Analysis of Customer Satisfaction with Non-Subsidized Fuel at Pertamina SPBU in Pelalawan Regency – Riau Province

Johan[1], Zulkarnain[2], Alvi Furwanti Alwie[3], Samsir[4]

Abstract

This study aims to develop a new conceptual model of how green marketing, e-WOM, and service quality affect brand image and how it affects customer satisfaction. Customer BBM Pertamax series and PERTAMINA Dex products. This research can fill the limitations of previous research and the research gaps on customer satisfaction. This quantitative study collected data through questionnaires distributed to customers of BBM Pertamax series and Pertamina Dex products in Pelalawan Regency, Riau Province. The sample calculation used a formula that produced 360 respondents using a purposive random sampling approach. A Likert-scale questionnaire was used to collect data, and SmartPLS 4.0 was used to process it. The findings include that green marketing has a positive and significant effect on brand image; e-wom has a positive and significant effect on brand image; service quality has a significant positive effect on brand image; green marketing has a positive and significant effect on customer satisfaction; e-wom has a positive but not significant effect on customer satisfaction; service quality has a significant positive effect on customer satisfaction. Brand image can significantly mediate the effect of green marketing on customer satisfaction; the brand image can significantly mediate the effect of service quality on customer satisfaction; the Brand image can mediate the effect of e-WOM on customer satisfaction; and brand image has a positive and significant effect on customer satisfaction.

Keywords: *Green Marketing Mix, E-Wom, Service Quality, Brand Image, Customer Satisfaction.*

Introduction

Previous empirical studies have shown that green marketing significantly affects customer satisfaction (Nugroho et al., 2023).e-WOMno significant effect on customer satisfaction (Fitriyasari, 2020). Furthermore, service quality affects customer satisfaction positively (Hanandeh et al., 2023).The authors conclude that the findings of previous studies are inconsistent and research gaps need to be filled to fully understand how factors such as green marketing, e-wom, and service quality affect customer satisfaction (Ali et al., 2022). Referring to previous research on the concept of customer satisfaction and empirical studies conducted by previous researchers, this study examines the concept of customer satisfaction empirically (Dj & Rosyad, 2022). The object of research is gas stations in Pelalawan Regency, Riau Province, and the population is customers of BBM Pertamax series and Pertamina Dex products (Seo et al., 2020). These variables were selected based on previous studies which revealed research gaps (Samudro & Hamdan, 2021). In one research paradigm, researchers propose solutions with mediating variables (Samosir et al., 2023). There may be other exclusive variables that can fill this research gap (Mufashih et al., 2023). With a structural equation model approach, this study uses a mechanism to mediate brand image variables that mediate green marketing, e-WOM, and service quality on customer satisfaction (Putri & Fauzi, 2023). The mediating variable is intended to fill the gap between this study's endogenous and exogenous variables (Setiawan et al., 2020). The choice of brand image as mediation is because there has been no previous research using a brand image as mediation, so this research needs to add the brand image variable (Jain et al., 2023).

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[1] 1Doctoral Student of Management Faculty of Economics and Business, Riau University, Indonesia, E-mail:johan.grad.unri@gmail.com (Corresponding Author)

[2] Lecturer of Doctor of Management Faculty of Economics and Business, Riau University, Indonesia, E-mail: zulkarnain.fe@lecturer.unri.ac.id.

[3] Lecturer of Doctor of Management Faculty of Economics and Business, Riau University, Indonesia, E-mail: alvi.furwanti@lecturer.unri.ac.id.

[4] Lecturer of Doctor of Management Faculty of Economics and Business, Riau University, Indonesia, E-mail: samsir@lecturer.unri.ac.id.

Literature Reviews

Effect of Green Marketing Mix on Brand Image

The findings of some studies on green marketing mix show that green marketing mix also has a significant positive relationship with the brand image, particularly green products, green prices, and green places (Yuwanti et al., 2023). However, green promotion does not affect the brand image is also corroborated and confirmed by other studies that applying green marketing has a significant positive effect on the brand image (Bintarto et al., 2022).

Effect of e-WOM on Brand Image

One of the findings in research on the relationship between e-WOM and brand image shows a significant positive relationship, which states that the more positive input e-WOM (PeWOM), the more positive the brand image will be in the minds of consumers (Fadel Pradana et al., 2022). Input positive information that is clear and relevant to consumers will greatly assist in interpreting products in the minds of consumers, which will influence consumers in making decisions..

Effect of Service Quality on Brand Image

The relationship between service quality and brand image has been tested in previous research and shows results with a significant positive relationship, which means that the better the level of service quality perceived by consumers will increase the brand image in the minds of consumers (Basyiruddin & Wijayanti, 2022).

Effect of Green Marketing Mix on Customer Satisfaction

Research on the practice of green marketing mix in the dimensions of green product, green price, green promotion, and green place found a significant positive effect on customer satisfaction. The previous research was conducted randomly on respondents who had used green products with limitations on the 4P marketing mix (da Silva et al., 2022).

Effect of e-WOM on Customer Satisfaction

Research on the relationship between e-WOM variables and customer satisfaction shows that e-WOM input does not significantly affect customer satisfaction; customer satisfaction does not depend on e-WOM input received by consumers. Other studies have found that exposure to or receiving negative e-WOM input from previous consumers will lower customer satisfaction (Nugroho et al., 2023).

Effect of Service Quality on Customer Satisfaction

Parasuraman et. al.. Pioneered the concept of service quality, which consists of TERRA (Tangible, Empathy, Responsiveness, Reliability, Assurance) as variables that will positively impact customer satisfaction. Other research also reinforces the finding that the service quality variable influences customer satisfaction positively, which means that the better the level of service quality perceived by consumers will provide higher customer satisfaction as well (Permana & Balqiah, 2021).

The Effect of Brand Image on Customer Satisfaction

Research on the relationship between brand image and customer satisfaction shows a significant positive relationship. Other studies also confirm that brand image positively influences customer satisfaction, which means that a better brand image in the minds of consumers will provide a higher level of satisfaction (Mantik & Marhaenis Handoko Putro, 2019).

Research Models

The model created for this study was based on the concept of gaps and research gaps derived from earlier research findings. The model used in this study is thus depicted in the following figures:
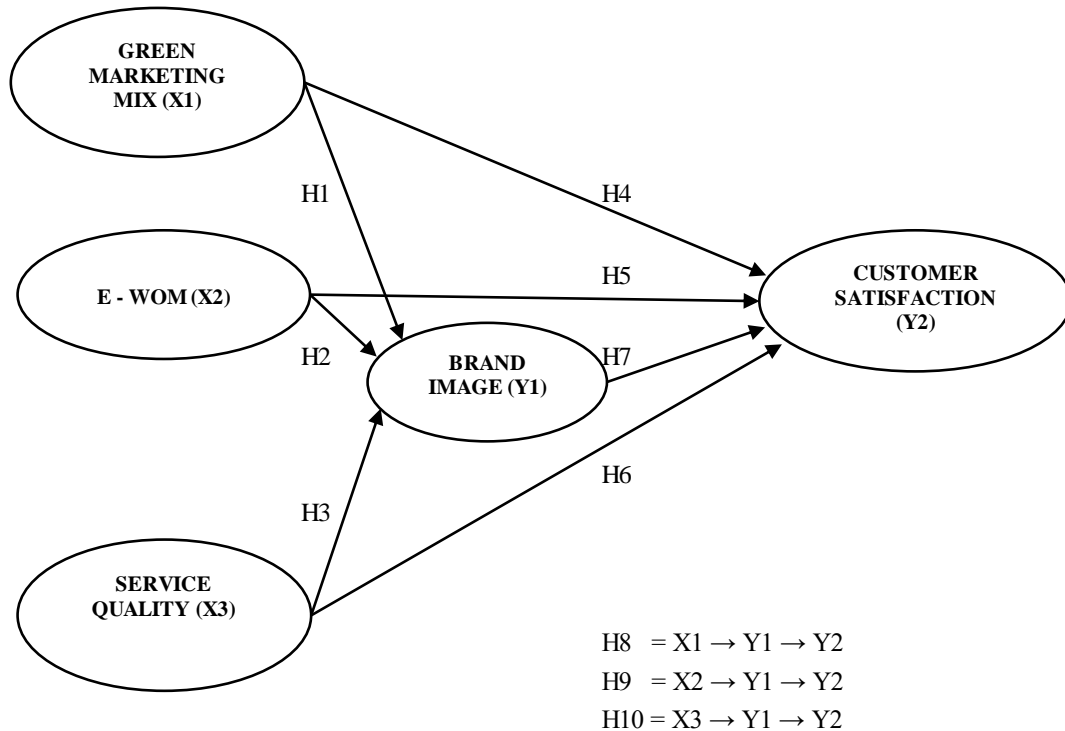

H8 = X1 → Y1 → Y2
H9 = X2 → Y1 → Y2
H10 = X3 → Y1 → Y2

Figure 1. Conceptual framework

Hypothesis

1.   There is a significant influence of green marketing mix on brand image

2.   There is a significant influence of e-WOM on brand image

3.   There is a significant influence of service quality on brand image

4.   There is a significant effect of the green marketing mix on customer satisfaction

5.   There is a significant effect of e-WOM on customer satisfaction

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

7.   There is a significant influence of brand image on customer satisfaction

8.   There is a significant effect of the green marketing mix on customer satisfaction through brand image

9.   There is a significant effect of e-WOM on customer satisfaction through brand image

10.   There is a significant influence of service quality on customer satisfaction through brand image

Methods

This research was quantitative and used sampling and measurement methods to collect data. Participants in this study are all customers of fuel consumers Pertamax series and Pertamina Dex products at all gas stations in the Pelalawan district, including cross consumers who did not live in the area but excluding logistics truck consumers due to differences in market segments. In this study, after calculating (31 + 5) x 10, the number of samples was 360 samples and Counted sample (Number of indicators + number of latent variables) x (number of hypotheses). Data collection was carried out using a questionnaire. Meanwhile, using Structural Equation Modeling - Partial Least Square (SEM PLS) analysis, this research data analysis was quantitative.

Results

Convergent Validity

In this study, the convergent validity test results can be seen by examining the value of the loading indicator or loading factor for each indicator in each variable construct:

Tabel 1. Convergent Validity Test Results for Research Variables

Green marketing	E-wom	Service quality	Brand image	consumer satisfaction	AVE
0.748	0.720	0.766	0.722	0.810	
0.706	0.778	0.749	0.737	0.794	
0.748	0.801	0.809	0.773	0.757	
0.786	0.776	0.808	0.713	0.759	
0.709	0.802	0.781	0.822	0.731	
0.741	0.775	0.746	0.775	0.777	
0.751	0.800	0.756	0.827	0.811	>0.5
0.706	0.826	0.726	0.773	0.721	
0.742	0.784	0.710		0.742	
0.780	0.738	0.767		0.824	
0.756	0.747	0.749		0.853	
0.728	0.725	0.785		0.719	
0.768	0.710	0.815		0.735	
0.750		0.809			
		0.799			
		0.791			

Source: Smart Pls 4.0

All indicators have loading factor values greater than 0.7, as shown in Table 1. The average variance extracted (AVE) value was higher than 0.50, showing a correlation between the constructed variable and the reflective indicators discussed above. This explains why each variable in the variable construct satisfies the criteria for convergent validity.

The AVE value squared was another method for quantifying discriminants. The value of the square root of AVE was greater than the correlation between latent constructs in the model demonstrated good discriminant validity, indicating that the value of the square root of AVE was greater than the correlation between latent constructs in the model demonstrated good discriminant validity . The table below displays the outcomes of a discriminant validity test with square roots, average variance extracted (AVE), a diagonal column, and brackets; the correlation between latent variables in the same column (above or below it) must be greater than this correlation.

Tabel 2. The AVE Square Root Value of the Research Variable Construct

Variables	LF	PE	EP	BD	CS
Green Marketing Mix	**0.745**				
E-WOM	0.490	**0.769**			
Service Quality	0.194	0.301	**0.774**		
Brand Image	0.639	0.658	0.454	**0.769**	
Customer Satisfaction	0.605	0.547	0.613	0.743	**0.773**

Source: Smart Pls 4.0

Table 2 above demonstrates a strong correlation between one construct and another, with a higher square root on the AVE along the diagonal line indicating a higher level of construct validity.

Indicator Reliability

The following Cronbach's alpha table shows the results of the reliability test using the reliability indicator criteria:

Tabel 3. Cronbach's Alpha Test Results for the Research Variable Construct

Variables	Cronbach's Alpha	size	decision
Green Marketing Mix	0.938	0.7	reliable
E-WOM	0.942	0.7	reliable
Service Quality	0.955	0.7	reliable
Brand Image	0.901	0.7	reliable
Customer Satisfaction	0.943	0.7	reliable

Source: Smart Pls 4.0

Cronbach's alpha values for the constructed variable were all greater than 0.70, as shown in Table 3. This explains why all construct variables comply with reliability standards.

Internal Consistency Reliability

Internal consistency reliability refers to the estimation of reliability based on the average correlation of test items . The following composite reliability table shows the results of the reliability test with internal consistency reliability criteria:

Tabel 4. Composite Reliability Test Results for Construct Variables

Variables	Composite Reliability	size	decision
Green Marketing Mix	0.946	0.7	reliable
E-WOM	0.949	0.7	reliable
Service Quality	0.960	0.7	reliable
Brand Image	0.920	0.7	reliable
Customer Satisfaction	0.951	0.7	reliable

Source: Smart Pls 4.0

According to Table 4, all of the composite reliability scores for the research variable's construct variables were higher than 0.70. This explains why all construct variables comply with reliability standards.

Structural Model Testing (Inner Model)

Coefficient of Determination

The results of the Adjusted R-squared value can be seen as follows:

Tabel 5. Test Results for the Coefficient of Determination

Structural Models	R-square	R-square adjusted
Brand Image	0.627	0.624
Customer Satisfaction	0.696	0.692

Source: Smart Pls 4.0

Based on Table 5, the value of Adjusted R Square for the brand image variable was 0.624. This means that green marketing, e-WOM, and service quality have an effect of 62.4% on the brand image variable. Then the R Square value of the consumer satisfaction variable was 0.692. This means that brand image affects 69.2.3% of customer satisfaction variables.

F2 analysis

Effect Size or f-square was used in F2 analysis to gauge the extent of a variable's influence. 0.02 was regarded as a small, 0.15 as a medium, and 0.35 as a large f square value. Values below 0.02 can be disregarded or taken as having no impact.

Table 6. Results of Analysis Test F2

influence	f2	strength
Green Marketing Mix → Brand Image	0.327	Currently
E-WOM → Brand Image	0.282	Currently
Service Quality → Brand Image	0.166	Currently
Green Marketing Mix → Customer Satisfaction	0.141	Currently
E-WOM → Customer Satisfaction	0.008	No effect
Service Quality → Customer Satisfaction	0.369	Strong
Brand Image → Customer Satisfaction	0.151	Currently

Source: Smart Pls 4.0

From the table above, it was known that the strength between the dimensions of exogenous and endogenous variables or variables can be seen from the value of F2. An F2 value of 0.02 indicated that latent predictor variables (latent exogenous variables) had a weak influence at the structural level. An F2 value of 0.15 indicated that the predictor latent variables (exogenous latent variables) had a moderate influence at the structural level. The structural level was strongly influenced by latent predictor variables (exogenous latent variables), according to the F2 value of 0.35.

Hypothesis Testing

Ten hypotheses would be revealed by hypothesis testing using partial least squares (PLS). The t-test (t-test) the effect between variables was used for this test. Following are the outcomes of testing using bootstrapping from the PLS analysis:

Table 7. Hypothesis Testing Results

Hypothesis	Path Coefficient	T Statistics	P Values
DIRECT			
Green Marketing Mix → Brand Image	0.401	9,672	0.000
E-WOM → Brand Image	0.383	10.675	0.000
Service Quality → Brand Image	0.261	8.123	0.000
Green Marketing Mix → Customer Satisfaction	0.274	5,892	0.000
E-WOM → Customer Satisfaction	0.067	1,783	0.075
Service Quality → Customer Satisfaction	0.380	10.562	0.000
Brand Image → Customer Satisfaction	0.351	6,701	0.000
INDIRECT			
Green Marketing Mix → Brand Image → Customer Satisfaction	0.141	5,441	0.000
E-WOM → Brand Image → Customer Satisfaction	0.134	5,534	0.000
Service Quality → Brand Image → Customer Satisfaction	0.092	5,166	0.000

Source: Smart Pls 4.0

From the test results mentioned above, the image model was obtained SmartPLS Structural Diagram as follows:
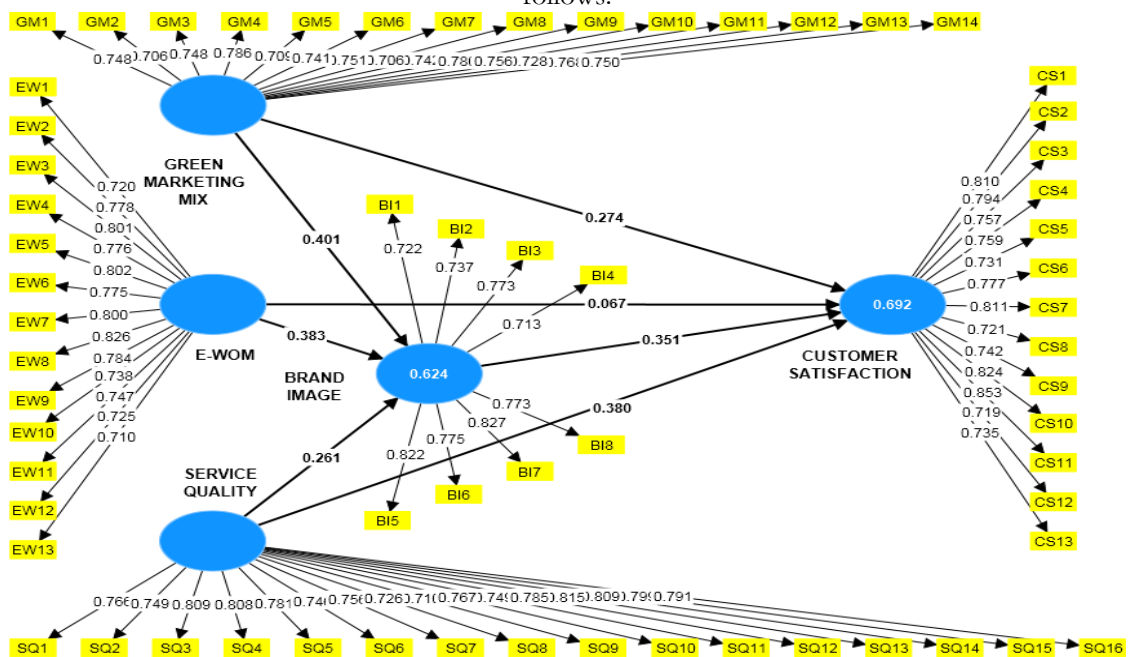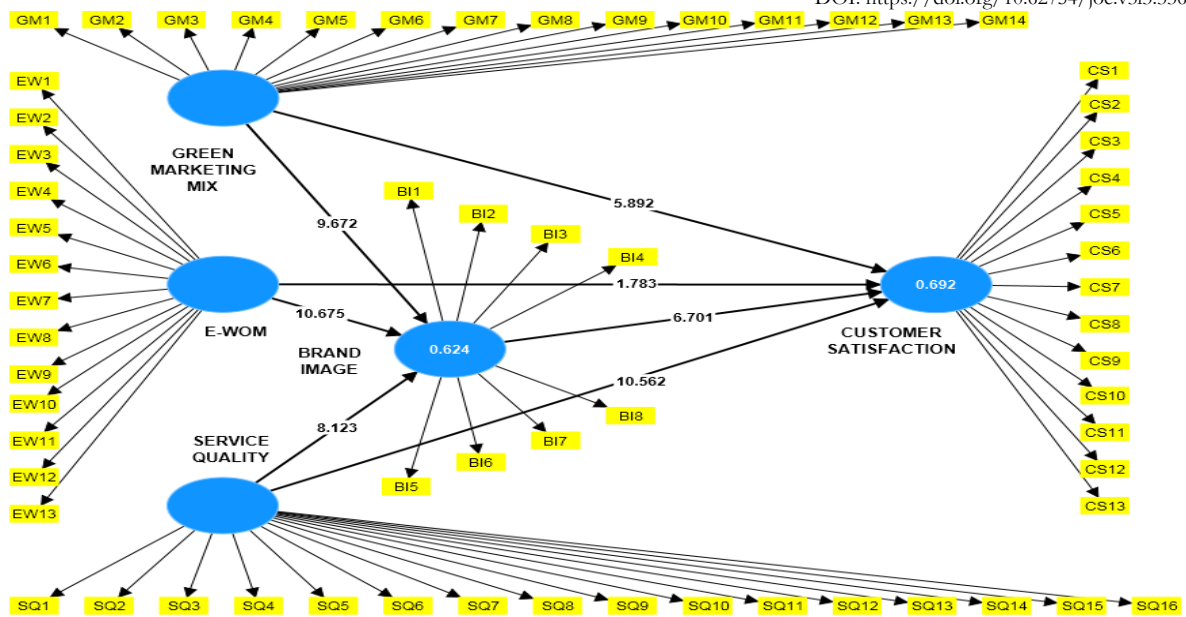

Figure 2. Structural Diagram Model Pls

Figure 3. Bootstrapping

Discussion

Hypothesis 1

The path coefficient value shows a number of0.401 with a t-statistic of 9.672 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus it can be interpreted that a green marketing mix had a significant effect on the brand image

Hypothesis 2

The path coefficient value shows 0.383 with a t-statistic of 10.675 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus it can be interpreted that e-WOM significantly affects brand image.

Hypothesis 3

The path coefficient value shows 0.261 with a t-statistic of 8.123 and a p-value of 0.001. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus, it can be interpreted that service quality significantly affects brand image.

Hypothesis 4

The path coefficient value shows several 0.274 with a t-statistic of 5.892 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus it can be interpreted that a green marketing mix significantly affected customer satisfaction.

Hypothesis 5

The path coefficient value shows several 0.067 with a t-statistic of 1.783 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus it can be interpreted that e-WOM was no significant effect on customer satisfaction.

Hypothesis 6

The path coefficient value shows 0.380 with a t-statistic of 10.562 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus, it can be interpreted that service quality significantly affects customer satisfaction.

Hypothesis 7

The path coefficient value shows several 0.351 with a t-statistic of 6.701 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus it can be interpreted that the brand image significantly affects customer satisfaction.

Hypothesis 8

The path coefficient value shows several 0.141 with a t-statistic count of 5,441 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus it can be interpreted that the green marketing mix affects customer satisfaction through brand image

Hypothesis 9

The path coefficient value shows several 0.134 with a t-statistic count of 5.534 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) is less than 0.05. Thus it can be interpreted that e-WOM affects customers satisfaction through brand image

Hypothesis 10

The path coefficient value shows several 0.092 with a t-statistic count of 5.166 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus it can be interpreted that service quality affects customer satisfaction through brand image.

Conclusion

Effect of Green Marketing Mix on Brand Image

The data processing results show that green marketing mix with variable indicators of the greener product (more environmentally friendly products), price, promotion, place, process, people expertise, or physical evidence significantly affects product brand image. Every positive increase in the green marketing mix will improve the quality product brand image, assuming other variables were constant. The mean of the answers to all indicators of the green marketing mix variable shows that all respondents agreed with the Pertamina gas station business concept, especially in the Pertamax series and Pertamina Dex market segments. Respondents support and agree with products that are more environmentally friendly, knowing that the Pertamax series and Pertamina Dex products are products that were more environmentally friendly compared to Pertalite, Dexlite, and also Biosolar B30/B35 products. Respondents also agreed and were willing to use the Pertamax series and Pertamina Dex products because these products produce exhaust emissions with lower pollution levels than other products.

The results of this study were partially in line with and supported by previous studies with findings regarding green marketing mix indicating that green marketing mix had a significant positive relationship with brand image, especially green products, prices, and green places, but green promotion did not affect brand image.,This was also corroborated and confirmed by other studies, which state that applying green marketing significantly positively affects brand image.

Effect of e-WOM on Brand Image

The results of data processing show that e-WOM has a significant effect on product brand image. Every increase in positive e-WOM will increase the value of the product's brand image. Respondents agreed they were influenced by positive reviews/ testimonials from other people's experiences and would provide reviews/ testimonials from their buying experiences to others. The average respondent gave neutral answers about reading reviews/testimonials from various sources, meaning that respondents did not seek information from various sources, and also gave neutral responses to positive testimonials about product suppliers that influence purchasing decisions.

Data mean answers respondents were neutral about them having to deliberately seek reviews/testimonials about the product Pertamax series and Pertamina Dex, meaning they do not intentionally seek information repeatedly every time they make a purchase. Respondents were happy and agreed if the company responds to input reviews/testimonials from consumer experience of products and services and uses and manages positive reviews/ testimonials for sales promotion activities.

The results of this study were in line with and supported by previous research on the relationship between e-WOM and a brand image showing a significant positive relationship, which states that the more positive e-WOM (PeWOM) input, the more positive value brand image will increase in the minds of consumers.. Input positive information that is clear and relevant to consumers will greatly assist in interpreting products in the minds of consumers, which will influence consumers in making decisions.. WOM input can be an important source of pre-purchase information as a basis for buying decisions. Most respondents purchased the Pertamax series and Pertamina Dex products because of positive reviews from others and positive reviews on personal experience using these products. Most respondents had also provided digital reviews/testimony after purchasing the Pertamax series and Pertamina Dex products to family, relatives, and friends.

Effect of Service Quality on Brand Image

The results of data processing show that service quality has a significant effect on brand image. Every increase in service quality would improve the quality of the product's brand image. Consumers highly favor companies that provide quick solutions to problems faced by consumers. If a problem occurs, the respondent agrees and supports settling consumer problems with satisfied results. Respondents with neutral, disagree and strongly disagree answer choices are customers who do not expect any problems in service for the priority segment of BBM products.Pertamax series and Pertamina Dex. In addition, companies must make it easy to be approached or contacted, have the ability to listen to customers and always provide up-to-date information in understandable language, deliver promised services accurately, and support when companies provide facts of trust to consumers with certainty.

The quality of service is also influenced by the appearance of clean and well-maintained physical facilities, equipment, communication materials, and gas station machines, thus reflecting that companies that provide gas stations are in prime condition to provide the best service to consumers. The customer supports and agrees that the salespeople at gas stations and other employees have a clean and tidy appearance, symbolizing professionalism in working and providing services. This research is in line with and supported by previous research on the relationship between service quality and brand image variables which show results with a significant positive relationship, which means that the better the level of service quality perceived by consumers will increase the brand image in the minds of consumers.

The effect of a Green Marketing Mix on Customer Satisfaction is mediated by brand image

Respondents gave neutral answers to questions about satisfaction with gas stations in preserving the environment and neutral answers to questions about satisfaction with Pertamina in preserving the environment. This research was in line with previous research that supports the practice of a green

marketing mix in the dimensions of green products, green prices, green promotion, and green places found a significant positive effect on customer satisfaction. The indirect effect of green marketing mix on customer satisfaction through brand images shows a path coefficient value of 0.141 with a t-statistic count of 5,441 and p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus it can be interpreted that the green marketing mix affects customer satisfaction through brand image, but still smaller than the direct effect of the green marketing mix on customer satisfaction.

The influence of e-WOM on Customer Satisfaction is mediated by brand image

The data processing results show that the e-WOM variable was not significantly affected customer satisfaction. Increased exposure to positive e-WOM inputs does not directly correlate with increasing customer satisfaction. This research was in line with and supported by previous research on the relationship between the e-WOM variable and the customer satisfaction variable, which shows that e-WOM input also has no significant effect on customer satisfaction; customer satisfaction does not depend on e-WOM input received by consumers.. Other studies have found that exposure to or receiving negative e-WOM input from previous consumers will lower customer satisfaction. The indirect effect of e-WOM on customer satisfaction through brand images shows a path coefficient value of 0.134 with-statistic counts of 5.534 and a p-value of 0.000. These results indicate that the t-statistic is greater than the t-table (1.96), or the p-value (0.000) was less than 0.05. Thus it can be interpreted that e-WOM affects customer satisfaction through brand image, but the effect was not very large.

The influence of Service Quality on Customer Satisfaction is mediated by brand image

The data processing results show that service quality significantly affects customer satisfaction. Any increase in service quality would increase customer satisfaction. The author proposes the construct of service quality as an act of service provided by the company to consumers in terms of meeting consumer needs, empathy, fulfillment of promises, quality assurance, communication, product availability, and added value, which consumers perceive in the form of levels of satisfaction or dissatisfaction, comparisons between expectations and acceptance by consumers, the value of costs and benefits for consumers, which can also be compared in similar industries in 8 variable indicators namely problem-solving, empathy, reliability, tangible, assurance, media of communication, availability, and extra value.

This research was supported by the results of previous research from Parasuraman et. al.. about the concept of service quality consisting of TERRA (Tangible, Empathy, Responsiveness, Reliability, Assurance) as variables that will have a positive impact on customer satisfaction. Other research also reinforces the finding that the service quality variable influences customer satisfaction positively. The indirect effect of service quality on customer satisfaction was mediated through brand image, obtained with a path coefficient value of 0.092 with a t-statistic count of 5.166 and a p-value of 0.000. These results indicate that the t-statistic was greater than the t-table (1.96) or the p-value (0.000) was less than 0.05. Thus it can be interpreted that service quality affects customer satisfaction through brand image, but the effect was still smaller than the direct relationship between service quality and customer satisfaction.

The Effect of Brand Image on Customer Satisfaction

The data processing results show that brand image significantly affects customer satisfaction. Any product brand image quality increase would increase customer satisfaction and vice versa, assuming other variables are constant. Research on the relationship between brand image variables and customer satisfaction shows significant positive results. Other studies also confirm that brand image positively influences customer satisfaction, which means that a better brand image in the minds of consumers will provide a higher level of satisfaction.

Limitation

The number of respondents, only 360 people, certainly did not reflect the actual situation. The object of research was only focused on gas stations in Pelalawan Regency, whereas other districts in Riau province were not included in the object of research and the data collection process; the information provided by respondents through questionnaires sometimes did not show the true opinions of respondents, this happens because different thoughts, assumptions, and understanding of each respondent, as well as other factors such as the factor of honesty in filling out the respondents' opinions in the questionnaire.

Conclusion

Based On The Results Of Data Processing In The Previous Chapter And The Analysis And Discussion Of The Research Conducted By The Author, The Following Conclusions Can Be Made:

Green Marketing Mix Has A Significant Effect On Brand Image. Brand Image Value Can Be Built And Become More Positive As A Result Of Implementing A Good Green Marketing Mix, Both From Greener Product Mix Items (Products That Are More Environmentally Friendly), Green Price, Green Promotion, Green Place, Green Process, Green People Expertise, Or Green Physical Evidence.

E-Wom Has A Significant Effect On Brand Image. Brand Image Can Also Be Built And Increasingly Positive As A Result Of Positive E-Wom Input That Is Well Managed, Consisting Of Valence, Focus, Timing, Solicitation, Intervention, And Trust And Respect. There Is An Indirect Influence Of E-Wom Input On Customer Satisfaction Which Is Mediated Through Brand Image As An Intervening Variable.

Service Quality Has A Significant Effect On Brand Image. Brand Image Can Also Be Built And Increasingly Positive As A Result Of Implementing Excellent Service Quality In Terms Of Problem Solving, Empathy, Reliability, Tangible, Assurance, Media Of Communication, Availability And Extra Value.

Green Marketing Mix Has A Significant Effect On Customer Satisfaction. Implementing A Green Marketing Mix With A Good Mix And Exceeding Consumer Expectations Can Increase Customer Satisfaction In Terms Of Customer Experience, Complaint Handling, Customer Ethos, Emotional Connection, Ethics And Overall Satisfaction. The Indirect Influence Of The Green Marketing Mix On Customer Satisfaction Which Is Mediated By Brand Image Has A Weaker Influence Than The Direct Influence Of The Green Marketing Mix On Customer Satisfaction.

E-Wom Has No Significant Effect On Customer Satisfaction. There Is No Direct Effect Of Exposure To E-Wom Input In Increasing The Level Of Customer Satisfaction. E-Wom Has A Significant Indirect Influence On Customer Satisfaction When Mediated Through Brand Image.

Service Quality Has A Significant Effect On Customer Satisfaction. Implementing Excellent And Comprehensive Service Quality In Terms Of Problem Solving, Empathy, Reliability, Tangible, Assurance, Media Of Communication, Availability And Extra Value Can Of Course Also Increase Customer Satisfaction. The Indirect Influence Of Service Quality On Customer Satisfaction Which Is Mediated By Brand Image Has A Weaker Influence Than The Direct Influence Of Service Quality On Customer Satisfaction.

Brand Image Influences Customer Satisfaction. Brand Image In Terms Of Brand Identity, Brand Personality, Brand Association, And Brand Competence And Benefits Will Be Able To Increase Customer Satisfaction In Various Indicators. The Influence Of The Green Marketing Mix On Customer Satisfaction Which Is Mediated By Brand Image Has A Weaker Influence Than Direct Relationships.

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