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Determinant Factors of Fuel Consumption Behavior: Evidence from Indonesia

Factores determinantes del comportamiento del consumo de combustible: Evidencia de Indonesia

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RESUMEN

La investigación aplicó una explicación cuantitativa con el enfoque descriptivo y causal. Se realizó un muestreo por conglomerados en este método de encuesta y se recopiló mediante cuestionarios estructurados. Además, los datos se analizaron con el modelo de ecuación estructural (SEM) con la versión de software LISREL 8.8. Los resultados del estudio mostraron que la imagen de marca y la confianza de la marca no tienen un impacto en la satisfacción del cliente y la intención de recompra de Peralite. Este resultado implica que la satisfacción del cliente no logró mediar la relación entre la imagen de marca y la intención de recompra. Además, la satisfacción del cliente tampoco puede explicar la causalidad entre la confianza de la marca y la intención de recompra de Peralite en Indonesia.

Palabras clave: Confianza de marca, imagen de marca, intención de recompra, satisfacción del cliente.

ABSTRACT

The research applied a quantitative explanatory with a descriptive and causal approach. A cluster sampling was engaged in this survey method and collected using structured questionnaires. Furthermore, the data were analyzed undergoing Structural Equation Model (SEM) with the software LISREL 8.8 version. The findings of the study showed that brand image and brand trust do not have an impact on customer satisfaction and repurchase intention of Peralite. This result implies that customer satisfaction failed in mediating the relationship between brand image and repurchase intention. Besides, customer satisfaction also cannot explain the causality between brand trusts and repurchase intention of Peralite in Indonesia.

Keywords: Brand image, brand trust, customer satisfaction, repurchase intention.

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INTRODUCTION

PT. Pertamina (persero) is the state-owned enterprises that focuses on the processing and selling of petroleum and gas fuels. It has the primary product, including premium, pertamax, and pertainite. Since 2015, the Indonesian government introduced pertainite as the alternative of customer choices. Meanwhile, in 2018, the government raised the price of pertamax, which lead to the price gap between pertainite and pertamax price, and it is expected that the civilians can shift to pertainite (Hamdani: 2018; Widyastuti & Hartono: 2019, pp. 12-27).

The government endeavors to reduce the fuel subsidies that are marked by the government, starting to limit sales of 88 octane Premium. As a consequence, society is advised to change over with pertainite, which having higher octane (90 octanes). The underlying reason is that the slight difference price compared to premium. According to Kurniawan (2018), people's interest in pertainite shows an upward trend. In particular, the consumption of pertainite in three areas in Indonesia, including Jakarta capital special region, West Java, and Banten, rose dramatically by approximately 37 percent in 2018 and the greatest consumption was in Central Jakarta and West Jakarta.

Despite the fact that the octane rates of pertainite is higher than premium, the customer thinks that the quality of pertamax performed out of pertainite, and customers are willing to pay more to use pertamax instead of pertainite for their vehicles. This is due to the fact that pertamax does not use a mixture of dyes and contains additives to prevent rust on their vehicle engines (Kurniawan: 2018). According Teoh et al. (2018), using fuel with low octane and not in accordance with the manufacturer's recommendations can reduce engine performance and have a negative impact on the engine in the long run.

Along with the times, pertainite has some competitors, among others, Total performance by PT. Total Oil and shell regular by PT. Shell Helix. The three products are having the same octane and indifferent prices, ranging from IDR 7,000 to IDR 9,000. Even though competing companies have issued products in the same class, pertamina's external communication manager believes that consumers will continue to use pertainite. This is reasonable due to the fact that pertainite has advantages in terms of retail outlets, namely Pertamina gas stations spread throughout Indonesia so that pertainite can be easily found by consumers. Besides, Indonesian citizens' confidence in pertamina's products is still high. They also believe that the high consumer acceptance of pertainite is due to the good quality of pertainite and the affordable price (Widyastuti & Hartono: 2019, pp. 12-27).

The superiority of pertainite is caused by a good brand image, brand trust, and a sufficient level of customer satisfaction, which will affect the purchase intention consumers. Furthermore, when consumers feel unsatisfied, the repurchase intention will be inadequate; therefore, consumers will turn to other competing brands. Based on these matters, this study is aimed to investigate the role of brand image and brand trust toward customer satisfaction and repurchase intention of pertainite. In addition, this study is also intended to understand the role of customer satisfaction in mediating the relationship brand image toward repurchase intention and brand trust in repurchase intention.

LITERATURE REVIEW

Brand image

Kotler & Keller (2016) described a brand image as consumers' perceptions of a brand, as reflected in brand associations that are stored in consumers' minds. Indeed, Mann and Ghuman (2018) defined a brand image as a set of brand associations that are formed and embedded in the minds of consumers. Consumers who are accustomed to using certain brands tend to have consistency with the brand image of the brand's products (de Vries et al.: 2017).

In addition, Manorek (2016); Qom & Azad (2017) remarked that a brand image is an image or personality created with advertising, packaging, branding, and other marketing strategies. Through a good marketing strategy, brand image can determine product position in the competitive business market. Therefore, the image created must be clear and profitable. A sharp brand image can be created by showing the superiority of the company's products compared to competitors' products (Foster: 2016, pp. 1-11). Through a robust brand image, consumers can evaluate company offerings and inherent advantages, to encourage consumers to have the intention to purchase.

Cheung et al. (2016); Foster et al. (2018) added that there are three dimensions to measure brand image, including: first, corporate image, which is a collection of associations that consumers perceive of the company that makes a product or service. Second, user image, which is a collection of associations that consumers perceive a product. Lastly, the product is an image as a collection of associations that consumers perceive users using an item or service.

Brand trust

Oh, Kihan, & Gwijeong (2016) defined trust as the core of the value offered by a strong brand to consumers of their products that makes consumers understand the offers and risks received associated with buying and using products. Trust in a product can be built because of consumer expectations that a product will be able to meet the needs and desires. According to Bhandari and Rodgers (2018) brand trust is the brand's ability to be trusted (brand reliability), which is based on consumer confidence that the product is able to meet the promised value and brand good intention based on consumer confidence that the brand is able to prioritize the consumer interest.

Brand trust reduces the uncertainty of the risk that will be received by consumers based on consumer experience when purchasing and using the product. Furthermore, Kasari et al. (2017); Akhondi & Azar (2016) states that trust in the brand as the willingness of the average consumer to depend on the ability of a brand to carry out all its uses or functions. The experience, if it has an impact or positive results, will affect consumer evaluations of the brand, because consumers feel that the brand is reliable (Keller: 2016, pp. 1-16; Rather et al.: 2019, pp. 196-217).

Additionally, several literature by Tong et al. (2018); Bidmon (2017); Singla and Gupta (2019) mentioned that there are three dimensions to measuring brand trust, including reliability, which is the assumption that a brand has the capacity needed to respond to consumer needs, by offering new products that consumers need or offering a constant level of quality. Furthermore, intention, namely consumer confidence that the brand will protect the interests of consumers when unexpected problems arise in connection with the use of a product.

Customer satisfaction

Kasiri et al. (2017) defines satisfaction as positive behavior towards a brand, which will end in the consumer's decision to repurchase the brand. While the definition of satisfaction, according to Kotler and Keller (2016), is someone's feeling of satisfaction or dissatisfaction resulting from comparing the performance received by consumers for a product, service, or product outcome with consumer expectations. This means that if the product's performance is in accordance with consumer expectations, then the consumer will feel satisfied. When the product performance is under consumer expectations, then the consumer will feel dissatisfied. Conversely, if product performance exceeds consumer expectations, then consumers will feel very satisfied (Mohammed et al.: 2016, pp.116-122; Tandon et al.: 2017, pp. 266-288).

In line with the opinion of Kotler and Keller (2016), Mohammadi and Sohrabi (2018); Edyansyah (2016) revealed that customer satisfaction or dissatisfaction is the customer's response to the evaluation of perceived discrepancies or disconfirmations between previous expectations and actual product performance felt after usage. However, some literatures by Ali & Raza (2016); Anounze et al. (2019) mentioned that there are three dimensions to measure customer satisfaction. First, product-related factors, the factors used to develop a product that involves waiting for the benefits provided by the product. Second, service-related factors are

factors related to the company's service of a product. Third, purchase factors, the factors associated with the purchase of the product.

Repurchase intention

Goh et al. (2016) defines repeat purchase intentions as behavior when a customer is willing to purchase a product or use the same service that has been used before on an ongoing basis. Repurchase behavior occurs when the company's products meet consumer expectations and approvals, which is a high indication that consumers will buy and reuse these products in large quantities. Meanwhile, according to Mgiba and Madela (2020), repurchase intention is a consumer commitment that is formed after the consumer makes a product or service purchase. This commitment arises because of the positive impression consumers have on a brand. Positive impression obtained by consumers from consumer experience in the purchase and use of products.

Masitoh and Widikusyanto (2017) states that consumer repurchase intention is an important indicator used to predict repurchase behavior. Repurchase intention can encourage consumers to have a consistent buying behavior towards products that can show the level of consumer loyalty to the brand, so that the company has a sustainable advantage. According to Saleem et al. (2017); Liu & Tang (2018), there are four dimensions to measure repurchase intentions, namely: transactional intention, which is the tendency to buy products; preferential intention, namely interests that describe the behavior of someone who has a primary preference on the product. This preference can only be replaced if something happens with the product of his preference. In addition, referential intention, which is a person's tendency to refer products to other people. Lastly, explorative intention), the interest that describes the behavior of someone who is always looking for information about the product of interest and to support the positive qualities of the product.

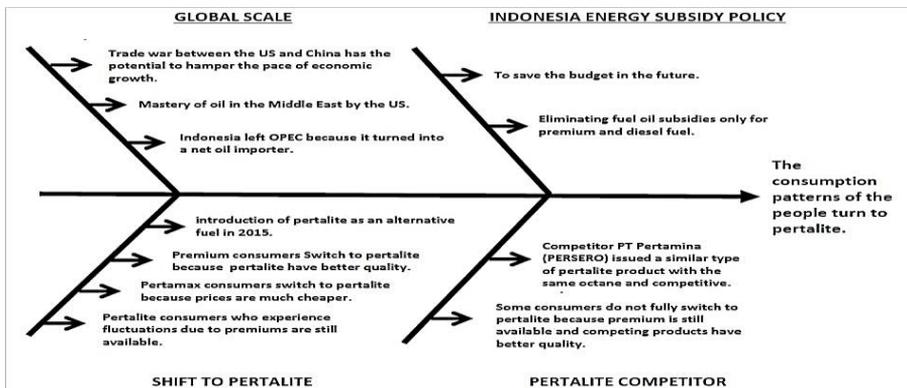


Figure 1. The Road Map of Research

METHODS

The research applied a quantitative explanatory with the descriptive and causal approach. The population in this study refers to Peralite consumers in general in East Jakarta. The type of population studied is infinite, because researchers do not know for sure the total number of visitors to gas stations in East Jakarta. A total of 200 respondents were selected to be a sample of the Peralite customer population in East Jakarta, namely in Duren Sawit Village and Rawamangun Village in July 2019.

A cluster sampling was engaged in this survey method and collected using structured questionnaires. The cluster sampling technique is also called the group technique or cluster technique, which is done by selecting samples based on the cluster, not the individual. Consideration of sample selection based on Peralite consumed is the same in all Pertamina gas stations in East Jakarta. To determine the Pertamina gas station that will be used as a sampling place, first look for data on the location of gas stations in Jakarta via the internet. After that, the data is sorted into gas stations that only exist in East Jakarta. SPBU data in East Jakarta are grouped into sub-districts, namely Cakung, Matraman, Jatinegara, Duren Sawit, and Pulogadung Districts. Then, two districts that had the highest number of villages were selected, namely Duren Sawit Subdistrict and Pulogadung Subdistrict. Furthermore, from the two sub-districts, it was sorted again to find the villages that had the most gas stations, namely Duren Sawit and Rawamangun.

Furthermore, the data were analyzed undergoing Structural Equation Model (SEM) with the software LISREL 8.8 version. The use of LISREL aims to show the causality relationship between construct variables, both directly and indirectly, also shows the components that contribute to the formation of the construct so that the relationships between variables have a high degree of accuracy.

RESULTS

Descriptive analysis

Brand image is proxied by three dimensions, maker image, user image, and product image. In all three dimensions, the percentage of respondents agreed about 30 to 40 percent, which means that Pertamina's image as a Peralite producer good, Peralite's performance for consumers, and Peralite's product image are good. In addition, brand trust variables are measured by two dimensions, namely reliability and intention. For both dimensions, the percentage of respondents agreed about 40 to 50 percent; it implies that Peralite is indeed reliable by consumers, and Peralite meets expectations and guarantees consumer safety.

Meanwhile, the customer satisfaction variable is explained by three dimensions, consisting of product-related factors, service-related factors, and purchasing factors. In these three dimensions, the percentage of respondents agreed about 40 to 50 percent. This result shows the level of customer satisfaction with factors related to Peralite products, the level of customer satisfaction with factors related to Peralite producer service, and the level of customer satisfaction with factors related to product purchases Peralite is good.

Lastly, the variable repurchase intention is measured by four dimensions, namely transactional interest, preferential interest, referential interest, and exploratory interest. On all four dimensions, respondents agreed about 30 to 40 percent, which means consumers are always looking for Peralite to fuel their vehicles, consumers always have an interest in using Peralite as fuel for their vehicles, consumers are willing to recommend Peralite to others, and consumers want to find out more information about Peralite.

The validity test

The measures used in factor analysis are the Kaiser-Meyer Olkin's (KMO) test and Bartlett's Test of Sphericity. The validity testing criteria, according to Ghozali (2009), is that the KMO value or factor loading is more than 0.5, and the probability of Bartlett (sig.) is not more than 0.05

KMO and Bartlett's Test		CM	KM	KP	NPU
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.744	0.760	0.824	0.741
Bartlett's Test of Sphericity	Approx. Chi-Square	318.208	117.236	159.728	169.335
	df	120	15	36	28
	Sig.	0.000	0.000	0.000	0.000

Table 1. The Results of KMO and Bartlett's Test

From the results of the overall validity test of the variables shown in Table 1, it is known that all statements in the questionnaire of all variables are valid because they have KMO test results greater than 0.5, each 0.744; 0.760; 0.824; and 0.741, and the significance value is smaller than 0.05, which is equal to 0.000.

Factor Loading							
CM		KM		KP		NPU	
CM1	0.481	KM1	0.824	KP1	0.609	NPU1	0.747
CM2	0.146	KM2	0.785	KP2	0.662	NPU2	0.722
CM3	0.586	KM3	0.710	KP3	0.746	NPU3	0.767
CM4	0.553	KM4	0.519	KP4	0.501	NPU4	0.769
CM5	0.671	KM5	0.618	KP5	0.604	NPU5	0.783
CM6	0.688	KM6	0.805	KP6	0.747	NPU6	0.499
CM7	0.770			KP7	0.731	NPU7	0.486
CM8	0.590			KP8	0.726	NPU8	0.726
CM9	0.613			KP9	0.745		
CM10	0.568						
CM11	0.561						
CM12	0.497						
CM13	0.631						
CM14	0.648						
CM15	0.471						
CM16	0.591						

Table 2. The Result of Factor Loading Test

The results of factor loading calculations are shown in Table 2 on all indicators of all variables, it can be interpreted that there are several invalid indicators, namely CM1, CM2, CM12, CM15, NPU6, and NPU7 indicators because they have a factor loading value below 0.5. Furthermore, the indicator that is not mentioned is valid, because it has a factor loading value above 0.5.

The reliability test

Reliability is an index that shows a reliable or reliable measuring tool. A questionnaire is stated to be reliable or reliable if a person's answer to a question is consistent or stable over time. The reliability test uses the Cronbach Alpha method, with a measure that is if it is less than 0.6, then it is insufficient, if 0.7 thus it can be accepted and if 0.8 and above it is satisfying.

Variable	Cronbach's Alpha	Intpretation
Brand image (X ₁)	0.866	Reliable
Brand trust (X ₂)	0.816	Reliable
Customer satisfaction (Y)	0.851	Reliable
Repurchase intention (Z)	0.841	Reliable

Table 3. The Result of Reliability Test

From the reliability test results shown in Table 3, it is known that all the variables used in the study, both the independent variables namely Brand Image and Brand Trust, intervening variables namely Customer Satisfaction, and the dependent variables namely Repurchase Intention are reliable because they have more Cronbach's Alpha results greater than 0.8.

The model conformity test

The analysis technique to determine the suitability of a model used in this study is Confirmatory Factor Analysis. This model is a useful analysis to identify relationships between variables by conducting correlation tests and knowing the most dominant indicators in a construct model to reduce measurement errors.

According to Yamin & Kurniawan (2009) mentioned that there are several tools to test the suitability of the model at SEM, namely: Absolute Fit Indices are the most basic measurements by measuring the overall and simultaneously fit models for both structural and measurement models. Measuring instruments found in Absolute Fit Indices are: (1) Chi-Square (CMIN), It is a measure to see the closeness between the covariance matrix of the model predictions and the covariance matrix of the study sample. The model is said to be perfect fit if it has a value of 0; (2) Chi-Square per Degree of Freedom (CMIN/DF), generated from chi-square statistics divided by the degree of freedom of the model (degree of freedom). Used to measure the suitability of a model. The expected value is smaller than 2.00; (3) Goodness of Fit Index (GFI), is the size of a model to explain the diversity of data. The GFI value is between 0 (poor fit) and 1 (perfect fit). If the GFI value is greater than 0.90, then the model has a good fit. Meanwhile, if the GFI value is between 0.80 to 0.90, then the value is expressed as good enough (marginal fit); (4) Root Mean Square Error (RMSR), used to see the average residuals between the covariance matrices and the estimated results. A model can be said to be good (good fit) if it has an RMSR value below 0.05; (5) Root Mean Square Error of Approximation (RMSEA), it is a measure of the average difference per degree of freedom expected in a population. A model can be said to be good fit if it has an RMSEA value below 0.08. If the RMSEA value is above 0.08 then the model is said to be marginal fit, and if it is below 0.05, then the model is said to be close fit.

Incremental Fit Indices examines more specifically for the comparison of proposed models for other models. The model is said to be fit when the size of the Incremental Fit Indices has been met. Measuring instruments contained in the Incremental Fit Indices are: (1) Adjusted Goodness of Fit Index (AGFI), this measure is a modified form of GFI by comparing the degrees of freedom of the research model with other models. Similar to GFI, if the AGFI value is greater than 0.90, then the model has a good fit. Meanwhile, if the AGFI value is between 0.80 to 0.90, then the value is expressed as good enough (marginal fit); (2) Tucker Lewis Index / Non Normed Fit Index (TLI / NNFI), used to compare between models by considering the number of coefficients in the model. Similar to GFI, TLI / NNFI values range between 0 (poor fit) and 1 (perfect fit). If the TLI / NNFI value is greater than 0.90, then the model has a good fit. Whereas if the TLI / NNFI value is between 0.80 to 0.90, then the value is expressed as good enough (marginal fit); (3) Normed Fit Index (NFI), seeing the large mismatch between the expected model and the basic model. Similar to GFI, the NFI value is between 0 (poor fit) and 1 (perfect fit). If the NFI value is greater than 0.90, then the model has a good fit. Meanwhile, if the NFI value is between 0.80 to 0.90, then the value is expressed as good enough (marginal fit), and (4) Comparative Fit Index (CFI), is a form of NFI modification that shows the level of acceptance of the model. Can perform well when the sample size is small. Similar to GFI, the CFI value is between 0 (poor fit) and 1 (perfect fit). If the CFI value is greater than 0.90, then the model has a good fit. Meanwhile, if the CFI value is between 0.80 to 0.90, then the value is expressed as marginal fit. Thus, the index that researchers use to test the suitability of a model is as follows:

Goodness of Fit Indices	Cut-Off Value
CMIN	Close to 0
CMIN/DF	≤ 2.00
GFI	> 0.90
RMSR	< 0.05
RMSEA	< 0.08
AGFI	> 0.90
TLI/NNFI	> 0.90
NFI	> 0.90
CFI	> 0.90

Source: Yamin & Kurniawan (2009)

Table 4. Review the Model Suitability Measurement

Index	Cut Off Value	Results	Intrepretation
CMIN	Close to 0	0.0	Perfect Fit
CMIN/DF	< 2.00	1.842	Good Fit
GFI	≥ 0.90	0.79	Close Fit
RMSR	< 0.05	0.046	Good Fit
RMSEA	< 0.08	0.065	Good Fit
AGFI	≥ 0.90	0.75	Close Fit
TLI/NNFI	≥ 0.90	0.96	Good Fit
NFI	> 0.90	0.92	Good Fit
CFI	≥ 0.90	0.96	Good Fit

Table 5. Full Model Conformity Test Results

The results of the model suitability test in Table 5 shows that all variables in the fitted model produce a good level of acceptance, with most of the criteria determined to be within the expected range of values.

The hypothesis testing

In testing hypotheses regarding causal relationships between variables, researchers use path analysis. The path analysis is an extension of the regression model that can show the direct and indirect impacts of the independent variable with the dependent variable. The testing criteria used a t-statistic value with a significance level of 0.05, a sample size of 200, and a critical value of 1.96. The results of the calculation of the hypothesis are interpreted to be acceptable and significant if the t-count is greater than the t-table (t-value > 1.96).

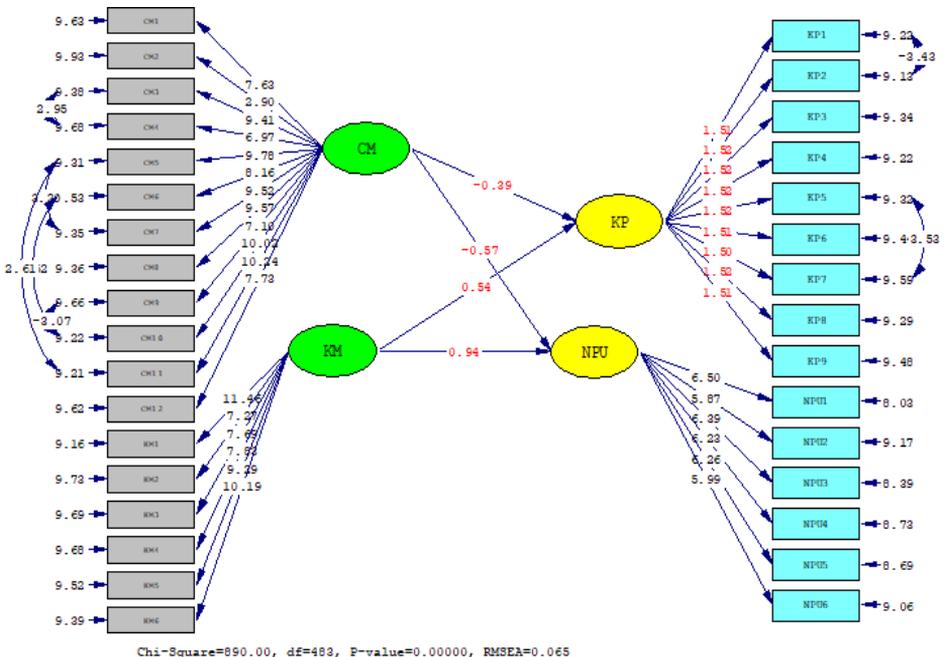


Figure 2. The Research Fitted Model: T-Values

The structural equation model is used to analyze the hypotheses proposed that can be accepted or rejected. The results of testing the hypothesis using the t-statistic value, with the criteria if t-count is greater than t-table (t-value > 1.96) means that the proposed model is significant and acceptable. The results of the structural equation model in Table 6 show that the overall relationship between variables has a non-significant relationship and falls below a predetermined t-table threshold (1.96).

H- a	Independent Variable		Dependent Variable	T-Value	Significance
1	Brand image (X ₁)	→	Customer satisfaction (Y)	-0.39	Not significant
2	Brand trust (X ₂)	→	Customer satisfaction (Y)	0.54	Not significant
3	Brand Image (X ₁)	→	Repurchase intention (Z)	-0.57	Not significant
4	Brand Trust (X ₂)	→	Repurchase intention (Z)	0.94	Not significant
5	Customer satisfaction (Y)	→	Repurchase intention (Z)	-	Not proven

Source: data processed (2020)

Table 6. The Structural Equation Model

The direct and indirect influence

An indirect effect test is conducted to determine the effect of independent variables that influence the dependent variable through intervening variables. Indirect effect tests can be seen through Standardized Indirect Effects. The results of the analysis which state that there is an intervening/mediation relationship are when the value of Standardized Indirect Effects is positive. Based on the results of the analysis of the indirect effect test shown in Figure 2, it can be seen that there is no indirect relationship or variable influence of Brand Image on Repurchase Intentions through customer satisfaction and there is no indirect relationship or variable influence of Brand Trust on Intention Repurchase through Customer Satisfaction.

DISCUSSION

The brand image does not have a significant effect on pertalite customer satisfaction, indicated by a value of -0.39. This shows that pertalite has become a widely recognized brand, and this makes the pertalite brand a top of mind for fuel consumers. Also, another cause is that respondents in this study consider fuel brands not to be a significant problem, because they are looking for fuel at an affordable price according to the budget, but with the desired quality according to their expectations. Meanwhile, brand trust has no influence on pertalite customer satisfaction, which indicated by a t-value of 0.54. This can be caused by respondents in this study seem to be less concerned with the capabilities of pertalite so that trust does not affect customer satisfaction. This is probably caused by pertalite, which has been known by the public at large and easily found everywhere.

The brand image does not have a significant effect on pertalite's repurchase intention, indicated by the t-value of -0.57. This can be due to the respondents in this study were happy to search for information about fuel. They trust the opinions of others more, both from friends, family, relatives, and testimonials from the internet about the benefits of the fuel. The information and input they get from others can foster interest in buying. Therefore, they can decide to buy and use pertalite based on the experience of users who have used pertalite beforehand. In addition, brand trust does not have a significant effect on pertalite's repurchase

intentions, as indicated by the t-value of 0.94. This can be due to the respondents in this study will continue to buy pertalite, without seeing other options, only pertalite is available, there is no Premium or other options according to their budget and expectations. Customer satisfaction has not been proven to have an influence on pertalite's repurchase intentions. Brand image has not been proven to have an influence on repurchase intentions mediated by pertalite customer satisfaction.

Lastly, brand trust has not been proven to have an influence on repurchase intentions mediated by pertalite customer satisfaction. The results of the analysis state that brand image and brand trust have no effect on customer satisfaction and repurchase intentions. Therefore, the aspect that needs to be improved is to be more careful in choosing respondents and in processing data because respondents sometimes fill in a hurry or not seriously that make the research results are biased.

CONCLUSION

This present study aims to examine the impact of brand image, brand trust toward customer satisfaction, and repurchase intention of pertalite in Indonesia. The findings of the study showed that brand image and brand trust do not have an impact on customer satisfaction and repurchase intention of pertalite. This result implies that customer satisfaction failed in mediating the relationship between brand image and repurchase intention. Besides, customer satisfaction also cannot explain the causality between brand trust and repurchase intention of pertalite in Indonesia.

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