

The Influence of Price Perception and Customer Satisfaction on The Performance of Pertamina Gas Stations Mediated By Service Quality (Empirical Study: Pertamina Gas Station Consumers In Jakarta)

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KEYWORDS

price perception, customer satisfaction, service quality, performance Pertamina gas stations

ABSTRACT

This study aims to analyze the influence of price perception and customer satisfaction on the performance of Pertamina gas station (SPBU), with service quality as a mediating variabel. The study focuses on Pertamina gas station customers in Jakarta, considering the city's strategic role as an economic hub that significantly impacts national energy demand. A quantitative approach was employed, collecting data through questionnaires distributed to a randomly selected sample of customers. The independent variables in this study are price perception and customer satisfaction, while the dependent variable is gas station performance. Swervice quality acts as the mediating variable, measured through dimensions such as reliability, responsiveness, assuarance, empathy and tangibles. The collected data were analyzed using the structural Equation Modelling (SEM) method. The findings reveal that price perception has a positive and significant influence on customer satisfaction and service quality. Furthermore, customer satisfaction positively impacts gas station performance. Service quality was found to play a significant mediating role in the raltionship between price perception, customer satisfaction, and gas station performance. This indicates that enhancing service quality can strengthen the relationship between price perception and customer satisfaction on overall gas station performance. This study offers managerial implications for Pertamina, suggesting a focus on maintaining competitive price perception and improving service quality to enhance customer satisfaction and operational performance of gas stations. Additionally, it provides new insights in to the strategic importance of service quality in the competitive energy industry.

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Introduction

Based on data from the Central Statistics Agency (BPS) and the Ministry of Transportation, the number of motor vehicles in Indonesia has increased consistently in recent decades. The average growth of motor vehicles reaches 5-6% per year. In certain years, especially when people's purchasing power increases, this growth rate can be higher. The majority of vehicles registered in Indonesia are motorcycles which account for more than 80% of the total vehicles (Purnamasari et al., 2022). Motorcycles are an option because they are relatively affordable and can be used for mobility in urban and rural areas. Passenger cars and commercial vehicles (such as trucks and buses) are also on the rise, especially in major cities and industrial areas that require transportation for the distribution of goods. Public Fuel Filling Stations (SPBU) spread across various regions of Indonesia, especially Jakarta, greatly support the smooth mobility of motor vehicles. Petrol stations spread across various areas of Jakarta include Pertamina, Shell, British Petroleum (BP) petrol stations in partnership with AKR Corporindo Tbk in operating petrol stations and Vivo.

Province	J. Kend	J. Kend	J. Kend	J. Kend	J. Kend
Jakarta	3836691	38612	802601	18229176	22907080

Based on data from the Ministry of Energy and Mineral Resources (ESDM RI), it was recorded that throughout 2022 the consumption of RON 90 fuel oil (BBM) in Indonesia reached 29.68 million kiloliters, the consumption increased by 27% when compared to the previous year of 23.3 kiloliters. Which figure has also managed to occupy the highest record in recent years. In Indonesia itself, RON 90 fuel is sold under various brands on the market such as Peralite (Pertamina), BP 90 (BP-AKR) and REvvo 90 (Vivo). Of the three brands, Peralite dominates as the cheapest fuel because it is subsidized by the Government. In Jakarta, there are more than 200 Pertamina petrol stations spread across each area of Jakarta City, whether they are owned by Pertamina officially or the result of collaboration with private companies (Choirunnida & Prabowo, 2024).

Have you ever seen the codes at petrol stations? If ever, these numbers have the meaning of the location, ownership and registration of the petrol station. In the image next to it are the codes 31.126.01 and 34.1512. The first number in the code shows the location of the petrol station, namely West Java Province. Then the second numbers 1 and 4 show the selection of the petrol station. 1 means Pertamina's full ownership, 3 means Pertamina's and Private Ownership. 4 are entirely privately owned (Fachruraji & Padmalia, 2023).

In the fuel oil (BBM) distribution sector, service quality is one of the main factors that affect customer satisfaction. Pertamina petrol stations, as the main players in the fuel market in Indonesia, face increasingly fierce competition from various other fuel providers, including foreign petrol stations operating in the Jakarta area. In this situation, maintaining and improving the performance of petrol stations is an important challenge to maintain customer loyalty and increase competitiveness (Koyongian & Walean, 2021). One of the factors that contribute to the performance of petrol stations is price perception. Consumers not only see prices as nominal figures, but also evaluate based on fairness, affordability and benefits received. A positive price perception can build a good image of the company, which can ultimately increase customer satisfaction. On the other hand, customer satisfaction is closely related to loyalty and business performance (Sugiat &

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Sudirman, 2024). Customers who are satisfied with the services provided are more likely to make repeat visits and recommend the service to others. However, customer satisfaction does not stand alone, but is influenced by various factors, one of which is service quality. Service quality encompasses various dimensions such as reliability, responsiveness, assurance, empathy and physical evidence all of which contribute to the customer's perception of their experience at the gas station (Rizky & Suyuthie, 2024).

One of Pertamina's competitors that also has quite a lot of petrol stations is Shell, where Shell has 209 Public Fuel Filling Stations until April 2023. Gas stations are spread across 5 provinces, namely Jakarta, West Java, Banten, East Java and North Sumatra (Wasik & Nugroho, 2023). Head of Dealer Own Network Shell Indonesia Agung Saputra said that of the total 209 Shell petrol stations, 30 petrol stations are owned by local entrepreneurs and are the result of a partnership program with Shell. Of the total 30 Shell petrol stations in the dealer partnership program, 15 of them are opened in second-tier cities. This number is balanced with Shell petrol stations from the dealer partnership program in big cities, namely 15 petrol stations, quoted from Kompas.com, May 16, 2023. Shell Indonesia introduced its first flagship in Indonesia through the opening of the Shell Flagship Soepomo 1 located in Tebet, South Jakarta. Shell Flagship Soepomo -1 is present as a one-stop destination to improve customer experience through various products and services for drivers including fuel oil (BBM) filling, electric vehicle charging, food and beverage offerings and workshop facilities.

Shell Flagship Soepomo-1 has 4 main pillars to provide comprehensive products and services for drivers, namely:

Refuel

Customers can fuel their cars or motorcycles with high-quality products ranging from Shell Super, Shell V Power, Shell V Power Nitro+, Shell V Power Diesel.

Recharge

Customers can recharge electric vehicles through electric vehicle charging stations through Shell Recharge electric vehicle charging stations that offer electric Shell recharge vehicle charging capabilities that offer high-speed charging capabilities of up to 60 KW and obtain 20.80% power in less than 30 minutes.

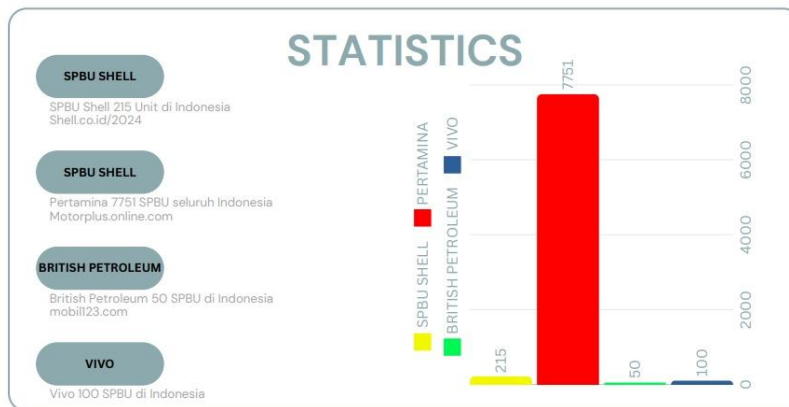
Refresh

Customers can purchase necessities on the go or relax comfortably at Shell Select and Shell Café. Launched for the first time at Shell Flagship Soepomo-1, Shell Café, offers refreshing coffee flavors, a delicious selection of breads and cakes, and a menu of Indonesian snacks that can be enjoyed in a spacious and comfortable place.

Ready

Customers can take advantage of complete services for two-wheeled and four-wheeled vehicles at Shell Service Center. This facility is supported by experienced service experts who are ready to assist customers with consultation on engine maintenance so that the vehicle gets the appropriate maintenance. Based on The Description Above, The Research Takes The Thesis Title "The Effect Of Price Perception And Customer Satisfaction On Pertamina Petrol Station Performance Mediated By Service Quality (Empirical Study: Pertamina Jakarta Petrol Station Consumers).

According to Rizwana R & Aamir Rashid, the quality of service is one of the very important factors that can satisfy customers for a long period of time. Some companies improve the quality of their services as their strategy to increase their competitiveness and attract new customers.



Previous research by Putri Septia et al. (2024) entitled Price Perception, Product Variety, Service Quality and Promotion; Their Influence on Consumer Purchase Decisions at Superindo Boyolali found that H1 and H3 were accepted, i.e. the perception of price and service quality had an effect on consumers' purchase decisions, while H2 and H4 were rejected, which showed that product variations and promotions had no effect on consumer purchase decisions. This study involved 100 respondents. Santi et al. (2024) in their research entitled The Influence of Price Perception and Service Repurchase Quality on Grabbike Tension revealed that price perception and service quality simultaneously have a significant effect on Grabbike users' repurchase intention. The results of the study also show that price perception and service quality partially have a significant effect on repurchase intention, where the better the price perception and service quality provided by Grabbike, the higher the repurchase intention. This study involved 100 respondents. In addition, research by Apay Safari et al. (2024) entitled The Influence of Electronic Service Quality on Customer Satisfaction with Brand Trust as a Moderating Variable found that service quality has an effect on customer satisfaction and that brand trust can moderate the influence of service quality on customer satisfaction. This study involved 400 respondents.

The purpose of this study is to analyze the relationship and influence of "Price Perception" and "Customer Satisfaction" on the performance of Pertamina petrol stations mediated by Service Quality, with a focus on Pertamina petrol station consumers in Jakarta. This study aims to analyze the influence of price perception on service quality, the influence of customer satisfaction on service quality, the influence of price perception

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on gas station performance, the influence of customer satisfaction on gas station performance, as well as the influence of price perception on gas station performance mediated by service quality and the influence of customer satisfaction on gas station performance mediated by service quality. The results of this research are expected to contribute to the development of strategic management science, especially in the field of marketing and service quality management in the petrol station industry, as well as provide practical benefits for Pertamina petrol station managers and management, help Pertamina understand customer needs for improved marketing and operational strategies, and provide input to the government or regulators to design policies that support improving service quality at petrol stations. The expected economic and social benefits are an increase in the economic contribution of petrol stations, both on a micro and macro scale, as well as an improvement in the quality of petrol station services which has a positive impact on customer satisfaction and loyalty, which in turn supports national economic growth.

In the face of rapid urbanization and increasing competition in the fuel distribution sector, especially in metropolitan areas like Jakarta, it is crucial to understand the underlying factors that drive customer loyalty and business performance. Pertamina, as the leading state-owned fuel provider, faces mounting pressure from both local and international competitors such as Shell and Vivo. Amid this competition, improving service quality and understanding customer behavior—especially in terms of price perception and satisfaction—has become essential for sustaining operational efficiency and competitive advantage. This urgency is amplified by Jakarta's role as Indonesia's economic engine, where fuel consumption patterns have a significant impact on national energy demand and economic stability.

Although numerous studies have examined the influence of price perception, service quality, and customer satisfaction individually, few have explored the mediating role of service quality in the relationship between price perception and customer satisfaction toward gas station performance, specifically within the context of Pertamina gas stations in Jakarta. Previous research has largely focused on e-commerce platforms or ride-hailing services, leaving a significant gap in literature concerning physical retail services like gas stations, especially within state-regulated industries. This study addresses the need to bridge this gap by providing empirical evidence on how these variables interact in the unique regulatory and competitive environment of Indonesia's fuel market.

The novelty of this research lies in its comprehensive analysis of service quality as a mediating variable between both price perception and customer satisfaction and their combined influence on gas station performance. By integrating these constructs within a structural equation modeling framework, this study not only confirms direct relationships but also uncovers indirect paths that have rarely been quantified in previous studies. Additionally, the research is grounded in a practical context—Pertamina gas stations in Jakarta—which adds a contextual richness and relevance to the theoretical model and provides actionable insights for managers in the energy service industry.

The purpose of this research is to empirically analyze the extent to which price perception and customer satisfaction influence the performance of Pertamina gas stations, with service quality as a mediating factor. The expected benefits include practical insights for gas station managers to improve customer service strategies, enhance brand loyalty, and sustain operational excellence. Furthermore, the study aims to contribute to the academic literature in service management and consumer behavior, offering a relevant

model that can be replicated in other emerging markets. It also supports policymakers and regulators in designing more effective service quality standards in the public fuel distribution sector.

Research Methods

Research design is a systematic approach used by researchers to explain the relationships between variables and understand certain phenomena. This design can be in the form of experimental, survey, longitudinal or more advanced, Research design can also be said to be a conceptual framework used to direct the course of a research in a systematic and structured manner. This design includes the selection of methods, techniques, and procedures to be applied in the process of data collection, analysis, and interpretation, with the main goal of ensuring valid, reliable, and reliable research results in accordance with the set objectives. Serimbing et al., (2025) explained that research design is a series of research processes starting from choosing methods, populations, determining data collection techniques, and analyzing data to be applied.

This study applies a quantitative method with a type of survey research to obtain more accurate results through numerical data analysis and processing. In a journal related to research methodology, Kothari stated that quantitative research emphasizes on objective measurements and the use of statistical tools to analyze the relationship between variables. This method aims to produce data that can be tested empirically, Kothari (2004). The final research report is prepared with a systematic structure, including an introduction, a review of literature and theories, research methods, results, and discussions. This organized structure allows quantitative research to present clear and measurable findings, so that it can make a significant contribution to the development of science. Quantitative research is an investigation that is carried out systematically to study a phenomenon by collecting measurable data using statistical, mathematical, or computational techniques (Priadana & Sunarsi, 2021).

Results and Discussions

Test Instrument

The analysis stages of this study are divided into three stages, namely (1) Validity Test, (2) Reliability Test, and (3) Goodness *Of Fit* (GOF) Model Test.

Instrument Validity Testing

In this study, the Confirmatory Factor Analysis (CFA) test was used to test the validity of the research instrument. This test is carried out to determine the validity of the structure or whether each indicator can explain the existing structure. A filling factor greater than 0.5 was used as a measure of the validity of the research variable. Filling factors that are less than 0.5 are eliminated from the model. The CFA test with the AMOS program for independent and dependent variables is shown in Figure 1.

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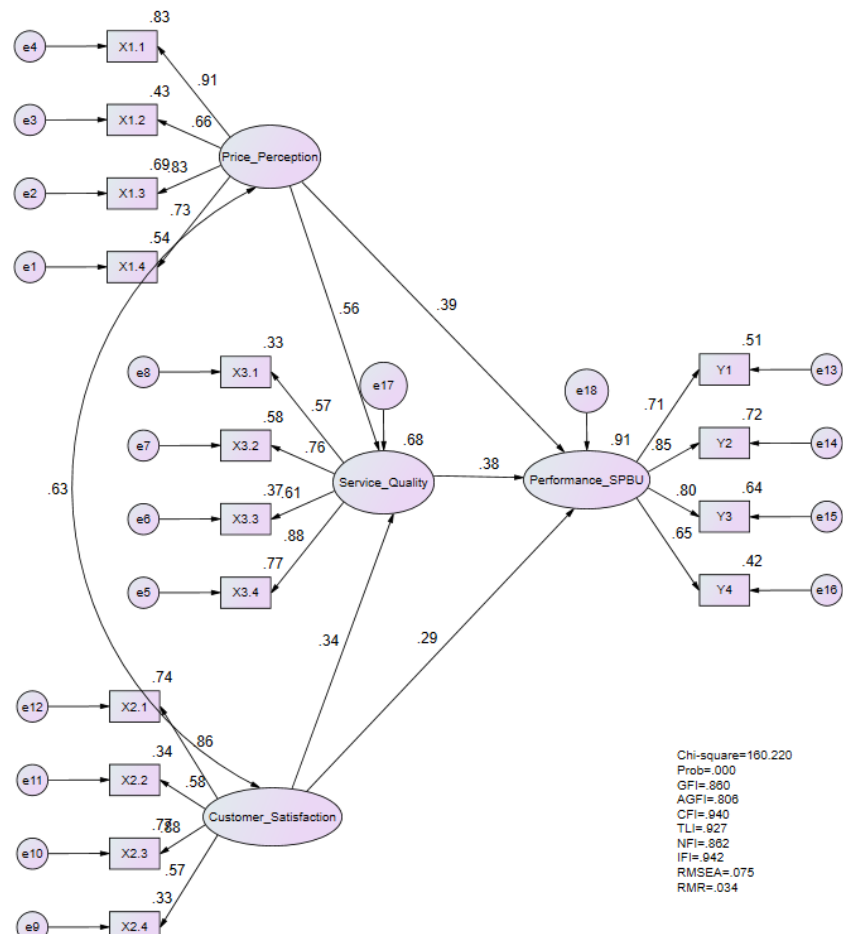


Figure 1: CFA test on Amos
Source: Data Processed by Researchers (2025)

Table 1. Results of Model Testing Analysis

Variable	Indicators	Loading Factor	CR	Validity	Reliability
Price_Perception	X1.4	0.731	0.867	Valid	Reliable
Price_Perception	X1.3	0.832		Valid	
Price_Perception	X1.2	0.657		Valid	
Price_Perception	X1.1	0.912		Valid	
Service_Quality	X3.4	0.879	0.802	Valid	Reliable
Service_Quality	X3.3	0.608		Valid	
Service_Quality	X3.2	0.759		Valid	
Service_Quality	X3.1	0.571		Valid	
Customer_Satisfaction	X2.4	0.574	0.821	Valid	Reliable
Customer_Satisfaction	X2.3	0.878		Valid	
Customer_Satisfaction	X2.2	0.58		Valid	
Customer_Satisfaction	X2.1	0.861		Valid	
Performance_SPBU	Y1	0.714	0.842	Valid	Reliable
Performance_SPBU	Y2	0.849		Valid	
Performance_SPBU	Y3	0.803		Valid	
Performance_SPBU	Y4	0.646		Valid	

Source: Data Processed by Researchers (2025)

The table above shows the results of the validity and reliability test of the model. The table above shows that in general all the variables used are reliable with a Cronbach alpha value above 0.7. All valid indicators with a loading value of > 0.5 indicate that all dimensions have convergent reliability and construct reliability that meets the criteria.

Reliability Test

In this study, the reliability test of each variable was measured using Cronbach's alpha. Cronbach Alpha is a reliability measure that has a value ranging from zero to one (Hair et al., 2022). The results of the reliability test for each of the variables of this study can be seen in table 2, where four research variables have a Cronbach Alpha value between 0.878 to 0.927 which means that all variables have very reliable reliability as a research instrument.

Table 2 Results of Reliability Testing of Research Variables

Variable	Cronbach's Alpha	Decision
<i>Service Quality</i>	0.802	Highly Reliable
<i>Price Perception</i>	0.867	Highly Reliable
<i>Performance</i>	0.842	Highly Reliable
<i>Customer Satisfaction</i>	0.821	Highly Reliable

Source: Data Processed by Researchers (2025)

Model Goodness of Fit (GOF) Test

In this study, the Goodness of Fit (GOF) test was used to determine whether the model was acceptable. This test was carried out because the data analysis method used was the Structural Equation Model (SEM) with the AMOS program. The Structural Equation Model (SEM) is a multivariate technique that combines aspects of multiple regression and factor analysis to estimate a series of simultaneous dependency relationships (Hair et al., 2022). According to Ghosalia (2017), in SEM there are 12 cut-off value provisions as shown in Table 3 which are used to measure the overall research model and determine whether the model has functioned properly.

Based on the research model shown in Figure 1, the results of the Goodness of Fit test have been summarized in Table 3. In this research model, there are 10 model evaluations that are fit, so it can be concluded that this research model is fit and ready to proceed to the hypothesis analysis process.

Table 3. Goodness of Fit (GOF) Test Results

Goodness of Fit	Cut off value	Result	Decision
<i>X² Chi Square</i>	To test whether empirical data absolute fit the hypothetical model or not p-value of CMIN c2 > 0.05	319.647	Good Fit
<i>Significance Probability</i>	≥ 0.05	0,000	Marginal Fit
DF (degree of freedom)	> 0	164	Good Fit
Relative Chi-square (CMIN c2/df)	≤ 2.00	1,949	Good Fit
GFI	≥ 0.90	0,852	Marginal Fit
AGFI	≥ 0.90	0,811	Marginal Fit
CFI	≥ 0.90	0,951	Good Fit
TLI	≥ 0.90	0,943	Good Fit

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NFI	≥ 0.90	0,904	Good Fit
IFI	≥ 0.90	0,951	Good Fit
RMSEA	≤ 0.08	0,072	Good Fit
RMR	≤ 0.05	0,027	Good Fit

Source: Data obtained by the researcher (2025)

Hypothesis Testing (Influence Between Variables)

Hypothesis testing is carried out after the research model can be considered fit. Meanwhile, the basis for decision-making is as follows:

- If the P value (Probability) > 0.05 or CR < 1.96 , then H1 is rejected and H0 is accepted (no effect)
- If the P value (Probability) ≤ 0.05 and CR ≥ 1.96 then H1 is accepted and H0 is rejected (there is an effect)

Hypothesis testing was carried out by looking at the results of *Standardize Direct Effects*. Table 4 describes the results of the estimation of the research model.

**Table 4 Evaluation Results of Standardize Direct Effects
Direct Influence Test Table**

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
Service_Quality	<---	Price_Perception	.639	.130	4.933	***
Service_Quality	<---	Customer_Satisfaction	.492	.163	3.013	.003
Performance_SPBU	<---	Price_Perception	.352	.103	3.405	***
Performance_SPBU	<---	Service_Quality	.300	.102	2.952	.003
Performance_SPBU	<---	Customer_Satisfaction	.336	.114	2.956	.003

H1: There is an influence of Price Perception on Service Quality

The table above also shows that the Price Perception variable on Service Quality has a significance value of 0.004 which means less than 0.05. So that the H1 decision was accepted and the conclusion that Price Perception has a significant effect on Service Quality. Based on the Standardized Direct Effects value of 0.564, it shows that the influence given is a positive influence, so the better the Price Perception, the higher the Service Quality.

H2: There is an influence of Customer Satisfaction on Service Quality

Based on the results of the analysis of the partial test above, it is known that the Customer Satisfaction variable for Service Quality has a significance value of 0.020 which means it is less than 0.05, then the H2 decision is accepted. So it was concluded that Customer Satisfaction has a significant effect on Service Quality. Based on the Standardized Direct Effects value of 0.341, it shows that the influence given is a positive influence, the better Customer Satisfaction will be, the higher the Service Quality.

H3: There is an influence of Customer Satisfaction on Gas Station Performance

The results of the partial test analysis of T showed that the Customer Satisfaction variable on the performance of the petrol station had a significance value of 0.011 which means it was less than 0.05, then the H3 decision was accepted. So it was concluded that the performance of the petrol station had a significant effect on the performance of the petrol station. Based on the Standardized Direct Effects value of 0.294, it shows that the influence given is a positive influence, so the better the performance of the petrol station, the higher the performance of the petrol station.

H4: There is an influence of Price Perception on the performance of petrol stations.

The table above also shows that the Price Perception variable on the performance of the petrol station has a significance value of 0.009 which means it is less than 0.05, then the H4 decision is accepted. So it was concluded that Price Perception had a significant effect on the performance of petrol stations. Based on the Standardized Direct Effects value of 0.392, it shows that the influence given is a positive influence, the better the Price Perception, the higher the performance of the petrol station.

H5: There is an influence of Service Quality on the performance of petrol stations.

The table above also shows that the Price Perception variable on the performance of the petrol station has a significance value of 0.013 which means less than 0.05, then the H5 decision is accepted. So it was concluded that Price Perception had a significant effect on the performance of petrol stations. Based on the Standardized Direct Effects value of 0.379, it shows that the influence given is a positive influence, so the better the Service Quality, the higher the performance of the petrol station.

H6: There is a significant influence of the Customer Satisfaction variable on Customer Satisfaction through Service Quality

From the results of the calculation above, the p value is $0.033 < 0.05$, proving that Hypothesis 6 is accepted. There is a significant influence of the Customer Satisfaction variable on Customer Satisfaction through Service Quality. Based on the Standardized Indirect Effects value of 0.129, it shows that the influence given is a positive influence, so the better Customer Satisfaction will be, the higher Customer Satisfaction through Service Quality.

H7: There is a significant influence of the Price Perception variable on Customer Satisfaction through Service Quality

From the results of the calculation above, the p value is $0.013 < 0.05$, proving that Hypothesis 7 is accepted. There is a significant influence of the Price Perception variable on Customer Satisfaction through Service Quality. Based on the Standardized Indirect Effects value of 0.213, it shows that the influence given is a positive influence, the better the Price Perception, the higher the Customer Satisfaction through Service Quality.

Table 5 Hypothesis Testing Results

	Description	Decision
H1	Price perception has a positive and significant effect on service quality	Accepted
H2	Customer Satisfaction has a positive and significant effect on service quality	Accepted
H3	Price Perception has a positive and significant effect on the performance of Pertamina petrol stations	Accepted
H4	Customer satisfaction has a positive and significant effect on the performance of Pertamina petrol stations	Accepted
H5	Service quality has a positive and significant effect on the performance of Pertamina petrol stations	Accepted
H6	Price oerception has a positive and significant effect on the performance of Pertamina petrol stations mediated by service quality	Accepted
H7	Customer satisfaction has a positive and significant effect on performance mediated by service quality.	Accepted

Source: Data Processed by Researchers (2025)

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Furthermore, an intervening test was carried out with the aim of seeing the magnitude of the coefficient of direct and indirect influence, so that the weight of the influence could be known and whether the intervening variable could mediate the influence of independent variables on the dependent variable. To determine the indirect influence in this study, the Sobel Test was used. The sobel test is a method used to assess whether a mediating variable can significantly act as a mediator in a relationship. The calculation of the Sobel test can be done using a certain formula.

$$Sab = \sqrt{((b^2)(Sa^2)) + a((a^2)(Sb^2)) + ((Sa^2)(Sb^2))}$$

Information:

Sat = Amount *Standard Error* Indirect influence

a = Regression coefficient of the influence of independent variables on mediation variables

b = Regression coefficient of variable influence m
Ediation of dependes variables

Sa = *Standard error* Coefficient A

Sb = *Standard error* Coefficient B

To calculate the significance of the indirect influence, it is necessary to calculate the CR value of the coefficient with the following formula:

$$CR = \frac{a \times b}{Sab}$$

The CR value from the calculation results must be > 1,967 with a significance of 5% *cut off value* in this study. If the CR > 1,967, it can be concluded that there is an influence on mediation (Ghozali, 2017).

Based on figure 1, the calculation according to the Sobel formula can be described to determine the magnitude of direct and indirect influence between variables as follows:

Price Perception --> Service Quality --> Performance

$$Estimate = 0.639 \times 0.300 = 0.1917$$

$$SE = \sqrt{(0.639)^2(0.102)^2 + (0.300)^2(0.130)^2 + (0.130)^2(0.102)^2} = 0.005944999$$

$$CR = Estimate / SE = 0.1917 / 0.005944999 = 2.486258092 (CR > 1.967)$$

PP-SQ-P is significant because the value (CR = 2.486) > 1.967

Customer Satisfaction --> Service Quality --> Performance

$$Estimate = 0.492 \times 0.300 = 0.1476$$

$$SE = \sqrt{(0.492)^2(0.102)^2 + (0.300)^2(0.163)^2 + (0.163)^2(0.102)^2} = 0.005186068$$

$$CR = Estimate / SE = 0.1476 / 0.005186068 = 2.049591283 (CR > 1.967)$$

CS-SQ-P is significant because the value (CR = 2.262) > 1.967

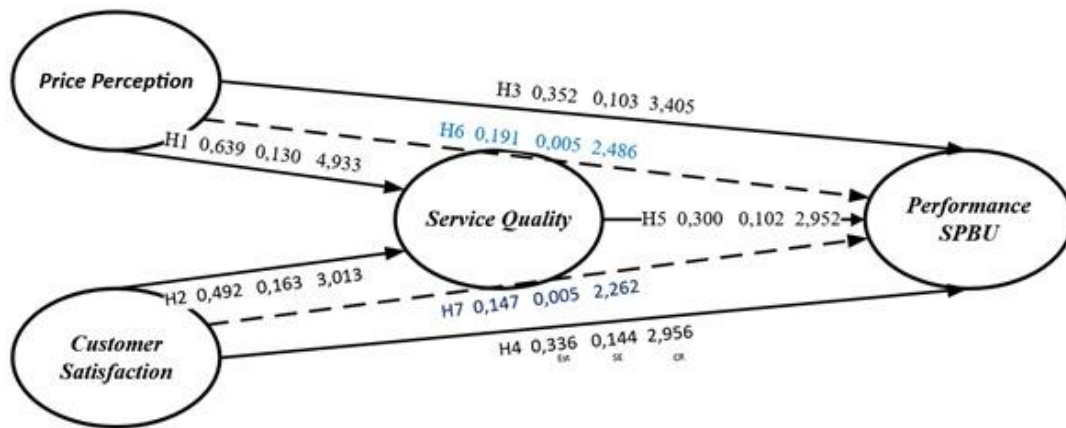


Figure 2 Direct and Indirect Influence

Source: Data Processed by Researchers (2025)

Based on figure 2, the calculation according to the Sobel formula can be described to determine the magnitude of direct and indirect influence between variables as follows:

Service Quality → *Performance* → *Customer Satisfaction*

Discussion

This study reveals how *price perception* and customer satisfaction can affect the performance of Pertamina petrol stations mediated by Service Quality (Empirical Study: Pertamina Petrol Station Consumers, Jakarta) Through this study, it is clear how these factors interact with each other so that they can affect the performance of Pertamina petrol stations.

There is an influence of price perception on service quality (H1)

In this study where the results of price perception have a significant effect on service quality, the better the Price Perception will be better or the higher the service quality. According to Oscardo et al (2021), price perception is a complex psychological phenomenon that significantly has an impact on consumer reactions, which of course affects purchase decisions. Rayyan Aqila Praditya (April 2024) explained that service quality is an activity offered by one party to another which includes the comfort provided, speed in serving, ease of location, reasonable and competitive prices.

If the price offer provided by Pertamina petrol stations is better than that of the coordinators, the prices and quality of the products offered by Pertamina petrol stations are commensurate, the prices of products at Pertamina petrol stations tend to be in demand and the benefits of products sold at Pertamina petrol stations are in accordance with the prices offered, then Pertamina petrol station consumers will definitely be loyal to using the fuel sold by Pertamina petrol stations.

There is an effect of customer satisfaction on service quality (H2)

In this study, it can be concluded that customer satisfaction has a significant effect on service quality, the better customer satisfaction, the higher the service quality. If the service at Pertamina petrol stations is very satisfactory, overall the products and services at Pertamina petrol stations are in accordance with expectations, Pertamina petrol stations are the right and economical choice of motor vehicle fuel, consumers are satisfied with refueling their vehicles at Pertamina petrol stations which are very easy to find in various areas of Jakarta. Satisfied consumers are ensured because the quality of service provided by Pertamina petrol stations is getting better. According to Radiansyah Harry Saputra et

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all (September 2024) customer satisfaction is a very important main element in business because it is an important result in business, increasing sales and customer loyalty.

There is an influence of *customer satisfaction* on the *performance* of Pertamina petrol stations.

In this study, it can be concluded that customer satisfaction has a significant effect on the performance of Pertamina petrol stations, where the better customer satisfaction, the higher the performance of Pertamina petrol stations. Customer satisfaction is influenced by various factors such as service quality, fuel availability, cleanliness of petrol stations, and supporting facilities such as toilets, prayer rooms, and minimarkets. The results of the study show that petrol stations with higher levels of customer satisfaction tend to have:

- Fuel sales volume is more stable because customers are more loyal and tend to return to petrol stations which provides a positive experience.
- Shorter queue times, which contributes to operational efficiency and customer satisfaction.
- Better reputation, which can increase the Appeal for new customers.

On the other hand, petrol stations that often receive customer complaints, such as service delays or unstable fuel availability, tend to experience a decrease in the number of customers and less than optimal business performance. Thus, increasing customer satisfaction not only has an impact on the customer experience, but also contributes directly to the sustainability and competence of Pertamina petrol stations.

There is an influence of *price perception* on the *performance* of Pertamina petrol stations.

In this study, it can be concluded that price perception has a significant effect on the performance of Pertamina petrol stations, where the better customer satisfaction, the higher the performance of Pertamina petrol stations.

Price perception is how customers assess the price of fuel set by Pertamina petrol stations, both in terms of affordability, price fairness, and conformity with the quality of service received. In the petrol station industry, fuel prices are generally set by the government, but differences in customer perception can arise due to several factors such as:

- The price difference between Pertamina petrol stations and non-Pertamina petrol stations (private).
- Promos or loyalty programs such as MyPertamina
- Suitability of prices with the quality of services and facilities provided.

From the results of this study, there are several strategies that can be carried out by Pertamina petrol station managers to improve price perception and petrol station performance:

- Improve the quality of service to be comparable to the price of fuel offered.
- Ensure the availability of fuel consistently to avoid negative perceptions due to running out of stock.
- Maximizing loyalty programs such as MyPertamina to provide incentives to regular customers.
- Providing price transparency and education to customers regarding fuel pricing.

With the right strategy, positive price perception can be an important factor in increasing sales volume, customer loyalty, and the competitiveness of Pertamina petrol stations.

There is an influence of service quality on the performance of Pertamina petrol stations.

In this study, it can be concluded that service quality has a significant effect on the performance of Pertamina petrol stations, where the better the service quality, the higher the performance of Pertamina petrol stations, which is reflected in several aspects:

1. Customer Loyalty
 - Petrol stations with fast, friendly and professional service are preferred by customers so that they tend to return to the same petrol station.
 - Customers who are satisfied with the service will give recommendations to others, increasing new customers.
2. Fuel sales volume
 - Excellent service can attract more customers and increase the number of daily transactions and if the service is poor, for example, unfriendly or the queue is too long, then customers tend to look for other petrol stations.
3. Reputation and Image of Gas Stations
 - Gas stations with good service quality will have a more positive image in the eyes of customers.
 - A good reputation can increase the competitiveness of Pertamina petrol stations compared to other petrol stations.

Thus, it can be concluded that the higher the quality of service provided by Pertamina petrol stations, the better its performance in terms of sales, customer loyalty, and reputation.

There is a significant influence of customer satisfaction variables on customer satisfaction through service quality.

In this study, it can be concluded that customer satisfaction has a significant effect on customer satisfaction through service quality. Where the better customer satisfaction, the higher the service quality.

There is a significant influence of the price perception variable on customer satisfaction through service quality.

In this study, it can be concluded that the price perception variable has a significant effect on service quality where the better the price perception, the higher the service quality.

Conclusion

The results of this study show how price perception and customer satisfaction affect the performance of Pertamina petrol stations mediated by service quality in Pertamina petrol station consumers in Jakarta. This study found several key findings, including the positive and significant influence of price perception on service quality at Pertamina petrol stations, which shows that when customers feel that the price of fuel offered is fair and in accordance with the quality provided, they are more likely to give a good assessment of the service at the petrol station. In addition, customer satisfaction also has a positive and significant influence on service quality, where the higher the level of customer satisfaction, the better the quality of service they feel. Furthermore, customer satisfaction has a positive effect on the performance of petrol stations, which means that customer satisfaction improves petrol station performance in terms of operations, customer loyalty, and company image. This study also found that price perception and service quality have a positive and significant influence on the performance of Pertamina

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petrol stations, with the better the price perception and service quality, the higher the performance of the petrol station. In addition, a significant influence of customer satisfaction variables through service quality and a significant influence of price perception on customer satisfaction through service quality were found as mediating variables. As for the price perception variable, the strongest indicator is a better price offer compared to competitors, while the weakest indicator is the suitability of prices and fuel quality. In the customer satisfaction variable, the strongest indicator is very satisfactory service, and in the performance variable, the strongest indicator is fuel pump maintenance. In the service quality variable, the strongest indicator is Pertamina's petrol station efforts to always provide the best service.

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