

## Factors Influencing Decisions to Purchase Fuel Oil at PT. Widya Waskita Wijaya

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### ABSTRACT

*In a rapidly evolving technological landscape, industries, including those distributing essential goods such as fuel oil (BBM), must adapt to maintain efficiency, BBM is essential for daily mobility and industrial activities. This study examines the influence of price perception, product quality, and service quality on fuel purchasing decisions. Competitive market dynamics require companies to understand and strategically respond to competitors' tactics to improve their market position. PT Widya Waskita Wijaya's recovery from declining revenue in 2022 to high revenue in 2023, although still lagging behind competitors such as PT AKR and PT Shell, underscores the importance of consumer perceptions of fuel prices and product quality. Compliance with international and national standards ensures fuel quality and prevents vehicle damage, while service quality at gas stations affects consumer satisfaction. This study uses a quantitative approach, analyzing secondary data from 2020-2022 and consumer surveys, using multiple linear regression to test the relationship between price perception, product quality, service quality, and purchasing decisions. The results show that price perception affects purchasing decisions, product quality affects purchasing decisions, and service quality affects purchasing decisions. Simultaneously, perceptions of price, product quality and service quality influence purchasing decisions, indicating high consumer trust and satisfaction with PT Widya Waskita Wijaya's BBM products and services.*

**Keywords:** Price Perception; Product Quality; Service Quality; Purchasing Decisions.

### INTRODUCTION

Fuel Oil (BBM) is a necessary principle for mobilizing daily life and industry activities. Studying the factors influencing the buying of fuel is crucial in the economy and industry. BBM has a vital role in various sectors, so consumers and companies must consider factors to fulfil their needs efficiently and effectively (Kamila & Khasanah, 2022).

External factors like perception of price and product quality are very influential in consumer behaviours and purchase decisions. Fluctuating fuel prices can influence consumers' decision to buy or Not. Quality products and services also impact decision-making, where consumers tend to choose product quality and service satisfaction (Deannisa et al., 2023). Competition requires a company to understand its competitors to improve its strategy and power in the market (Hakim, 2020).

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Study studies about the influence of perception of price, quality product, and quality service on decision purchase experience inconsistency results as in the table following:

*Table 1. Research Gap*

No	Question Study	Research result	Researcher and Year Study
1	Influence perception price to a decision purchase	Influential positive	(Wijaya & Budiani, 2022) (Laksono & Hayani, 2022)
		No effect	(Deep et al., 2021)
2	Influence quality product to a decision purchase	Influential positive	(Deep et al., 2021) (Putra & Pudjoprastyono, 2023)
		No effect	(Nadiya & Wahyuningsih, 2020)
3	Influence quality service to a decision purchase	Influential positive	(Mukti & Aprianti, 2021a) (Djafar et al., 2023)
		No effect	(Komala & Selvi, 2021a) (Wijayanti et al., 2023)

A previous study showed inconsistency in the influence of perception of price, quality products, and services on decision-making. This shows the necessity of continuing to study the topic to understand the influence of each factor more deeply.

PT. Widya Waskita Wijaya is a fuel distributor for sector industry and shipping. PT. Widya Waskita Wijaya was founded on 13 June 2005, based on deed establishment company number 16 through Notary Public Roekiyanto, SH is domiciled in Semarang and authorized by the Minister of Law and Human Rights Man Republic of Indonesia number C-22581 HT.01.01.TH.2005 dated 15 August 2005. This company is designated directly by PT. Pertamina (Persero), as agent on duty marketing and distributing fuel oil Pertamina For sector industry and ships including Diesel Oil, Biosolar, Premium, Kerosene, Diesel Oil, Fuel Oil, and Fuel Oil liquid other.

According to Hakim (2020), competition in business is a dynamic enmity or rivalry between entities endeavouring business in a way independent, engaging consumers with a combination of offering competitive prices and quality goods or superior service. Competitors are essential in ecosystem business. Understanding what competitors in the market are doing gives valuable insight into how businesses increase or modify their strategies to increase power competitiveness. With notice of steps taken by competitors, companies can identify possible opportunities and threats that influence

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their position in the market. The following is profit data from several sector companies that burn oil.

*Table 2. Profit of Oil Fuel Sector Companies 2021-2023*

Year	PT Widya Waskita Wijaya (Central Java and DIY)	PT Pertamina (All Indonesia)	PT AKR (All Indonesia)	PT Shell (Big Cities)
2021	Rp. 214.4 billion	Rp. 33.5 trillion	Rp. 1.1 trillion	Rp. 122.7 billion
2022	Rp. 12.6 billion	Rp. 62.5 trillion	Rp. 2.4 trillion	Rp. 121.3 trillion
2023	Rp. 1.8 trillion	Rp. 72.8 trillion	Rp. 42.1 trillion	Rp. 154.1 trillion

Source: Report Data Annual

PT Widya Waskita Wijaya successfully recovered from a decline in significant revenue in 2022 and reached a very high income in 2023. This shows the potency of large and durable companies in facing a challenging economy. Income that soared drastically in 2023 puts them in more positions in the market. Although PT Widya Waskita Wijaya pointed out extraordinary growth average with income soaring from Rp. 12.6 billion in 2022 to Rp. 1.8 trillion by 2023. See performance sales company competitors such as PT Aneka Kimia Raya (AKR) and PT Shell, who experienced this enhancement rapidly. PT Widya Waskita Wijaya needs to make an effort to increase the decision to purchase fuel from customers.

## **THEORETICAL BACKGROUND**

### **Purchase decision**

According to Kastori et al. (2023), decision purchase is an activity of individuals directly involved in making decisions. For do, purchase to products offered seller. Wuysang et al. (2022) argued that decision purchase is an evaluation and selection process from various options based on the need to choose the most profitable option. Buying decision is a process in which consumers decide to use a product or service, which involves consideration of things like the type of product or service that will be purchased, the level of quality, quantity and method of future purchases. According to Maryati & Khoiri (2021), indicators of decision purchase are Stability products, Habit buying, Recommendations from others, and Purchase repeat.

### **Perception price**

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According to Rivai & Zulfritri (2021), perception price is the parameter to pay attention to based on the amount of money consumers pay for products or services they buy. Perception price is how consumers understand related information with the price of something product or service, which significantly impacts the outlook value and quality of the product or service (Clarita, 2023). According to Clarita (2023), indicators of perception price that is Price Affordability, Price Compatibility with the quality, Price Competitiveness, Price appropriate with the benefit

### **Quality product**

According to Abdurrahim et al. (2023), quality product is a product's ability to function with Good. This includes power durability, reliability, precision, convenience usage, ability to repair products, and other relevant attributes. A candidate buyer desires quality products. To buy goods or services that have superior and fulfilling value, hope for them, and fulfil appropriate standards for trade. According to Aghitsni and Busyra (2022), indicators of quality products are Performance, Features, Reliability, Suitability with Specifications, Durability, Ability to serve, Aesthetics, Perception of Quality.

### **Quality service**

According to Annisaa et al. (2022), service quality results from the satisfaction of consumers during the interaction, sell to buy. This includes attitudes and behaviour in fulfilling the satisfaction of customers. Satisfaction service is the views and attitudes formed by consumers to products or services provided by the company, which results in a sense of satisfaction Because success fulfils the needs and hopes of customers. According to Azis (2022), indicators of quality service that is Reliability, Responsiveness, Assurance, Tangibles, Attention

### **Influence Price Perceptions on Purchasing Decisions**

The connection between the perception of price and the decision to purchase is essential in studies considering marketing. How the perception of consumers to price something product influences the decision they make to buy it. According to Wijaya and Budiani (2022), purchasing is a consumer process in choosing a product, where price perception plays a role. Meanwhile, Kamila & Khasanah (2022) explain that perception

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of price is the view of consumers on price, influencing product decisions. The results of research conducted by Wijaya & Budiani (2022) show that a strong positive exists between the perception of price and the decision to purchase. Connection positive this is also appropriate with research conducted by (Laksono & Hayani, 2022), which states that perception price is influential and significant to decision purchase; the hypothesis taken is,

*H1: Price Perceptions Have an Influence Regarding Purchasing Decisions*

### **Influence Quality Product Regarding Purchasing Decisions**

The connection between quality products and purchase decisions is important in influencing consumer marketing behaviour. Quality products play a crucial role in forming consumers' perception to mark something as a product, influencing buying it. Satdiah et al. (2023) reviewed the influence of price and quality of products' decision to buy paint in the store De'lucent Paint, showing that the quality of products influences significant decision purchase. Tua and Andariyani (2022) studied the influence of the quality of products and prices on the decision to purchase a machine water pump at CV. The image of Nauli Electricindo emphasizes that quality products influence decision-making. Results of research conducted by Mendur et al. (2021) stated that, in a way, partial quality products are influential and significant in decision-making. Research results in Fahmi et al. (2023) also stated the same thing that quality products are influential, positive, and significant to decision purchase, so the hypothesis taken is,

*H2: Quality Product Influential Regarding Purchasing Decisions*

### **Influence Quality Service Regarding Purchasing Decisions**

Consumers often consider service companies before buying products or services. Success in giving satisfactory service to consumers depends on the quality of the resulting service, which, in the end, will create satisfaction among consumers when they decide to purchase from a product or service company. Quality service covers various aspects of consumer interaction and is very important in building strong relationships with them. According to Umar et al. (2021), quality service is key for fulfilling consumers' hopes and improving satisfaction with products or services. According to

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Sambara et al. (2021), quality service is evaluated to the extent of the services provided by a company to expectations held by customers. Jumawan et al. (2023) stated that quality service is a size of superiority in assistance and services provided to individuals who wish to establish, develop, or manage a company. The research results of Mukti & Aprianti (2021) stated that quality service is influential, positive and significant to decision purchase; the hypothesis in the research is,

*H3: Quality Service Influential Regarding Purchasing Decisions*

### Framework Thinking

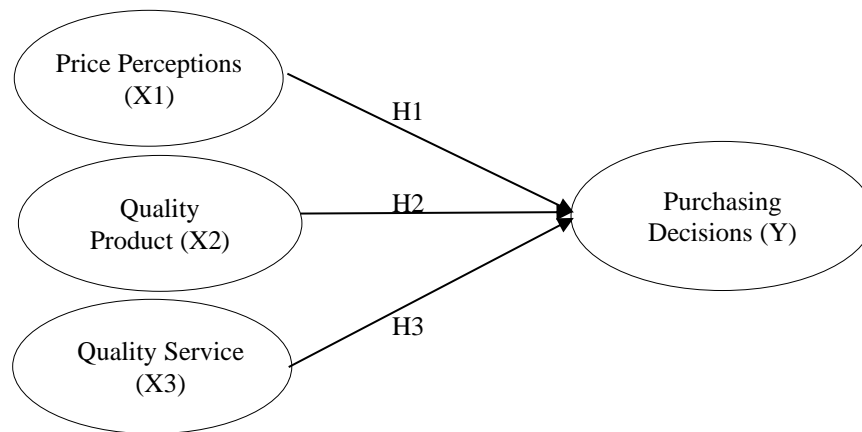


Figure 1. Theoretical Thinking Framework

### METHOD, DATA AND ANALYSIS

Study This nature is quantitative and uses survey data from consumers of PT Widya Waskita Wijaya. Analysis was done with multiple linear regression To determine the connection between the independent variable (perception price, quality product, quality service) and dependent variables (decision fuel purchases). The retrieval technique sample uses purposive sampling. The object of the study is consumers of PT. Widya Waskita Wijaya. A population is a wholly individual, object, or element with similar attributes that become the research focus (Momoh, 2024). The population consists of consumers who buy the products from PT. Widya Waskita Wijaya totalled 129 business entities, including good individuals and Persero. Study This uses the probability sampling method, providing everyone in the population with the same opportunities to choose. The calculation uses Slovin's formula to determine the amount

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of samples, so the obtained amount of sample study is a total of 98 samples. Testing includes test instruments, such as the Validity and Reliability test, then test assumptions classic, which includes the normality test, heteroscedasticity test, and multicollinearity test. Next, the hypothesis will be tested using a partial test (t test) and simultaneous test (F test), and finally, the coefficient test determination.

## RESULTS

### Validity test

Table 3. Validity Test

Variable	Indicator	r table	r Count	Information
Price Perception (X <sub>1</sub> )	X1.1	0.195	0.882	Valid
	X1.2	0.195	0.884	Valid
	X1.3	0.195	0.881	Valid
	X1.4	0.195	0.886	Valid
Quality Product (X <sub>2</sub> )	X2.1	0.195	0.840	Valid
	X2.2	0.195	0.832	Valid
	X2.3	0.195	0.806	Valid
	X2.4	0.195	0.741	Valid
	X2.5	0.195	0.804	Valid
	X2.6	0.195	0.828	Valid
	X2.7	0.195	0.713	Valid
	X2.8	0.195	0.743	Valid
Quality Service (X <sub>3</sub> )	X3.1	0.195	0.589	Valid
	X3.2	0.195	0.559	Valid
	X3.3	0.195	0.584	Valid
	X3.4	0.195	0.437	Valid
	X3.5	0.195	0.486	Valid
Purchase Decision (Y)	Y1.1	0.195	0.860	Valid
	Y1.2	0.195	0.866	Valid
	Y1.3	0.195	0.858	Valid
	Y1.4	0.195	0.887	Valid

Source: Processed data from SPSS 26, 2024

The SPSS analysis results show that all instrument variables are independent and dependent on their r-value, which is Calculated bigger from the r-table value. This confirms the validity of all instruments in the study.

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## Reliability Test

*Table 4. Reliability Test Results*

No.	Variable	Cronbach's Alpha	Reliability Standards	Information
1	Price Perception	0.906	0.6	Reliable
2	Quality Product	0.913	0.6	Reliable
3	Quality service	0.878	0.6	Reliable
4	Buying decision	0.889	0.6	Reliable

Source: Processed data from SPSS 26, 2024

The reliability test uses Cronbach's alpha coefficient to show that all variables, such as perception price, quality product, quality services, and decisions to purchase, have their own level of adequate reliability, with Cronbach's Alpha value exceeding 0.6.

## Normality test

Test assumptions: The first classic is a normality test with Kolmogorov-Smirnov following the result,

*Table 5. Kolmogorov-Smirnov Test Results*

		Unstandardized Residuals	
N		98	
Normal Parameters <sup>a, b</sup>	Mean	.0000000	
	Std. Deviation	1.37521085	
Most Extreme Differences	Absolute	.111	
	Positive	.096	
	Negative	-.111	
Statistical Tests		.111	
Asymp. Sig. (2-tailed)		.005 <sup>c</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	.172 <sup>d</sup>	
	99% Confidence Interval	Lower Bound	.162
		Upper Bound	.181

Source: Processed Data with SPSS 26, 2024

The data above show a Monte Carlo Sig value of 0.172 (2-sig tailed), which is bigger than 0.05 p. This shows that the data is distributed normally.

## Multicollinearity Test

*Table 6. Multicollinearity Test Results*

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Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Perception price	,535	1,869
	Quality product	,489	2,046
	Quality service	,439	2,275

Source: Processed Data from SPSS 26, 2024

The results show that the tolerance value for every independent variable exceeds 0.10, indicating no significant correlation between the independent variables. Additionally, the results of the calculation of VIF value also show similar things, where there is a variable independent who owns more VIF value of 10. So, you can conclude that there are no signs of multicollinearity between independent variables in the regression model.

### Heteroscedasticity Test

*Table 7. Glesjer test*

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,170	,766		2,831	,006
	Perception price	-.055	,043	-.178	-1,293	,199
	Quality product	.014	,027	,074	,512	,610
	Quality service	-.032	,051	-.096	-.631	,530

Source: Processed Data with SPSS 26, 2024

Based on heteroscedasticity test results with the Glesjer test No, there is an indication of significant diversity variance from error predictions. This matter is based on no indicating variables ; t coefficients are significant in statistics that signify heteroscedasticity. All mark significance from variable perception price, quality product, and quality service more from 0.05.

### Analysis Multiple Linear Regression

*Table 8. Results of Multiple Linear Regression Analysis*

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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,154	1,173		-.984	,328
	Perception price	,654	,065	,659	9,993	,000
	Quality product	,096	,042	,160	2,318	.023
	Quality service	,172	,079	,159	2,189	.031

Source: Processed Data with SPSS 26, 2024

From the table above-obtained equality, the regression is as follows,

$$Y = 0.659 X_1 + 0.160 X_2 + 0.159 X_3$$

### Hypothesis Test (t-test)

Table 9. T Test Results (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,154	1,173		-.984	,328
	Perception price	,654	,065	,659	9,993	,000
	Quality product	,096	,042	,160	2,318	.023
	Quality service	,172	,079	,159	2,189	.031

Source: Processed Data with SPSS 26, 2024

T-test results from the study Are used to evaluate the influence of variable perception price, quality product, and quality service decision to purchase fuel at PT. Widya Waskita Wijaya. Based on the test results, it found that perception price influences a positive significance on decision purchase, with the calculated t value significant in a way statistics with calculated t value of 9,993 and value significance  $0.000 < 0.05$ , so hypothesis 1 is accepted. Then, quality product influence is positively significant to decision purchase with a t count of 2.318 and a significance of  $0.023 < 0.05$ , so hypothesis 2 is accepted. Quality service influence is positively significant to decision purchase with a calculated t value of 2,189 and a value significance of  $0.031 < 0.05$ , so hypothesis 3 is accepted.

### Simultaneous Test (F Test)

Table 10. F Test Results

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Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	656,390	3	218,797	112.114	,000 <sup>b</sup>
Residual	183,447	94	1,952		
Total	839,837	97			

Source: Data processed with SPSS 26, 2024

F Test (Simultaneous Test) is used to evaluate the influence of the third variable on the decision purchase. The F test results show that, in a way, simultaneous, variable perception price, quality product, and quality service are significantly influential to decision purchase seen from mark significance  $0.000 < 0.05$ .

### Coefficient Determination

Table 11. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,884 <sup>a</sup>	,782	,775	1,397

Source: Processed Data with SPSS 26, 2024

This model's coefficient determination (Adjusted R Square) shows that about 77.5% variability in decision purchase can be explained by variables perception price, quality product, and quality service. This indicated that the model is used sufficiently to explain the connection between variable-independent (perception price, quality product, and quality service) and dependent (decision purchase) in the context study. This

### DISCUSSION

The t-test results show that Price Perception has a coefficient of 0.654 with a t value of 9.993 and a value significance of more than 0.000, small from 0.05. This matter confirms that Price perception matters positively and significantly in Purchasing Decisions. Every enhancement of one unit inside Price Perception improves Purchase Decisions, amounting to 0.654 units, assuming that other variables are constant. That is, consumers tend to purchase when they have a positive perception of the price of a product. Study This is consistent with the study previously by Wijaya & Budiani (2022) and Laksono & Hayani (2022), who also stated that the perception of price influences positively significant decision purchase.

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The t-test results show that the Quality Product has a coefficient of 0.096 with a t-value of 2.318 and a value of significance of 0.023, smaller than 0.05. This confirms that Quality products are influential, positive, and significant in Purchasing Decisions. Every enhancement of one unit inside Quality Product correlated with an enhancement of 0.160 in decision purchase material burn oil (BBM), ignoring other variables in the model. This matter shows that consumers tend to choose fuel products from PT. Widya Waskita Wijaya, if they believe that the product is of good quality, Study This is supported by studies by Mendur et al. (2021) and Putra & Pudjoprastyono (2023), who also found that quality products are influential, positive and significant to decision purchase.

The t-test results show that Quality Service has a t-value of 2.189 and a significance of 0.031, smaller than 0.05. This indicates that Quality Service is influential, positive, and significant in Purchasing Decisions. Every enhancement of one unit inside Quality Service correlated with an enhancement of 0.159 in decision purchase material burn oil (BBM), ignoring other variables in the model. Consumers tend to choose PT. Widya Waskita Wijaya, are they satisfied with the quality of services provided? Study This highlights the importance of maintaining and improving quality service for still relevant and interesting consumers. Findings This is supported by research by Mukti & Aprianti (2021) and Djafar et al. (2023), who also stated that quality service positively and significantly influences decision purchase.

## CONCLUSIONS

Based on the results, testing, and discussion, it can concluded that, in a way, Partial perception of price is influential on decision purchase, quality product is influential on decision purchasing, and quality of service own influence positively and significantly on the decision to purchase fuel at PT. Widya Waskita Wijaya. Simultaneous perception, price, quality product, and quality service influence purchasing decisions. To increase performance company, recommended Increasing the quality of products through more production processes, developing product innovation, and training employees. Quality service can be improved by training employees, systems management, customers, and customer loyalty programs. Perception price can be repaired with an adapt price per the value provided and communicated benefit

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product. Effective campaign marketing uses testimonial customers, social media, and promotional events, which is especially recommended. Study This limitation, including method research and generalization, is the only finding that applies to companies in the industry. Furthermore, the study must explore effective marketing strategies and other factors such as image brand and word of mouth.

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