The Influence of Product Quality and Promotion on Repurchase Pertamax through Consumer Satisfaction in Makassar City

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Abstract

Pertamax is a non-subsidized fuel PT. Pertamina (Persero) and the company’s biggest challenge is to change the buying pattern of people in order to switch from Premium to Pertamax. To change the buying pattern of a company’s society should look at consumer behaviour as well as the attributes contained in the product in order to provide satisfaction and re-purchase decisions. These attributes are product quality and promotion. This research aims to determine the quality of products and promotions positively and significantly affect consumer satisfaction, knowing product quality, promotion and customer satisfaction positively and significantly towards purchasing decisions, and product quality and promotions have positive and significant effect on the re-purchase decision through consumer satisfaction of Pertamax in the Makassar city. The population in this study was the consumer of Pertamax in the town of Makassar, which was designated 100 samples of respondent. Data collection techniques through questionnaires, literature and observation studies, using path analysis techniques. The results of the product quality are positive and significant to customer satisfaction. Promotions have a positive and insignificant impact on consumer satisfaction. Consumer satisfaction has a positive and significant effect on repurchase decisions. The quality of products directly has a positive and significant effect on repurchase decisions. Directly promotion is positive and insignificant to repurchase decisions. The quality of products indirectly through consumer satisfaction has a positive and significant influence over the repurchase decision. Indirectly promotion through consumer satisfaction had a positive but insignificant influence on the repurchase decision of Pertamax in the Makassar city.

Keywords: product quality; promotion; consumer satisfaction; repurchase decision

INTRODUCTION

One of the purposes of the launch of Pertamax is to reduce the consumption of fuel oil type Premium in the community. This is one of the strategies of PT Pertamina (Persero) in tackling the problems related to the Premium and Peralite selling price which tends to be lower than the cost of production and distribution, as well as the Premium and Peralite selling prices determined by Government of the Republic of Indonesia so that PT Pertamina (Persero) can not directly do the price determination. As we know that Pertamax is a non-subsidized fuel which PT. Pertamina must maintain the quality of its products. Because it is one of the differentiator with Premium and Peralite products. In addition to selling Pertamax, PT. Pertamina must do a good marketing strategy in order to attract Premium and Peralite consumers to move to Pertamax. One of them is probably what has been done by the promotion that the company offers to consumers.

According to Kotler and Armstrong (2018) "Product quality is the characteristic of a product or service that bear on its ability to satisfy stated or implied customer needs". Product attributes are the product elements that are considered important by consumers and serve as the basis of decision
making in buying a product (Toaha, Maupa, Brasit, Taba & Aswan, 2019).

In addition to these factors that encourage consumers to be able to buy a product that is promotion. This is also valid in service companies in which service quality is likely to be the main consideration by customers (e.g. Jusni & Aswan, 2017). Kotler and Armstrong (2018) suggested that promotion is "promotion means activities that communicate the merits of the product and persuade Targe customers to buy it". This means that promotion is an activity that communicates the benefits of a product and persuades the target consumer to purchase the product. Agus Hermawan (2013) suggested that the promotion is one of the priorities of the marketing excitement that is notified to consumers that the company launches new products that tempt consumers to conduct purchase activities. So promotion is an important factor in realizing the company's sales objectives. In order for consumers to be willing to become customers, they must first be able to try or research the goods produced by the company but they will not do so if they are unsure of the item. This is where the need to hold a directed promotion, as it is expected to have a positive influence on increasing sales.

On the other hand, consumers also expect satisfaction from the quality of the products and promotions they get so they decide to make a purchase. Suppose the consumer has already made a purchase through the promotion offered by the company, then they expect the same reward that is good quality so as to bring satisfaction to them. According to Peter and Olson (2010) "Consumer satisfaction is a critical concept in marketing thought and consumer research. In theory, if consumers are satisfied with a product, service, or brand, they will be more likely to continue to purchase it and tell others about their favorable experiences with it. If They are dissatisfied, they will more likely switch products or brands and complain to manufacturers, retailers, and other consumers ". Theoretically, if consumers are satisfied with a product, service, or brand, they will be more inclined to continue buying it and tell others about their enjoyable experience with it. If they are not satisfied, they will most likely switch the product or brand and complain to manufacturers, retailers, and other consumers. According to Schiffman and Kanuk (2014) The purchase decision is "the selection of an option from two or alternative choice". To be interpreted, a buying decision is a person's decision to choose one of several alternative options. So in making purchasing decisions, consumers search for information about the products to be purchased, either in terms of product quality, promotion offered or other attributes and after experiencing the product will be Generate repurchase from consumers if the product adds value to them. From the results of the explanation, it can be concluded that the product quality, promotion, customer satisfaction, and repurchase decisions have a relationship with each other.

Based on the results of an earlier study conducted by Ling Chen Hoe, DBA (2018) in his journal stated that "The results provide insights to understand The dimensions of Product Quality that affect customer satisfaction and higher satisfaction leads to higher customer loyalty in The engineering industry in Malaysia". Kottala Sri Yogi (2016) in his journal states that "This research shows that the preponderance of customers considers product quality when they intend to purchase two wheelers, which indicates that dimensions of quality are positively associated with the purchase decision". In the journal Noro Fajar Prianggoro (2019) stated that "promotion has a positive and significant effect on purchasing decisions, influential promotion indirectly significantly towards customer satisfaction". However, unlike the research journal done by Jessica J. Lenzun (2019), the promotion has a negative influence and is not significant to customer satisfaction of Telkomsel prepaid cards in the Kelurahan Winangun 1. The results showed that if the promotion is done it will reduce customer satisfaction, because customers or consumers who are in the village Winangun 1 does not consider the important promotion made by the company to obtain satisfaction, by looking at the quality of products and prices in this case the cost of phone/SMS/Internet appropriate then the customer will be satisfied. Nugroho Setio Aji (2018) in his journal stated that "The influence of promotion on purchasing decisions have a significant weak influence". Likewise, in the journal Eky Jumrotul Laila (2018) states that the quality of the product is negative and insignificant, so it does not affect Rabbani's hijab purchase decision at the QTA boutique Ponorogo.
LITERATURE REVIEW

The literature study in this study uses a free variable i.e. product quality and promotion, and the variable bound is the re-purchase decision, as well as consumer satisfaction as a intervening variable.

Product Quality

Kotler and Keller (2016) say that "quality performance of the product's ability to perform its functions". It can be interpreted that the quality of the product is the extent to which a product can carry out its functions and meet its specifications. One feature product that has quality is a defective product, a product that is suitable for standard. There are nine dimensions of product quality according to Kotler and Keller (2016) as follows:

1. Form, covering the size, shape, or physical structure of the product.
2. Features, product characteristics that complement the basic functions of the product.
3. Performance quality, is the level where the main characteristics of the product operate.
4. Perceived quality, is often arguably the result of the use of measurements made indirectly because there is a possibility that the consumer does not understand or lack information on the product in question.
5. Durability, life-size operation of product expectations in normal or stressful conditions, is a valuable attribute for specific products.
6. Reliability, is a probability measure that the product will not malfunction or malfunction within a given time.
7. Reparability, is a measure of ease of repair of the product when the product is not functioning or fails.
8. Style, describing the appearance and taste of the product to the buyer.
9. Design, is a totality of features that affect the look, feel, and functionality of the product based on customer needs.

In this research the dimensions used for Pertamax products are featured, performance quality, perceived quality, durability, and reliability.

Promotion

Promotion is one variable in marketing mix that is very important implemented by the company in marketing the product or services. Sometimes these promotional terms are used synonymous with terms of sale even if the meaning is a promotion. The definition of promotion according to Kotler and Armstrong (2018), "Promotion means activities that communicate the merits of the product and persuade target customers to buy it", the one that supports sales success is promotion, promotion is used company to introduce the product to the wider community so that the awareness of a company's product increased. Promotions are also used by companies to inform the benefits of a product. According to Kotler and Armstrong (2018), the promotional mix consists of 5 (five) promotional tools, namely:

1. Advertising, which is all forms of presentation and non-personal promotion paid by sponsor to present ideas, goods or services.
2. Sales promotion, namely short-term incentives to encourage the purchase or sale of a product or service.
3. Personal selling, a personal presentation by the salesperson with the aim of generating sales and building relationships with consumers.
4. Public relations, namely to build good relationships with various public companies in order to obtain profitable publicity, build a good company image, and handle or straighten rumors, stories, and events unprofitable ones.
5. Direct marketing, which is a direct relationship with the target of consumers with the aim to obtain immediate responses and foster lasting relationships with consumers.
Consumer Satisfaction

Consumer satisfaction is an important concept in marketing and research concepts. It's a common opinion that if consumers are satisfied with a product or brand, they will likely continue to buy and use it and tell others about their enjoyable experience with the product. According to Kotler and Armstrong (2018), consumer satisfaction is a level where the product performance assumption will suit the expectation of a buyer. When the product performance is much lower than the customer's expectation, the buyer is not satisfied. If performance is in accordance with expectations or exceeding expectations, the buyer is satisfied or feels very excited. According to Ferdinand (2014), the indicators of consumer satisfaction are:
1. The expression of the fulfillment of expectations given by the product
2. The behavior of not complaint on product consumption results
3. Acts of giving praise after consuming the product
4. Expressions of delight after consuming the product

Repurchase Decision

According to Kotler & Armstrong (2018) is a stage in the decision making process of buyers where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. Another definition of a buying decision is a buyer's decision about which brand was purchased. Consumers can form the intention to buy the most liked brand. A purchase decision is a decision-making process of a purchase that includes determining what to buy or not to make a purchase. According to Kotler and Keller (2016), there are five purchasing decision processes: Problem recognition, information retrieval, alternative evaluation, purchase decision and post-purchase behaviour.

The intention of re-buying occurs after the consumer purchases, can be due to ever consume so intend again to repurchase the same product or service. According to Laroche, Habibi & Rickard (2013) "Repurchase Intention is the individual's judgment about buying again a designated service from the same company, taking into account his or her current situation and likely pomp circumstance". According to Schiffman and Kanuk (2014), the purchase made by the consumer consists of two types, namely the purchase of trial and re-purchase. A trial purchase occurs when a consumer buys a product with a specific brand for the first time, where in that activity the consumer seeks to investigate and evaluate the product by directly trying. Therefore, repurchase can be concluded that it is a desire or desire that arises in consumers to purchase products or services that he or she has previously purchased based on the results of evaluation of the suitability of product performance or service with consumer expectations. According to Ferdinand (2014), the indicators of the repurchase decision are:
1. Desire to buy a product
2. Get recommendations from others
3. Stability in buying products
4. Habit of buying
Become a Purchase priority

RESEARCH METHOD

Location and Research Design

This research is a descriptive quantitative study which in its hypothesis testing seeks to explain the influence of product quality and promotion on repurchase decision of Pertamax through consumer satisfaction as a variable intervening. From the results, will be analyzed factors that are a factor that has a significant impact on the decision of repurchasing Pertamax through the satisfaction that they get the use of Pertamax.
Population or Samples

According to Uma Sekaran (2017), the population is a group of people, events, or interesting things where researchers want opinions (based on sample statistics). The population is also the overall research object. The population is a research student who will be generalized by the results of the study. In this research the population is the consumer of Pertamax in the city of Makassar. Samples are a part of the population that can be used to infer populations, and some or subgroups of those populations actually represent populations. The samples used in this research were the consumers of Pertamax in the city of Makassar, where the number of population is unknown. So to facilitate in this research the number of samples taken is calculated by the sample formula according to Wibisono (2013) with the results of 97 samples. To make the research data more diverse, researchers sampled 100 samples.

Data Collection Method

To obtain the completeness of the data obtained, researchers use various methods of collecting data:
1. Questionnaire, method of collecting data by providing a list of written questions to respondents. The question type is a closed question where the respondent was given some alternative answers.
2. Library Research, literature studies are intended to obtain data from a variety of literary literature to complement and sharpen the framework of the analysis of knives on emerging issues.
3. Observation, direct observation of the research objects that relate to the problem. Data is collected by means of direct observation to the location of the researched object.

Data Analysis Method

The data analysis techniques used in this study are:
1. Test the research instrument
   In order for the data obtained by the dissemination of the questionnaire to be valid and reliable, it is necessary to test the validity and reliability of the details of the question or questionnaire.
   a. Validity test
      According to the Augusty Ferdinand (2014) "The validity test used to measure the legitimate or valid a questionnaire. A questionnaire is said to be valid if the question on the questionnaire was able to reveal something that would be measured by the questionnaire". To determine the items of valid and unspecified statements, it needs to be done by calculating the value of the Corrected Item-Total Correlation on each of the statement item and the statement is said to be valid when Corrected Item-Total Correlation value >0.3.
   b. Reliability Test
      A reliability test is a tool for measuring a questionnaire that is an indicator of a variable. A questionnaire is said to be religious or reliable if the answer to the statement is consistent or stable from time to time (Augusty Ferdinand, 2014). To measure reliability using the Cronbach Alpha statistical test. A variable is said to be reliable if the Cronbach Alpha value > 0.6.
2. Path Analysis
   Augusty Ferdinand (2014), stated that "line analysis is an extension of multiple linear analysis, or a pathway analysis is the use of regression analysis to assess causality relationships between variables (causal models) that have been established previously based on theory ". Noor (2014) stated that "lane diagrams can be used to calculate direct and indirect influences of an independent variable against a dependent variable. This method is applied lately by researchers (e.g. Jusni, Aswan, Syamsuddin & Possumah, 2019; Tondok, Pahlevi & Aswan, 2019; Maharani, Maupa & Aswan, 2020). These influences are reflected in the so-called line coefficient, which
mathematically analyses the path following the structural model. Structural equations in this study are as follows:

\[ Z = \text{PZX}_1 + \text{PZX}_2 + e_1 \]  
\[ Y = \text{PYX}_1 + \text{PYX}_2 + \text{PYZ} + e_2 \]  

(sub structural equation I)  
(sub structural equation II)

3. Hypothesis testing (Test T)

The purpose of test T (partial test) is to find out how far the influence of the independent variable (X) of the dependent variable (Y) is partially. Hypothesis testing on this study will be conducted using significance levels of 0.05 (α = 5%) or confidence level of 0.95. If the signification value (Sig.) is < probability 0.05 then there is a free variable influence (X) to the bound variable (Y) or the hypothesis accepted. If the significance value (Sig.) > probability 0.05 then there is no free variable effect (X) to the bound variable (Y) or the hypothesis rejected

4. Coefficient of Determination

Coefficient of determination is a measure to determine the suitability or accuracy between the suspected value or the regression line with the sample data. If the value of the correlation coefficient is already known, then to obtain a coefficient of determination can be obtained by thiced it. This coefficient of determination is used to measure how far the ability of the model in describing the variation of dependent variables. The value of coefficient of determination is between zero or one. A small R² value means the ability of independent variables in explaining the variation of the dependent variable is very limited. And vice versa if the value approaches 1 means independent variables give almost all the information needed to predict dependent variables. The following formula calculates the total coefficient of determination as follows:

\[ R^2_{\text{Tot}} = 1 - \text{P}_e \text{P}_e \]

where \( P_e = 1 - R^2 \)

**EMPIRICAL RESULTS**

**Descriptive Statistics**

1. Respondent characteristics
   a. Gender, Male respondents were larger than women, with male respondents of 70 people or 70% and females as many as 30 or 30%.
   b. Age, The number of highest percentage of respondents was 17th S/d 27th which is 48% or as many as 48 people.
   c. Education, The highest percentage of education respondents was S1 of 46% or as many as 46 people.
   d. Jobs, The highest percentage of job respondents were employees of BUMN/private as much as 58% or 58 people.
   e. Revenue, The highest percentage revenue of respondents was Rp. 3 million – Rp. 5 million as many as 32% or 32 people.
   f. Vehicle, The highest percentage of vehicles used by respondents was a motor of 82% or as many as 82 people.
   g. Reasons of Attraction, Average of reason respondents used Pertamax because of its good quality with a percentage of 73% or as many as 73 people.

2. Variables Description

   Range Score:
   - 100 – 180 = Very low
   - 281 – 280 = Low
   - 282 – 340 = Enough
   - 341 – 420 = High
   - 421 – 500 = Very high

   a. Variable Analysis of Product Quality (X₁)
Table 1. Product Quality Respondents

<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Answer Options</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I'm interested in the blue color of Pertamax</td>
<td>HD (1)</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>My vehicle's engine felt pace and lighter in its appeal when I used Pertamax products</td>
<td>D (2)</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Pertamax quality is no doubt to fuel gasoline type vehicles</td>
<td>N (3)</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>Pertamax is very economical to use for vehicles</td>
<td>A (4)</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>My vehicle never stuck during the use of Pertamax</td>
<td>HA (5)</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Calculated from Primary Data

Table 1 above shows that respondents' responses to the quality of the product that their vehicles felt the pace and the lighter pull gained the highest score by 420. While the respondent's response to the blue color, Pertamax received the lowest score of 360. Based on the above data, the respondent's response to the product quality variable is at the fourth range, which is the height with an average score of 401 that can be concluded that product quality has a high valuation of Pertamax products.

Variable Analysis of Promotion (X2)

Table 2. Promotion Respondents

<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Answer Options</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Information about Pertamax easy I get</td>
<td>HD (1)</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>In the purchase of Pertamax, often get discounts or coupons</td>
<td>D (2)</td>
<td>19</td>
</tr>
<tr>
<td>3</td>
<td>I often find talk shows or personal presentations about the product offering of Pertamax</td>
<td>N (3)</td>
<td>16</td>
</tr>
<tr>
<td>4</td>
<td>Pertamax is often a sponsorship in the event or an event</td>
<td>A (4)</td>
<td>9</td>
</tr>
<tr>
<td>5</td>
<td>I know about My Pertamina mobile app</td>
<td>HA (5)</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Calculated from Primary Data

Table 2 above shows that the respondent's response to Pertamax's information was easily obtained by obtaining the highest score of 358. While the respondent's response to the purchase of Pertamax often get a discount or coupon get the lowest score as much as 243. Based on the above data, indicates that the respondent's response to the promotion variable is at the third range, which is sufficient, with an average score of 285 which can be concluded that the promotion has a considerable assessment of Pertamax products.

Variable Analysis of Consumer Satisfaction (Z)

Table 3. Consumer Satisfaction Respondents

<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Answer Options</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fulfilled the expectation of my vehicle for the use of fuel through Pertamax</td>
<td>HD (1)</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>I never complain during the use of Pertamax</td>
<td>D (2)</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Pertamax is great for all types of petrol vehicles</td>
<td>N (3)</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>I feel happy using Pertamax</td>
<td>A (4)</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>HA (5)</td>
<td></td>
</tr>
</tbody>
</table>

Source: Calculated from Primary Data

Table 3 above shows that with respect to respondent's response, they never complained using Pertamax gained a high score of 416. While the respondent's response to the respondent was fulfilled the expectation of their vehicle through Pertamax gained an lowest score of 395. Based on the above data, the respondent's response to consumer satisfaction variables is at the fourth range, with an...
average score of 408 that can be concluded that consumer satisfaction has a high valuation of the product Pertamax.

e. Variable Analysis of Repurchase Decision (Y)

Table 4. Repurchase Decision Respondents

<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Answer Options</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I want to refuel my vehicle with Pertamax</td>
<td>HD (1) D (2) N (3) A (4) HA (5)</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Families or surroundings recommend to use Pertamax</td>
<td>1 2 10 55 32</td>
<td>415</td>
</tr>
<tr>
<td>3.</td>
<td>I believe Pertamax is a superior and competent product for vehicles</td>
<td>3 6 44 30 17</td>
<td>352</td>
</tr>
<tr>
<td>4.</td>
<td>Pertamax has been a priority fuel for my vehicle</td>
<td>0 1 11 54 34</td>
<td>421</td>
</tr>
<tr>
<td>5.</td>
<td>Pertamax was the superior and competent product for the vehicle gaining the highest score of</td>
<td>3 3 19 40 35</td>
<td>401</td>
</tr>
<tr>
<td></td>
<td>Pertamax</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td></td>
<td>397</td>
</tr>
</tbody>
</table>

Source: Calculated from Primary Data

Table 4 above shows that the respondent's response to the respondent was convinced Pertamax was the superior and competent product for the vehicle gaining the highest score of 421. Meanwhile, the respondent's response to the family or surrounding environment recommends using Pertamax to obtain the lowest score of 352. Based on the above data, indicates that the respondent's response to the repurchase decision variable is at the fourth range, with an average score of 397 which can be concluded that the purchase decision has an assessment of Pertamax products.

Prerequisite Evaluations

Validity Test

Table 5. Results of Validity Test

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Item</th>
<th>Corrected Item - Total Correlation</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Quality</td>
<td>X1.1</td>
<td>0.354</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1.2</td>
<td>0.709</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1.3</td>
<td>0.696</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1.4</td>
<td>0.629</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1.5</td>
<td>0.662</td>
<td>Valid</td>
</tr>
<tr>
<td>Promotion</td>
<td>X2.1</td>
<td>0.516</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X2.2</td>
<td>0.746</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X2.3</td>
<td>0.804</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X2.4</td>
<td>0.633</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X2.5</td>
<td>0.686</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: Calculated from Primary Data

Reliability Test

Table 6. Results of Reliability Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Quality</td>
<td>0.805</td>
<td>5</td>
<td>Reliable</td>
</tr>
<tr>
<td>Promotion</td>
<td>0.857</td>
<td>5</td>
<td>Reliable</td>
</tr>
<tr>
<td>Consumer Satisfaction</td>
<td>0.854</td>
<td>4</td>
<td>Reliable</td>
</tr>
<tr>
<td>Repurchase Decision</td>
<td>0.878</td>
<td>5</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Source: Calculated from Primary Data

Findings

1. Path Analysis Model I

Table 7. Coefficient (Equation Z)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>3.662</td>
<td>1.155</td>
<td>3.172</td>
</tr>
<tr>
<td></td>
<td>X1</td>
<td>.601</td>
<td>.063</td>
<td>.715</td>
</tr>
</tbody>
</table>
Table 8. Model Summary (Equation Z)

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.748</td>
<td>.559</td>
<td>.550</td>
<td>1.7345</td>
</tr>
</tbody>
</table>

Source: Calculated from Primary Data

The magnitude of the value of $R^2$ or R Square contained in the Table 8 Model Summary is 0.559, this indicates that the contributions or donations of the X1 and X2 influence of Z are 55.9% while the remaining 44.1% is the contribution of the variable Not included in the study. For $e_1$ values can be searched with formula $e_1 = \sqrt{(1 - 0.559)} = 0.6641$.

![Path Diagram Model I](image1)

Figure 1. Path Diagram Model I

Table 9. Coefficient (Equation Y)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Constant</td>
<td>1.105</td>
<td>1.697</td>
<td>.651</td>
</tr>
<tr>
<td></td>
<td>X1</td>
<td>.342</td>
<td>.123</td>
<td>.290</td>
</tr>
<tr>
<td></td>
<td>X2</td>
<td>.126</td>
<td>.067</td>
<td>.141</td>
</tr>
<tr>
<td></td>
<td>Z1</td>
<td>.618</td>
<td>.142</td>
<td>.439</td>
</tr>
</tbody>
</table>

Source: Calculated from Primary Data

Table 10. Model Summary (Equation Y)

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.754</td>
<td>.569</td>
<td>.556</td>
<td>2.4261</td>
</tr>
</tbody>
</table>

Source: Calculated from Primary Data

The magnitude of the $R^2$ or R Square value is found in Table 10. The Model Summary is 0.569, it shows that a contribution or donation of X1, X2, and Z influence against Y is 56.9% while the remaining 43.1% is the contribution of variables not included in the study. For value $e_2$ can be searched with formula $e_2 = \sqrt{(1 - 0.569)} = 0.6565$.

![Path Diagram Model II](image2)

Figure 2. Path Diagram Model II
Based on the Path Diagram Model I and II above, the following results are obtained:

1. Direct influence:
   a. Product quality to consumer satisfaction = 0.715
   b. Promotion to consumer satisfaction = 0.068
   c. Consumer satisfaction to repurchase decision = 0.439
   d. Product quality to repurchase decision = 0.290
   e. Promotion to repurchase decision = 0.141

2. Indirect effect:
   a. Product quality to repurchase decision through customer satisfaction
      \[= 0.715 \times 0.439 = 0.314\]
      So the total effect is: \[0.290 + 0.314 = 0.604\]
   b. Promotion quality to repurchase decision through customer satisfaction
      \[= 0.068 \times 0.439 = 0.030\]
      So the total influence is: \[0.141 + 0.030 = 0.171\]

DISCUSSION

The Influence of Product Quality on Customer Satisfaction

The results of this study show that through the analysis path obtained results that showed a positive relationship between the quality of the product with the customer satisfaction shown in the hypothesis test results is the value of Sig. 0.000 < 0.05, so H_0 rejected and H_a accepted. This indicates that the product quality variable has a positive and significant effect on the consumer satisfaction variable. The results illustrate that if the product quality increases the satisfaction will increase as well. The better the quality of vehicle fuel products, the more the satisfaction of its users. This also means that the product quality is one of the attributes of the product that can provide a sense of consumer satisfaction in its use. The results of this study were supported by the previous research conducted by Maduretno Widowati and Bentar (2018) stating that the quality of the product has positive and significant impact on consumer satisfaction. And in the journal of Michaela Sugrova (2017) stated that "The study of results proves positive connection. It is found that frequency of dairy product's buying depends on whether the customers are satisfied with the product quality".

The Influence of Promotion on Consumer Satisfaction

Partial, promotions have no significant effect on consumer satisfaction. This is demonstrated by the value of Sig. 0.367 > 0.05, so H_0 accepted and H_a rejected. This means that the promotion variable in this study does not provide satisfaction to consumers. It illustrates that the consumer satisfaction of Pertamax is not obtained from the promotion given by the company because there are still other factors such as quality, price or other factors. The results of this study were supported from previous research conducted by Istiqarah Isa Putri (2017) in her journal stating that partial promotion has no significant effect on consumer satisfaction.

The Influence of Product Quality on Repurchase Decision

The results of this study show that the resulting results showing a positive relationship between the quality of the product with the repurchase decision shown in the hypothesis test result are the sig value. of 0.006 < 0.05, so H_0 rejected and H_a accepted. This indicates that the product quality variable has a positive and significant influence on the repurchase decision.

The results illustrate that if the product quality is getting better it will make the purchasing decision increased. The results of this study were supported by the previous research conducted by Agus Sulaiman (2018) stating that the quality of the product has a positive and significant effect on purchasing decision. Similarly, in the journal Mohd Rizaimy Shaharudin (2014) stated that "Product quality based on the eight quality dimensions framework and the relationship towards the buyer purchase behavior. The customers are looking at other elements beyond quality perceptions on their purchase decision. Between product quality and purchase intention (indirect effect) as suggested by
past researches which could increase the importance of perceived quality in the study relationships".

The Influence of Promotion on Repurchase Decision

The results of this study showed that the value gained significance variable promotion of 0.062 > 0.05 so H0 rejected and H1 accepted. So it can be concluded that there is no significant influence between the variable promotion to the repurchase decision variables. These results illustrate that consumers are making a repurchase of Pertamax not because of the promotion offered but due to other factors such as for not wanting to queue for too long in fuel stations, because of the quality benefits they obtain, or other factors that encourage consumers to repurchase. The results of this study resembled the previous research conducted by Jalal Rajeh Hanaysna (2018) in his journal "An examination of the factors affecting consumer's purchase decision in the Malaysian retail market", stating that "promotion has a negative effect on purchase decision".

The Influence of Consumer Satisfaction on Repurchase Decision

The results of this study showed that the value of significance is the variable of consumer satisfaction of 0.000 < 0.05 so H0 rejected and H1 accepted. So it can be concluded that there is a significant and positive influence between the consumer satisfaction variable to the repurchase decision variable. The results illustrate that the higher the sense of satisfaction that consumers have gained in consuming or using a product, the higher the interest in deciding a repurchase. The results of the study resemble the previous research conducted by Rahmat Hidayat (2015) in his journal stating that there is a significant and positive influence on consumer satisfaction with the purchase decision. In the journal Yingluk Khemchotigoon (2014) also stated that "A positive relationship between consumer satisfaction and purchase intention in the future".

The Influence of Product Quality on Repurchase Decisions through Customer Satisfaction

The results of this study show that the results of the direct influence value of 0.290 and the indirect influence of 0.314 mean that the indirect influence value is greater than that of the direct influence value. These results indicate that indirectly variable of product quality through consumer satisfaction variables have a significant and positive influence on the repurchase decision variables.

The results of the study were similar to the results of the study by Dendi (2018) stating that "The indirect effect of product quality on consumer purchasing decisions are also significant as obtained from the calculation of standardized coefficients". And in the journal Rodoula Tsiotsou (2016) states that "Perceived quality had a direct and an indirect effect (through overall satisfaction) on purchase intentions, overall satisfaction had a direct effect on purchase intentions and involvement had an Indirect effect on purchase intentions through overall satisfaction and perceived quality". It illustrates that if the quality of the product is good, it will give a sense of satisfaction to consumers. And if consumers are satisfied with the product, it will increase the chances of consumer repurchase of the product. Therefore, product quality is something that is important in marketing a product that is done by the company. When consumers are already confident of a brand, the consumer will increase trust in the product. It is positively impactful to the attitudes and behaviors of consumers to make a buyback.

The Influence of Promotion on Repurchase Decision through Customer Satisfaction

The results of this study showed that the direct influence value was 0.141 and indirect influence of 0.030 meant that indirect influence value was less than the value of direct influence. These results indicate that in no way variable the promotion through consumer satisfaction has no significant effect on the repurchase decision variable. The results of the study were similar to the results of the study by Jessica J. Lenzun (2019) in her journal stating that the promotion has negative influence and insignificant to customer satisfaction of Telkomsel prepaid card in Kelurahan Winangun I. But inversely proportional to the study conducted by Noro Fajar Prianggoro (2019) in his journal states that "Promotion has a positive and significant effect on purchasing decisions, influential promotion indirectly significantly towards customer satisfaction". Not the effect of promotional factors on purchasing decisions through the satisfaction of this consumer can
researchers conclude that from the invention in the field there are still many respondents who do not know about the promotion of Pertamax conducted by the company. We can see that the average result of the respondent's response to the variable is low compared to other variables with a score of 285 (Table 2).

CONCLUSION AND RECOMMENDATIONS

Based on the data description in the product quality variable, obtaining the lowest score is a statement about the blue color display of Pertamax. It shows that consumers do not see the feature (color) of the fuel they use. But consumers see in terms of performance quality that has the highest score that the vehicle feels the pace and pull of vehicles lighter when using Pertamax. Therefore, the company should maintain or improve the quality of its products. Based on the data description in the promoted variable, obtaining the lowest score is a statement regarding the purchase of Pertamax, often getting discounts or coupons. This shows that the sales promotion that is done by the company has not maximally touched Pertamax consumers. It is because the promotion has not been a parameter of consumer satisfaction and that encourages consumers to make purchases but there is still crucial important attributes such as price. In addition, the promotion carried out by the company has not made a significant influence due to the remaining fuel options of other similar vehicles namely Premium and Pertalite which is cheaper than Pertamax, so Pertamax only as replacement needs. For that, the company should pay attention to the cost of sales promotion issued to the profit given from the sale of Pertamax in order not to happen losses for the company or the expense of the promotion costs that are useless. But if Pertamax's promotion is made to benefit the company should increase the sales of its promotion in order to attract consumer attention and maintain the customer loyalty Pertamax. Based on the data breakdown of consumer satisfaction variables, the lowest score is the expectation of their vehicle's expectations by using Pertamax. While the highest is a statement about consumers never complain using Pertamax. It can be interpreted that there is still more hope that consumers are expected to not be reached in the use of Pertamax. This is because there are still other attributes or factors that are used as parameters by the consumers of Pertamax such as price, promotion, or others. Therefore, companies should also pay attention to these factors in order to be more fulfilled consumer expectations in the use of Pertamax. Based on the data description in the repurchase decision variable, which gets the lowest score is the family or neighborhood recommends to use Pertamax. While the highest score is consumers believe that Pertamax is a superior and competent product for the vehicle. It can be interpreted that consumers use Pertamax not only the recommendation of the surrounding people, but also other factors such as because of individual factors, promotion or other factors. Just as the consumer statement decides to use Pertamax because of their belief that Pertamax is a very good product for the vehicle. Therefore, in order for consumers to decide on the purchase of Pertamax, the company should maintain or enhance the excellence of Pertamax in order to repurchase by consumers. For future researchers it is expected to add another variable that can influence the repurchase decision such as price or other variables.

Research Limitation

In the writing of this journal there are some limitations that restrict from this research, among which is in the process of retrieving data, information provided by respondents through questionnaires sometimes does not indicate the opinion of respondents. Actually, this happens because sometimes different differences of thought, assumptions and understanding of each respondent, also other factors such as the honesty factor in the filling of the respondents opinion in the questionnaire.

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