Improving Customer Satisfaction at Purwanegara Gas Station in Purwokerto Through Service Quality

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ARTICLE EI NFO	ABSTRACT
	Objectives of the research this that is for knowing and analyzing: influence tangible, reliability, responsiveness, assurance, and empathy to customers satisfaction of Pertamina 44,531,33 Purwanegara gas station in Purwokerto. Type of research this is study survey with use approach quantitative. The sampling method used that is non-probability sampling and using technique accidental sampling. Amount samples obtained according to formula Cochran of 100 respondents. The data analysis technique used multiple linear regression with IBM Statistics SPSS 25 assistance. Results of the study this show that: tangible has an influence positive and significant to customers satisfaction, reliability influence positive and significant to customers satisfaction, responsiveness not influence positive to customers satisfaction, assurance influence positive and significant to customers satisfaction, empathy influence positive and significant to customers satisfaction. The results explain that hypothesis first, second, fourth and fifth accepted, hypothesis third rejected. *This is an open access article under the CC BY-NC license.*

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1. INTRODUCTION

Increasingly fierce business competition at both the national and global levels is also felt in the fuel oil (BBM) and natural gas industries. In Indonesia, the management of the oil and gas sector is under PT Pertamina, which was established on December 10, 1957. Pertamina, which previously had the status of a state-owned company (National Oil Company) with monopoly authority in the Indonesian oil and natural gas sector, since September 17, 2003 experienced a change in legal status to PT Pertamina (Persero). This change allows Pertamina to operate as a commercially oriented business entity. In line with the provisions of the new Oil and Gas Law, Pertamina is no longer the sole player in the oil and gas industry because oil and natural gas business activities have been opened and handed over to market mechanisms.

According to Kotler & Keller (2015), factors that can influence customer satisfaction are product or service performance, customer expectations, perceived value, experience, promotions, and service quality. According to Tjiptono (2016), factors that can influence customer satisfaction are service quality, product quality, price, situational factors, and personal factors.

The first dimension of service quality that influences customer satisfaction is tangible. According to Tjiptono (2016), tangible refers to the physical appearance of service facilities, equipment, human resources, and company communication materials. Therefore, it is crucial for Purwanegara gas stations to provide the necessary facilities for customers, adequate equipment,

and prioritize human resources as a reflection of professionalism. Research conducted by Yassir (2020), Zahira & Hartati (2020), and Anwar et al. (2024) shows that tangible or physical evidence has a positive and significant effect on customer satisfaction. However, research conducted by Sulistyorini & Gunaningrat (2021) and Akbar (2023) indicates that tangible or physical evidence has no significant effect on customer satisfaction.

The second dimension of service quality that influences service quality is reliability. According to Tjiptono (2016), reliability is the ability to provide promised services promptly, accurately, and satisfactorily. Purwanegara gas station needs to ensure that its staff have the ability to provide services in accordance with the company's operational standards. Research by Zain et al. (2021), Samosir (2022), and Akbar (2023) shows that reliability has a positive and significant effect on customer satisfaction. However, research conducted by Murtika & Pancawati (2020) and Melmambessy (2021) shows different results, namely that reliability does not significantly influence customer satisfaction.

Responsiveness is the third dimension of service quality that influences customer satisfaction. According to Tjiptono (2016), responsiveness relates to the willingness and ability of service providers to assist customers and respond promptly to their requests. To achieve customer satisfaction, Purwanegara gas station staff must be willing to assist customers who need assistance immediately. Research conducted by Zahira & Hartati (2020), Yassir (2020), and Zain et al. (2021) shows that responsiveness has a positive and significant effect on customer satisfaction. However, research conducted by Murtika & Pancawati (2020) and Melmambessy (2021) found different results, namely that responsiveness has no significant effect on customer satisfaction.

Assurance is the next dimension that influences customer satisfaction. According to Abdullah (2016), assurance is the service provider's ability to inspire customer trust in the services offered. Purwanegara gas stations must guarantee that every customer will receive professional service. Research conducted by Yassir (2020), Abdi (2020), and Samosir (2022) shows that assurance has a positive and significant effect on customer satisfaction. Conversely, research conducted by Sulistyorini & Gunaningrat (2021) and Akbar (2023) shows that assurance does not significantly influence customer satisfaction.

Empathy is the final dimension of service quality that influences customer satisfaction. Empathy is the provision of individualized service with full attention and tailored to customer needs or expectations (Kanuk, 2016). In the context of gas stations, Purwanegara gas stations need to address the needs of each customer individually. Research conducted by Hermansyah (2020), Zahira & Hartati (2020), and Abdi (2020) shows that empathy has a positive and significant effect on customer satisfaction. However, research conducted by Samosir (2022) and Melmambessy (2021) shows different results, namely that empathy has no significant effect on customer satisfaction.

To determine the service quality of Pertamina's 44,531,33 Purwanegara gas station in Purwokerto, we can look at Google reviews to see how high the satisfaction rate is in the city. Researchers obtained secondary data in the form of a summary of gas station ratings in Purwokerto, as detailed in the following image:
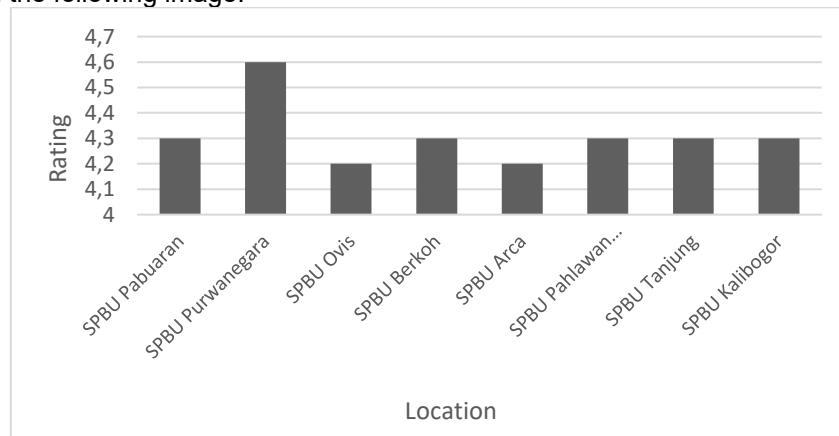
Source : Google Maps (2025)

Picture 1. Gas Station Ratings in Purwokerto on Google Reviews

Based on results Google review, Purwanegara gas station get the highest rating from other gas stations in Purwokerto. Purwanegara gas station reached a rating of 4.6 and the lowest rating located at the Ovis gas station and Arca gas station with a rating of 4.2, therefore that can interpreted that Purwanegara gas station customers feel satisfaction obtained on fulfillment what the customer need, thing the prove that Pertamina Purwanegara gas station has give good service for customers. The highest rating was obtained by the Purwanegara gas station compared to with other gas stations in Purwokerto it turns out Still found a number of review negative as in the picture below this :

Source : Google Maps Review (2025)
Picture 2. Review Negative Feedback from Purwanegara Gas Station Customers

Based on picture 2, negative reviews of the Purwanegara gas station are still found, regarding unfriendly service, lack of responsiveness, and inability to resolve customer issues when purchasing fuel, inaccurate service, and complaints about the gas station's facilities. Therefore, the researcher wanted to determine what factors contribute to customer satisfaction after visiting the Purwanegara gas station in Purwokerto.

Given the phenomenon of customers being satisfied with the service quality at the Purwanegara gas station, as seen from Google Review ratings, but still finding negative reviews regarding the quality of service and facilities, and the continued discrepancy between previous research findings on the effect of service quality on customer satisfaction, the researcher was interested in conducting a study entitled "Increasing Customer Satisfaction at the Purwanegara Gas Station in Purwokerto Through Service Quality."

The purpose of this research was to determine and analyze the influence of tangibles, reliability, responsiveness, empathy, and assurance on customer satisfaction at the Purwanegara gas station in Purwokerto.
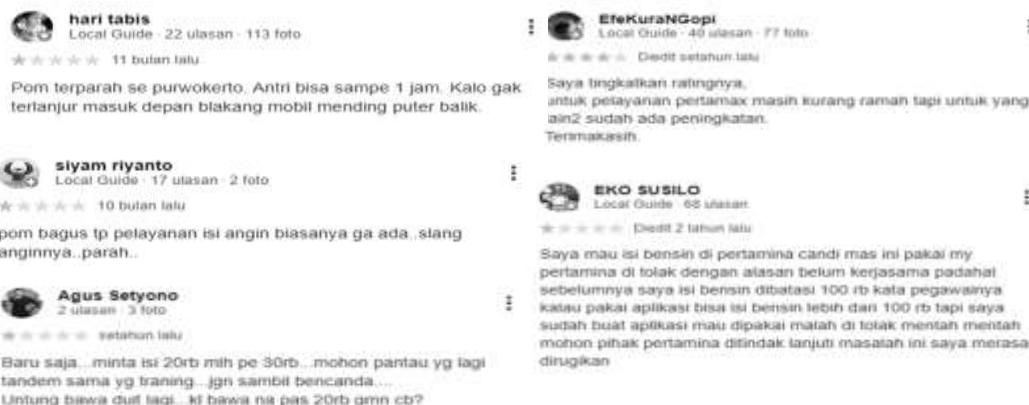
2.   RESEARCH METHOD

This research is quantitative and employs a survey method. A survey method involves distributing questionnaires to a population. The study was conducted at Pertamina's 44,531,33 Purwanegara gas station in Purwokerto. The population consisted of Purwanegara gas station customers who had purchased fuel at the station more than once.

A sample of 100 respondents was selected. Sampling in this study was conducted using a non-probability sampling method with an accidental sampling technique. This technique was used because the population size was unknown and the exact number was unknown. The data sources used in this study were obtained from primary data using questionnaires and secondary data from supporting journals. The analysis tool used was multiple linear regression analysis with SPSS to process the data. Indicators for each variable are presented in the following table:

Table 1. Indicators

Variables	Indicator
Customer satisfaction	a. Conformity to customer expectations b. Interest in returning c. Willingness to recommend d. Perceived value (Akbar, 2023)
Tangible	a. Modern equipment b. Physical facilities c. Employee appearance (Akbar, 2023)
Reliability	a. Service as promised b. Punctuality c. Consistency of service d. Service accuracy (Zain et al ., 2021)
Responsiveness	a. Willingness to help customers b. Speed of service c. Response to request (Sulistyorini & Gunaningrat, 2021)
Assurance	a. Employee knowledge and expertise b. Politeness and friendliness of employees c. Ability to build trust (Akbar, 2023)
Empathy	a. Individual attention to customers b. Staff concern for customer comfort c. Easy to communicate with employees (Zahira & Hartati, 2020)

3.   RESULTS AND DISCUSSIONS

Validity Test

Testing validity can seen through the calculated r value, which will compared to with r value of table. r value of table can obtained with use df (degree freedom) = n-2, level 95% confidence level, and an alpha value of 0,05. In this study this, df = 30-2 = 28, yields r value of 0,361. Criteria testing validity is as following :

1.   If the statistic r > r table , the item question can declared valid.
2.   If the statistic r $\leq$ table r, item or statement the can stated invalid .

Table 2. Validity Test Results Variables Satisfaction Customer (Y)

Statement	r_{count}	r_{table}	Results
1	0,917	0,361	Valid
2	0,832	0,361	Valid
3	0,929	0,361	Valid
4	0,922	0,361	Valid

Source : Processed primary data 2025

Validity test results show that every grains question in variables satisfaction customer own statistics r calculated > r table, so that all grains question declared valid. This means that all question truly measure what it should be measured.

Table 3. Validity Test Results Tangible Variable (X1)

Statement	r_{count}	r_{table}	Results
1	0,950	0,361	Valid
2	0,956	0,361	Valid
3	0,932	0,361	Valid

Source : Processed primary data 2025

Validity test results show that every grains question in tangible variables have statistics r calculated > r table, so that all grains question declared valid. This means that all question truly measure what it should be measured.

Table 4. Validity Test Results Reliability Variable (X2)

Statement	r_{count}	r_{table}	Results
1	0,939	0,361	Valid
2	0,797	0,361	Valid
3	0,967	0,361	Valid
4	0,855	0,361	Valid

Source : Processed primary data 2025

Validity test results show that every grains question in reliability variables have statistics r calculated > r table, so that all grains question declared valid. This means that all question truly measure what it should be measured.

Table 5. Validity Test Results Variables Responsiveness (X3)

Statement	r_{count}	r_{table}	Results
1	0,895	0,361	Valid
2	0,890	0,361	Valid
3	0,928	0,361	Valid

Source : Processed primary data 2025

Validity test results show that every grains question in variables responsiveness own statistics r calculated > r table, so that all grains question declared valid. This means that all question truly measure what it should be measured.

Table 6. Validity Test Results Assurance Variable (X4)

Statement	r_{count}	r_{table}	Results
1	0,940	0,361	Valid
2	0,977	0,361	Valid
3	0,896	0,361	Valid

Source : Processed primary data 2025

Validity test results show that every grains question in assurance variables have statistics r calculated > r table, so that all grains question declared valid. This means that all question truly measure what it should be measured.

Table 7. Validity Test Results Variables Empathy (X5)

Statement	r_{count}	r_{table}	Results
1	0,916	0,361	Valid
2	0,943	0,361	Valid
3	0,929	0,361	Valid

Source : Processed primary data 2025

Validity test results show that every grains question in variables empathy own statistics r calculated > r table, so that all grains question declared valid. This means that all question truly measure what it should be measured .

Reliability Test

Reliability test can seen from consistency instrument measurement in give answer or answer when measurement or observation done repeatedly. Criteria testing reliability is as following :
- Cronbach's Alpha value > 0,7 is considered can reliable.
- Cronbach's Alpha value ≤ 0,7 is considered no can reliable.

Table 8. Reliability Test Results

Variables	Cronbach's Alpha	Results
Satisfaction customer	0,920	Reliable
Tangible	0,940	Reliable
Reliability	0,906	Reliable
Responsiveness	0,888	Reliable
Assurance	0,931	Reliable
Empathy	0,920	Reliable

Source : Processed primary data 2025

Reliability test results show that every variables own Cronbach's Alpha value > 0,7,
it means instrument study the can reliable and dependable used in study similar in the future.

Normality Test

Testing data normality is carried out use Kolmogorov-Smirnov method. The Kolmogorov-Smirnov method has base taking decision as following :
-If the value probability Asymp. Sig. (2-tailed) ≥ 0,05, then the residual data is normally distributed.
-If the value probability Asymp. Sig. (2-tailed) < 0,05, then the residual data is not normally distributed.

Table 9. Normality Test Results

Asymp. Sig (2-tailed)	Alpha Value	Results
0,200	0,05	Normal

Source : Processed primary data 2025

Normality test results show mark Asymp. Sig. (2-tailed) is 0,200, which is more big from alpha value of 0,05. With Thus, the data is said to be normally distributed, or data distribution forms curve bell symmetrical , because part large data is concentrated in the middle (average). Normality distribution of important data so that the results study unbiased .

Multicollinearity Test

Normal regression model has mark tolerance more big than 0,10 and the Variance Inflation Factor (VIF) value is less from 10,00. If otherwise happens, then there is multicollinearity. Criteria for test multicollinearity is as following :
-If the VIF value is ≤ 10 and the value tolerance ≥ 0,1, the model no contain multicollinearity.
- If the VIF value > 10 and the value tolerance < 0,1, the model contain multicollinearity.

Table 10. Multicollinearity Test Results

Variables	Tolerance Value	VIF	Results
Tangible	0,299	3,349	Not occur Multicollinearity
Reliability	0,395	2,531	Not occur Multicollinearity
Responsiveness	0,171	5,835	Not occur Multicollinearity
Assurance	0,158	6,319	Not occur Multicollinearity
Empathy	0,339	2,948	Not occur Multicollinearity

Source : Processed primary data 2025

Based on table 10 shows that tolerance value of all variables independent more big than 0,1 and VIF value is more small of 10, the regression model in the study this no happen symptom multicollinearity. Then it can concluded that tangible variables, reliability, responsiveness, assurance and empathy can used in a way simultaneously in one regression model for test its influence to satisfaction customer.

Heteroscedasticity Test
One of method for detect heteroscedasticity is with using the Glejser test. If the variable dependent influenced in a way significant by variable independent and level trust statistics 0,05, then heteroscedasticity no happen.

Table 11. Heteroscedasticity Test Results

Variables	Sig.	Results
Tangible	0,717	Not occur Heteroscedasticity
Reliability	0,393	Not occur Heteroscedasticity
Responsiveness	0,707	Not occur Heteroscedasticity
Assurance	0,112	Not occur Heteroscedasticity
Empathy	0,269	Not occur Heteroscedasticity

Source : Processed primary data 2025

Based on table 11, it can be seen that that mark significance all over variables independent more big from α (0,05). With thus, it can concluded that the regression model in the study this no show existence symptom heteroscedasticity.

Equality Multiple Linear Regression
For test influence variables independent to variables dependent, used formula equality multiple linear regression.

Table 12. Analysis Results Multiple Linear Regression

Variables	Coefficient Regression
Constant	2,379
Tangible	0,459
Reliability	0,171
Responsiveness	-0,214
Assurance	0,371
Empathy	0,231

Source : Processed primary data 2025

Based on table 21 shows the equation model multiple linear regression as following : Y = 2,379 + 0,459X1 + 0,171X2 – 0,214X3 + 0,371X4 + 0,231X5 + e

Constant value as much as 2,379 can interpreted if mark tangible variables, reliability, responsiveness, assurance and empathy is worth 0 then variables satisfaction customer own mark of 2,379.

Coefficient value regression variables tangible (X1) of 0,459 shows that tangible variables have influence positive to satisfaction customer. It means if tangible increases as big as one unit so satisfaction customer will increase of 0,459 units , with assumptions another variable is constant.

Coefficient value regression variables reliability (X2) of 0,171 indicates that reliability variables have influence positive to satisfaction customer. It means if reliability increases as big as one unit so satisfaction customer will increase amounting to 1,171 units, with assumptions another variable is constant.

Coefficient value regression variables responsiveness (X3) of -0,214 indicates that variables responsiveness own influence negative to satisfaction customer. It means If responsiveness increase as big as one unit so satisfaction customer will decrease of 0,214 units, with assumptions another variable is constant.

Coefficient value regression assurance variable (X4) of 0,371 indicates that assurance variables have influence positive to satisfaction customer. It means if assurance increases as big as one unit so satisfaction customer will increase of 0,371 units, with assumptions another variable is constant.

Coefficient value regression variables empathy (X5) of 0,231 shows that variables empathy own influence positive to satisfaction customer. It means If empathy increase as big as one unit so satisfaction customer will increase of 0,231 units, with assumptions another variable is constant.

Coefficient Determination (Adjusted R^2)

The more tall coefficient determination, the more big ability variables independent for explain variation changes in variables dependent. Coefficient determination weak when variables new added, even If variables the no significant, because matter this cause its value keep going increased. For reduce weakness this, coefficient the corrected determination, namely the adjusted R square, must be used for take into account increase and decrease mark coefficient. Coefficient results determination can seen in the table below this :

Table 13. Results of the Determination Coefficient

Adjusted R Square Value	Results
0,707	Variables independent own influence of 70,7% on variables dependent.

Source : Processed primary data 2025

Based on table 13, it can be seen that variables satisfaction customer influenced by tangible, reliability, responsiveness, assurance and empathy, which amount to 70,7%. Furthermore, the rest 29,3% is influenced by other variables that are not including in study this, like quality product, perception prices and promotions.

Model Feasibility Test

Study this using the model feasibility test to evaluate significance influence variables independent in a way simultaneous to variables dependent. In the F test, the criteria testing state that H_0 rejected and H_a accepted if mark F_{count} more big from F_{table}, which means variables independent in a way together influential significant to variables dependent or model stated feasible. F_{table} value determined based on level 95% confidence (α = 0.05) with degrees freedom df = (k − 1) and (n − k). In the study this , the amount sample (n) of 100 respondents and the number variables overall (k) is 6, so obtained df = 5 and 100 - 6 = 94, with mark F_{table} amounting to 2,311.

Table 14. Model Feasibility Test Results.

Model	df	F count	Sig.
Regression	5	48,816	0,000
Residual	94		

Source : Processed primary data 2025

The results of the F test show that f statistic (48,816) > f table (2,311) with sig. 0,000, so the regression model stated worthy for estimate population.

Testing Hypothesis

The t-test is used for test the influence of each variable independent in a way partial to variables dependent. Testing this done with compare mark t_{count} with t_{table} . Criteria testing set that if mark t_{count} more big from t_{table} and values significance not enough from 0,05, then variables independent influential significant to variables dependent. On the other hand, if mark t_{count} more small from t_{table} and level significance more big from 0,05, then variables independent stated no influential significant to variables dependent. t_{table} value determined based on level 95% confidence (α = 0,05) with degrees freedom df = (n − k). In research this , the amount sample (n) of 100 respondents and the number the variable (k) is 6, so that obtained df of 94 and the value t $_{table}$ amounting to 1,661.

Table 15. t-Test Results

Variables	t count	Sig.	Information
Tangible	4,039	0,000	Accepted
Reliability	2,238	0.028	Accepted
Responsiveness	-1,410	0.162	Rejected
Assurance	2,457	0.016	Accepted
Empathy	2,124	0.036	Accepted

Source : Processed primary data 2025

Calculation results show that mark t$_{count}$ for variables tangible amounting to 4,039 with level significance of 0,000. With Thus , the value t$_{count}$ more big compared to t$_{table}$ (4,039 > 1,661) and the value significance more small of 0,05 (0,000 < 0,05). This is indicates that variables tangible influential positive and significant to satisfaction customers, so that hypothesis the first to state existence influence positive and significant tangible to satisfaction Purwanegara gas station customers in Purwokerto stated accepted. The results of this study support the results of research conducted by Yassir (2020), Zahira & Hartati (2020), and Anwar et al. (2024), namely that tangibles have a positive and significant effect on customer satisfaction. This finding can be explained that tangible includes various aspects such as: modern equipment, physical facilities and employee appearance. These results illustrate that customers pay close attention to equipment, physical facilities and staff appearance when visiting gas stations. At the Purwanegara gas station, tangible quality can be seen from various aspects such as modern equipment, physical facilities such as toilets and prayer rooms, and the neatness of staff uniforms. Customers assess that the Purwanegara gas station has provided relatively complete and well-maintained facilities, thus making the refueling process feel safer and more comfortable. Modern and well-functioning filling equipment also increases customer confidence in the accuracy of the fuel volume received, as well as the appearance of staff that reflects an image of professionalism.

Test results show that mark t$_{count}$ on variables reliability amounting to 2,238 with level significance of 0,028. With thus, the value t$_{count}$ more big than t$_{table}$ (2,238 > 1,661) and value significance more small of 0,05 (0,028 < 0,05). This is show that variables reliability own influence positive and significant to satisfaction customers, so that hypothesis both of which stated that reliability influential positive and significant to satisfaction Purwanegara gas station customers in Purwokerto stated accepted. The results of this study support the research conducted by Zain et al. (2021), Samosir (2022), and Akbar (2023), which found that reliability has a positive and significant effect on customer satisfaction. These findings indicate that Purwanegara gas station customers feel they are served consistently according to procedures, experience no refill errors, and receive prompt responses from staff when they need assistance. The accuracy of fuel measurements is also a strong reason why reliability significantly impacts satisfaction. Gas station customers are generally sensitive to the accuracy of fuel refills, making the accuracy of measuring tools and staff skills crucial factors in determining satisfaction levels.

Calculation results show that mark t$_{count}$ for variables responsiveness of −1,410 with level significance of 0,162. With thus, the value t$_{count}$ more small from t$_{table}$ (−1,410 < 1,661) and the value significance more big of 0,05 (0,162 > 0,05). This is show that variables responsiveness influential negative and no significant to satisfaction customers. Therefore that, hypothesis the third one stated that responsiveness influential positive and significant to satisfaction Purwanegara gas station customers in Purwokerto stated rejected. The results of this study are in line with the results of research conducted by Murtika & Pancawati (2020) and Melmambessy (2021) that responsiveness does not have a positive and significant effect on customer satisfaction. This finding can be explained by the fact that responsiveness encompasses several aspects, such as willingness to help customers, speed of service, and response to requests. In the context of gas stations, these three aspects of responsiveness may be considered part of standard procedures that should already be in place, so customers do not perceive the added value of these aspects.

Analysis results show that mark t$_{count}$ on variables assurance amounting to 2,457 with level significance of 0,016. With thus , the value t$_{count}$ more big compared to t$_{table}$ (2,457 > 1,661) and value significance more small of 0,05 (0,016 < 0,05). This is indicates that variables assurance influential positive and significant to satisfaction customers. Therefore that, hypothesis the fourth one stated

that assurance influential positive and significant to satisfaction Purwanegara gas station customers in Purwokerto stated accepted. The results of this study support the results of research conducted by Yassir (2020), Abdi (2020), and Samosir (2022) that assurance has a positive and significant effect on customer satisfaction. These findings explain that assurance encompasses various aspects such as staff knowledge and expertise, staff courtesy and friendliness, and the ability to build trust. In the context of gas stations, customer trust in staff is highly influential because the services provided are technical and related to vehicle safety. Small errors such as incorrect filling, lack of accuracy in transactions, or an unfriendly attitude from staff can reduce customers' sense of security and subsequently impact their satisfaction. A high perception of staff's ability to build trust will increase customer satisfaction.

Test results show that mark t_{count} for variables empathy amounting to 2,124 with level significance of 0,036. With thus , the value t_{count} more big compared to t_{table} (2,124 > 1,661) and the value significance more small of 0,05 (0,036 < 0,05). This is show that variables empathy influential positive and significant to satisfaction customers. Therefore that, hypothesis the fifth one stated that empathy influential positive and significant to satisfaction Purwanegara gas station customers in Purwokerto stated accepted. The results of this study support the results of research conducted by Hermansyah (2020), Zahira & Hartati (2020), and Abdi (2020) that empathy has a positive and significant effect on customer satisfaction. This positive influence demonstrates that customers perceive the gas station attendants' efforts to provide personalized service. Attentiveness, answering customer questions, and understanding their specific needs (e.g., fuel preferences, product explanations, or additional assistance) create a perception of comfortable and humane service. This directly contributes to increased customer satisfaction ratings for the Purwanegara gas station.

4.   CONCLUSION

Results of the study this show that : tangible has an influence positive and significant to satisfaction customers, proven with mark t_{count} (4,039) > t_{table} (1,661) with mark significance (0,000), reliability influential positive and significant to satisfaction customers, proven with mark t_{count} (2,238) > t_{table} (1,661) with mark significance (0,028), responsiveness no influential positive to satisfaction customers, proven with mark t_{count} (-1,410) < t_{table} (1,661) and the value significance (0,162), assurance has an effect positive and significant to loyalty customers, proven with mark t_{count} (2,457) > t_{table} (1,661) and the value significance (0,016), empathy influential positive and significant to satisfaction customers, proven with mark t_{count} (2,214) > t_{table} (1,661) and the value significance (0,036). The results explain that hypothesis first, second, fourth and fifth accepted, hypothesis third rejected.

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