

# Pengaruh kesiapan konsumen terhadap keinginan untuk mencoba layanan teknologi self service pada stasiun pengisian bahan bakar untuk umum = The influence of consumer readiness on the decision to try the self service technologies at gas stations

Ficky Reinanto, author

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Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini membahas mengenai seberapa jauh konsumen pengguna kendaraan bermotor mampu merespon pemberlakuan Self-Service Technologies dalam proses pengisian BBM pada SPBU yang ditawarkan oleh PT Pertamina (Persero). Dengan adanya SPBU Self-Service tersebut, konsumen tidak lagi dilayani oleh petugas SPBU dalam mengisi BBM kendaraan bermotornya, melainkan dilakukan secara mandiri oleh konsumen. Meskipun layanan SPBU Self-Service menjanjikan profitabilitas yang tinggi karena adanya penghematan biaya tenaga kerja, namun beresiko menyebabkan terjadinya kegagalan layanan ketika konsumen tidak mau mencoba layanan Self-Service tersebut. Melihat resiko tersebut, melalui penelitian ini Penulis melakukan analisis dan pengujian bahwa adanya kesiapan konsumen (?consumer readiness?) akan mampu mempengaruhi keputusan calon konsumen untuk mencoba layanan SPBU Self-Service. Kesiapan konsumen tersebut meliputi adanya kejelasan peran konsumen (?Role Clarity?), kemampuan konsumen (?Ability?), dan juga motivasi konsumen (?Motivation?).

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<b>ABSTRACT</B><br>

This research is to explore on how extensive vehicles users can respond to the implementation of Self-Service Technologies in the purchase of fuels at Gas Stations provided by PT Pertamina (Persero). With these Self-Service Gas Stations, consumers are no longer serviced by Gas Stations staffs in filling their vehicles fuels, instead they have to do it by themselves. Eventhough Self-Service Technologies offers high profitability due to the labour cost savings, but it actually could cause service failures when the consumers is not willing to try the Self-Service Technology. Considering such risk, through this research The Writer conducts analysis and verifies that with the involvement of consumer readiness will influence potential consumers decision to try the Self-Service Gas Stations. The consumer readiness comprises of Role Clarity, Ability, and also Motivation of the consumers.;

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