

# Pengaruh kualitas produk pertamax terhadap kepuasan pelanggan; studi pada pelanggan SPBU Pertamina di Jakarta Selatan = the quality effects of pertamax products towards customers satisfactory; a study to general fuel filling stations pertamina customers in South Jakarta

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## Abstrak

### [<b>ABSTRAK</b>]

Pertamax merupakan produk bensin beroktan 92 yang dimiliki oleh Pertamina. Pertamax merupakan market leader di pasar BBM beroktan 92. Pertamax menguasai pangsa pasar tersebut dengan mencapai 60%. Seiring dengan masuknya kompetitor SPBU yang berasal dari luar negeri maka banyak konsumen yang mulai berpindah ke perusahaan minyak lainnya. Tetapi setelah hampir 8 tahun SPBU asing masuk pertamina tetap menjadi market leader. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk Pertamax terhadap kepuasan konsumen di SPBU Jakarta Selatan. Penelitian ini menggunakan metode kuantitatif dan teknik pengambilan sample purposive. Pada penelitian ini sample yang diambil sebanyak 100 responden. Hasil penelitian ini membuktikan bahwa kualitas produk pertamax memiliki pengaruh terhadap kepuasan pelanggan.

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### <i><b>ABSTRACT</b></i>

;Pertamax is a 92 octane fuel product owned by Pertamina. Pertamax is a market leader in the fuel of 92 octane. Pertamax has 60% market share. Along with several foreign countries Fuel Stations competitors entering the market, a lot of consumers begin to change sides to other oil companies. Even though it is already 8 years foreign countries General Fuel Filling Stations entering the market, Pertamina is still the market leader. This research aimed to explain the quality effects of Pertamax products towards customers satisfaction in Pertamina Fuel Stasions Customers in South Jakarta.

This research was using the quantitative method and purposive sample technique. In this research, there were 100 respondents. The result of this research showed that the quality of the Pertamax fuel has influence towards customers satisfaction., Pertamax is a 92 octane fuel product owned by Pertamina. Pertamax is a market leader in the fuel of 92 octane. Pertamax has 60% market share. Along with several foreign countries Fuel Stations competitors entering the market, a lot of consumers begin to change sides to other oil companies. Even though it is already 8 years foreign countries General Fuel Filling Stations entering the market, Pertamina is still the market leader. This research aimed to explain the quality effects of Pertamax products towards customers satisfaction in Pertamina Fuel Stasions Customers in South Jakarta.

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