

Pengaruh Bauran Pemasaran Terhadap Kesetiaan Pelanggan di SPBU Pertamina

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Abstrak

[ABSTRAK

Deregulasi dalam bidang energi minyak melalui UU No. 22 tahun 2001

Tentang Minyak dan Gas Bumi mengakibatkan dicabutnya subsidi BBM bagi industri dan beberapa BBM jenis tertentu untuk umum serta kebijakan konversi energi lainnya. Regulasi itu sekaligus menghilangkan eksklusivitas Pertamina sebagai satu-satunya ritel bahan bakar minyak SPBU di Indonesia. Munculnya SPBU-SPBU swasta di kota-kota besar di Indonesia mengindikasikan mulai munculnya persaingan bebas di sektor niaga dan ritel BBM yang memberikan ancaman perpindahan dari SPBU Pertamina. "Loyalitas pelanggan" yang dahulu didapatkan melalui monopoli hanya tinggal sejarah dan Pertamina melakukan banyak marketing strategi untuk dapat mempertahankan loyalitas konsumennya.

ABSTRACT

Deregulation in energy from oil and gas through UU No. 22 tahun 2001

Tentang Minyak dan Gas Bumi resulted in removal of fuel subsidies for industry and some specific types of fuel from public and energy conversion policy. The new regulation also eliminates the exclusivity of Pertamina as the sole retailer of fuel filling station (SPBU) in Indonesia. The emergence of private fuel station retail outlets in addition to Pertamina owned in major cities of Indonesia indicates the beginning of free competition in fuel/gas commercial sector and exposes threat to switch from Pertamina's fuel station. "Customer Loyalty" which was obtained because of the monopoly of sale and distribution fuel by Pertamina is now history. Pertamina now is doing a lot of marketing strategy to maintain the loyalty of consumers.

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