05 and the ttable value is 2.01669

Table 5: Partial T. Test

Model	t	Sig.
1		
(Constant)	1,912	,063
KP	3,977	,000
PH	,774	,443
IP	,263	,794
KK	2,808	,008

a. Dependent Variable: KPK
 Sumber: Data diolah, 2021

2. Simultaneous test (F Test)

Simultaneous testing of the influence of Service Quality, Price Perception, Product Innovation and Consumer Trust on Consumer Satisfaction. Test F with the following results

F _{count}	F _{table}	P value	Description
7.357	2.59	0,000	All variables X simultaneously affect Y

Results and discussion

The challenges faced by every company today are focused on customer satisfaction-oriented services. One way to build trust is to provide assurance that the company will always keep the promises they have made to customers through improving service quality. PT. Pertamina (Persero) as the sole producer under the auspices of the government does not remain silent to improve customer service. With better and quality service so that consumers are more comfortable and satisfied filling fuel at Pertamina gas stations as a domestic fuel provider or supplier who has improved the quality of customer service through the 'Pasti Pas' service program so that consumers feel satisfied. Characteristics of respondents are used to determine the diversity of respondents based on gender, age, position, education, the amount of fuel ordered (liters).

1. By gender

Table 6: Respondents by gender

Gender	Amount	Percentage (%)
Man	34	70.83%
Woman	14	29.17%
Total	48 People	100%

Based on the table, it can be explained that the total of all respondents are 48 people, of which 70.83% are male respondents and the rest are female, which is 29.17%. This is because of the 48 companies that distribute BBM for

industry, the majority who are willing and in accordance with the characteristics of the respondents in this study are male.

2. By age

Table 7: Respondents by Age

Age	Total	Percentage (%)
< 25 years	2	4,17%
25-30 years	18	37,5%
31-35 years	21	45,76%
>36 years	7	14,58%
Total	48 people	100%

Based on table 7 as a whole, of the 48 respondents, the majority were occupied by respondents who had an age range of 31-35 years, namely 21 people or a percentage of 45.76%. The lowest age range of respondents is the age range of less than 25 years, as many as 2 people (4.17%). This can be explained that the age range of 31-35 years is a fairly mature age in placing someone in a company with a position as middle management in the company

3. By position

Table 8: Respondents by Position

Postion	Total	Percentage (%)
Supervisor	11	22,92%
Manager	29	60,42%
Directors	8	16,67%
Total	48 people	100%

Source: Processed Data, 2021

The majority of respondents based on position, Manager as many as 29 people or a percentage of 60.42% of the total 48 respondents. The lowest percentage is filled by the board of directors as many as 8 people or 16.67%. Others, which amounted to 22.92%, were positions as Supervisors. The manager of the purchase department was the initial target of the respondents in this study, this is related to the correlation that is directly related to the flow of industrial fuel entry from the private sector Pertamina to the company.

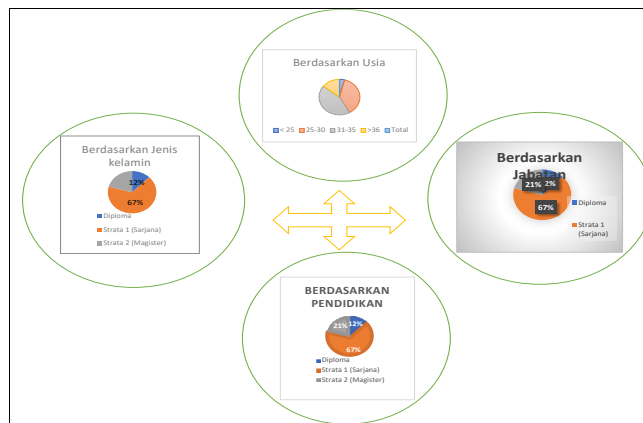
4. Based on education

Table 9: Respondents by Education

Education	Amount	Persentase (%)
Diploma	6	12,5%
Strata 1 (Bachelor)	32	66,67%
Strata 2 (Magister)	10	20,83%
Amount	48 people	100%

Source: Processed Data, 2021

The results from table 9 above can be concluded that the majority of the respondents' backgrounds in this study when viewed from the last level of education, which is filled by education at the strata 1 (bachelor's) level. A total of 32 people out of the total number of respondents as many as 48 people or about 66.67% dominated by undergraduates which is the minimum standard of educational background, especially in private companies. the form of a collaboration model formed from the results of the research.



Source: Researcher Analysis Results (2022)

Fig 3: Types of Research Samples taken based on the type of respondent characteristics

From the picture above, it can be seen that, from each background of age, education, position, and gender, the characteristics of respondents in assessing observations have different answers. This is expected to provide a fairly clear picture of the condition of the respondents and their relation to the problems and objectives of the research.

The effect of service quality on consumer satisfaction

The results of the multiple linear regression of this study indicate that the service quality multiple linear regression coefficient (KP) is 0.267, meaning that every time there is an increase in the value of 1 unit of the service quality variable, then customer satisfaction will increase by 0.267. The positive coefficient means that there is a positive influence between the service quality variables on consumer satisfaction.

The influence of price perception on consumer satisfaction

The results of the correlation of price perception on consumer satisfaction obtained multiple linear regression coefficient Price Perception (PH) of 0.391. means that every time there is an increase in the value of 1 unit of the Price Perception variable, then Consumer Satisfaction will increase by 0.391. The coefficient is positive, meaning that there is a positive influence between the price perception variables on consumer satisfaction.

The effect of product innovation on consumer satisfaction

The results of testing the direction of the effect of the correlation between product innovation on consumer satisfaction obtained multiple linear regression coefficient Product Innovation (IP) of 0.117. means that every time there is an increase in the value of 1 unit of the Product Innovation variable, then Consumer Satisfaction will increase by 0.117. The positive coefficient means that there is a positive influence between the Product Innovation variables on Consumer Satisfaction.

The effect of consumer trust on consumer satisfaction

The results of the regression test between consumer confidence and customer satisfaction obtained a multiple linear regression coefficient of 0.598. means that every time

there is an increase in the value of 1 unit of the Consumer Confidence variable, then Consumer Satisfaction will increase by 0.589. The positive coefficient means that there is a positive influence between the variables of Consumer Trust on Consumer Satisfaction.

Conclusion

Based on the results of research and discussion regarding the influence of service quality, price perception, product innovation and consumer trust on consumer satisfaction of Fuel Oil for Industry in Lampung, it can be concluded as follows:

1. There is a positive and significant influence between Service Quality on Consumer Satisfaction of Industrial Fuel Recipients in the Lampung Region.
2. There is a positive and insignificant effect between Price Perception on Consumer Satisfaction of Industrial Fuel Recipients in the Lampung Region.
3. There is a positive and insignificant effect between Product Innovation on Consumer Satisfaction of Industrial Fuel Recipients in the Lampung Region.
4. There is a positive and significant influence between consumer confidence on consumer satisfaction for industrial fuel recipients in the Lampung region.
5. There is a simultaneous significant effect between Service Quality, Price Perception, Product Innovation and Consumer Trust on Consumer Satisfaction with Industrial Fuel Recipients in the Lampung Region.

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