

## Analysis of The Influence of Service Quality and Customer Satisfaction on the Intention to Buy 3kg LPG at Pangkalan Rizky Inayah

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### **ABSTRACT**

*Good service is the key to customer satisfaction so good service must be considered. Good service provides satisfaction and trust to customers who use the company's services or products. The purpose of this study is to find out the impact of good customer satisfaction, the benefits of good customer service satisfaction, high customer satisfaction, high customer satisfaction with purchases, and the benefits of good customer service satisfaction. Happy buying drivers. In accordance with its purpose, this research is used in many ways. The study has different independent service models, when the difference between customer satisfaction and customer satisfaction is different. The purpose of this study is to find out the benefits of service quality and customer satisfaction towards the purpose of purchasing 3kg LPG from Pengkalan Rizki Anaya. The results of the study show that the service has been effective and efficient for satisfied customers. Satisfaction is good and important. It has an impact on resilience, and good service. Positive and negative impacts in thinking will return.*

**Keywords:** *Repurchase, Service, Price, Satisfied, Customer*

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### **INTRODUCTION**

Competition in the global market is increasing, so entrepreneurs are trying to find the best way to market their products. Purchase satisfaction is obtained through the learning process and the inspiration process. This interest in buying is what creates the record and becomes a very strong desire that ultimately comes to consumers when they want to meet their needs.

The condition that companies must meet to succeed in competition is to achieve the goal of creating and retaining customers (Levitt, 1987). In a profitable business, attracting new customers is only one of the first steps in business (Berry, 1983). Additionally, retaining customers is cheaper for companies than finding new customers, which means acquiring new customers is five times more efficient than retaining new customers of existing products. Therefore, every company must be able to understand consumer behavior in its business goals, because the survival of the company is a cohesive organization, the power to meet the needs and wants of customers depends on consumer behavior.

The target of this research center is the Rizki Inaya Base, the existence of the petroleum industry is determined by the number of industries. Rizki Inaya LPG 3kg The company announced the goal of providing market products at reasonable or reasonable prices and attractive to customers, creative space, fast service process, friendly, intelligent and competitive human resources, space and environment (physical proof). Simple and beautiful with complete processing, finishing materials and reliable.

Now, in order to increase purchase satisfaction, Rizki Inaya socializes the use of simple gas cylinders and 3 kg LPG to the public, with the aim of preventing collisions with 3 kg LPG. This program aims to equip residents with knowledge and understanding, so that people do not have to worry about using gas with notes, choosing the right cylinder, and following the right steps, using accessories according to national standards. Sales of 3 kg LPG cylinders at the Rizki Inaya base have decreased over the past two years.

The decrease in the number of customers can be caused by unreasonable market prices and poor service that affects buying interest, resulting in a decline in the company's image. In fact, the hope of the Rizki Inaya base to provide more information to its customers has not been fulfilled. As a sign of

dissatisfaction with the image of the Rizki Inaya base company, there are still complaints from consumers. In addition, the level of environmental turmoil, including rapid technological advancement, also requires companies to create adaptive forces, namely the ability to adapt as quickly as possible to the needs and aspirations of the environment, all the capabilities of companies, both consumers, suppliers and other parties that have an impact on the market. Analyzing customer needs and wants can increase the company's innovative power (Kuczarski, 1998, p. 46).

Access, however, refers to how firms grant foreign access to firms (Jurek, 1996, p. 43), and integrate smart assets and skills to achieve competitive advantage (Aker, 1989, p. 43). Capital can be given to 92). As the most important 4P industry, the products produced by the company, along with other 4P market products, must have price, location, and promotional advantages in order to compete with other goods. You can, and you can, win the race. Cooper and Kleinschmidt (2000, p. 18), who surveyed 55 companies in Australia, say that product is the key to a company's success today. With the advancement of technology, the development of global capital, and the emerging needs of the market, every company must excel in manufacturing to trade better, otherwise the company will lose out in its business. In other words, companies need to focus on the quality of the production process and design it, so that the best products can be produced.

The goal of fulfilling desires and ideals is to achieve the highest possible. Products that can provide the highest level of customer satisfaction will strengthen the position or function of the product in the minds or memories of customers and will be an important choice of future purchases. Companies that want to provide the highest satisfaction to customers will try to develop business strategies based on customer needs and desires. Experiments on things that affect consumer behavior when buying.

Effort must be made to research customer behavior because understanding consumer behavior is essential to the success of a successful business. By understanding customer behavior, company management can develop the right strategies and services to get the most out of the current situation and reach out to competitors. Consumer behavior is the process by which individuals are directly involved in the discovery, use and decision-making of products and services, including the decision-making process before and in accordance with those decisions (Engel et al., 1990).

Purchases are part of consumer behavior. According to Kinnear and Taylor (1995; in Sukmawati and Durianto, 2003) purchases are part of consumer behavior, the response of the respondents is really before the purchase. Meanwhile, interest for repurchases is the same interest-based as previous purchases. Purchase goals reflect the level of customer satisfaction when making a purchase decision. The decision to receive an item is made after the customer tries the product and then has a feeling of liking or liking the product. A favorite product can be desired when a consumer considers that the product he or she chooses is a good product and can meet or exceed customer needs and expectations. In other words, a good product and able to create satisfied customers will be appreciated by customers. This increased interest will be beneficial to the success of any product in the market.

## **METHOD**

Scientific research methodology or procedure for obtaining, storing, compiling, or compiling data using critical and intermediate data for the purpose of compiling research data and afterwards identifying problems related to the following problems. This is to make the data accurate and distracting. According to Sugiyono (2009:7), "research is a research process that obtains data for a specific purpose and uses it". This research is an overview of data collected from various library sources and other applications for educational materials. This research is useful for obtaining secondary data which is the theoretical basis for comparing, discussing and analyzing data obtained from research in the field. The researcher also describes or interprets the contents of the object being studied using data or models based on it, without researching and drawing conclusions that apply to the general public.

## **RESULT AND DISCUSSION**

### **Repurchase Interest**

Satisfaction is one of the psychological factors that contribute to behavior and satisfaction is also the motivation that directs a person to what he or she does. Gunarso (2005), explained that pride is something personal and has to do with attitude. People who are interested in something will have the energy or motivation to achieve or achieve a goal. (2001) argues that pleasure is the purpose by which people

connect with the things they enjoy.

Thus, interest is defined as the desire to be part of the environment, do research, explore, or do hobbies. If a person is interested in something, it is because it is beneficial to meet his needs. When a person is happy or often called like, he likes to listen (Rustan, 2008). If a person is already interested, then it lasts as long as the purpose of the flower is beneficial to him, then if the flower product is not used, then his interest changes. Satisfaction is a behavior that makes a person happy about something or an idea about a situation based on feeling happy and wanting to find something he chooses. A person's self-esteem, whether permanent or temporary, and many aspects of physical activity are fundamental to his or her emotional well-being (Marx Santara, 2008).

Liang Guy (2005) stated that pride is the foundation of thinking in education, while Do and Do (G, 2005) stated that pride is the foundation of life's mission to achieve previous goals. Anyone who likes something will express a positive attitude, mind and concern for something. Ratnavati (2002) shows that interest is an attitude towards certain things, activities and experiences, and further explains that the efforts of one person are different from another, that the lower efforts of each person can depend on many factors. As Witheringan (2005) states that there are two types of flowers, namely: a. Inner satisfaction is self-interest and apparent satisfaction. B. External pleasure is the satisfaction that accompanies the goal of sport. Between the two interests, it is often difficult to separate the internal interests, happiness will be controlled and supported even on the achievement of the goal, the external interest can be that the interest can be lost if the goal is achieved. Mirror

Engel et al (2005) argue that buying flowers is a motivation or inner impulse that can motivate a person to choose a product irrationally, honestly, easily, without coercion, order and choose then decide. This is done by adapting to the preferences of the affected person and giving him happiness and satisfaction. Therefore, it is very true that purchase satisfaction is determined by predicting the behaviors that are always involved in the purchase based on their tastes and preferences.

### **Quality of Service**

In today's global economy, seemingly good issues have become a "cost" for companies to survive in their industry. Successful development is related to the competitiveness of the company, business progress, business level, and human history. In general, a positive can be described as high or very low. At the same time, visibility can be defined as the user's evaluation of the quality or content of the overall product (Lyons, 2004). Quality of service is defined as the delivery of more than the customer is satisfied with, when the delivery itself goes through several stages or processes such as: the service, the service process and the physical environment that refers to the service. (Kotler, 2001)

Improving according to the uniqueness of a product or service is a big part of a company's strategy to achieve good results as a business leader or as an owner feels growing. Prasorman, Zethmel, and Berry (quoting Fandi Japtono, 2005) made a special study of the five majors. Insurance provides intelligence, fairness, reputation, and security. Lupiyoadi (2001) explained that there are knowledge standards that must be followed.

According to Tjiptono (2000), service quality is defined as the total quality or model of a product or service for the desired purpose. If the service is accepted or seen as needed, then the quality of the service is considered good and satisfactory. Alternatively, if the service is not accepted or seen as required (below), then the quality is said to be negative or unsatisfactory. However, the strategy should start with the customer's needs and end with the customer's strategy. That is, the quality of a good image does not depend on the thoughts or feelings of the provider, but on the thoughts or feelings of the user (Tjiptono, 2000).

Parasuraman, Zeithaml, and Berry Research (1994; Uniarto, 2003) shows that consumers have a strong sensitivity to judgment in the service industry. Using five methods:

- a. Solid (physical evidence), includes physical facilities, equipment, personnel and means of communication.
- b. Reliability, which is the ability to provide the promised service quickly, accurately and satisfactorily.
- c. Response: is the desire of the staff to help customers and be able to provide responsible service.
- d. Insurance, including staff knowledge, competence, cleanliness and reliability, is free from risk or suspicion.
- e. Empathy, including ease of establishing relationships, good communication, personal attention and understanding of individual needs of employees.

Based on the results of research from Setiawati and Marwanti (2006) show that good service has a positive effect on customer satisfaction. Therefore, by improving the quality of service to customers,

customers will feel satisfied. According to research, Septa (2004) shows that total satisfaction is related to purchases.

Affected customers will be happy if the services provided can meet customer needs. Consumers can reconsider in the future and inform others about the approval of the product or service (Sitiyavati and Marwanti, 2006). Thus, it can be said that good service from the company will affect customer satisfaction to buy/reuse the company's products.

### **Customer Satisfaction**

A customer who shows satisfaction is a feeling of happiness or frustration of a person who stands up after comparing the needs (or results) of the desired product (result). If the performance is lower than expected, the user is not satisfied. Consumers will be satisfied if their performance is met. If the performance exceeds expectations, the customer will be satisfied or very happy (Kotler 2006:177). Satisfaction, therefore, is a function of performance and expectations. If the performance is lower than expected, the customer will not be satisfied. Consumers will be satisfied if their performance is met. If the performance exceeds expectations, the user will be satisfied or very happy.

According to Lovelock and Wirtz (2011: 74) "Satisfaction is an attitude that is tested by past experiences. Satisfaction is a measure of the characteristics or characteristics of a product or service, or a measure of satisfaction with a purchase, preference, desire, and belief.

### **CONCLUSIONS**

Good service has a significant impact on consumer decisions, the results of research show that good service is beneficial for consumers in deciding to use and buy oil. Service is a service that helps provide everything you need, including customers. Good service greatly helps customers solve problems with previous experience and benefits customers.

When the service is able to meet the needs of consumers, anxious customers will be satisfied. Consumers can reconsider in the future and inform others about the approval of the product or service (Sitiyavati and Marwanti, 2006). Thus, it can be said that good service from the company will affect customer satisfaction to buy/reuse the company's products.

Good service is related to customer satisfaction in making repurchases, so companies must expect the best service. Consumer satisfaction is related to the desire to buy again, because consumers are willing to invite others to try the product. There is also a good combination of good service and customer satisfaction, so if one stays, the goal will be less likely to return.

Quality products have an impact on customer decisions. The results of the study show that quality products have an impact on consumers' decisions when deciding to reuse and buy oil from the same source. Product quality is an important thing that determines the level of service that customers receive after purchasing and using the product/service. A product is said to be standard if it is capable of performing its functions such as durability, reliability, accuracy, ease of operation and repair among other important factors.

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