

ABSTRACT

The Influence of Price and Product Quality on the Purchase Decision of Pertamina Fuel at PT Pertamina (Persero) with Consumer Trust as a Mediating Variable (A Case Study on the Community at Pertamina Gas Stations in South Tangerang Area)

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This research is motivated by the phenomenon of declining consumer trust in Pertamina fuel products, triggered by two major issues: a corruption case within PT Pertamina (Persero) and allegations of Pertamina adulteration that went viral in early 2025. These issues have raised concerns among consumers and led to a decrease in Pertamina sales across various regions. Therefore, this study aims to analyze the effect of price and product quality on the purchasing decision of Pertamina fuel, with consumer trust as a mediating variable.

This study uses a quantitative approach with a survey method by distributing questionnaires to 130 respondents who had purchased Pertamina at gas stations in South Tangerang since March 2025. The sampling technique applied is non-probability sampling with a purposive sampling approach. The collected data were analyzed using Structural Equation Modeling Partial Least Square (SEM-PLS) with the SmartPLS 4.0 software. The results show that product quality has a direct and significant effect on purchasing decisions, as well as an indirect effect through consumer trust as a mediating variable. Consumer trust is also proven to have a significant influence on purchasing decisions. In contrast, price has no significant effect on either purchasing decisions or consumer trust, both directly and through mediation. These findings highlight the importance of quality improvement and trust building strategies as key factors in influencing consumer decisions to purchase Pertamina.

Keyword: *Price, Product Quality, Consumer Trust, Purchase Decision, Pertamina, PT Pertamina (Persero).*