The Influence Of Service Quality On Consumer Satisfaction At Public Fuel Filling Station 7493701 PT Buton Bumi Mega Kilometer 4 Baubau City

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Article Info	ABSTRACT
Keywords: Service Quality, Consumer Satisfaction	This study aims to determine the effect of service quality on consumer satisfaction at the 7493701 PT. Buton Bumi Mega Kilometer 4 public fuel station in Baubau City. This study is a quantitative survey study with a survey method. The design of this study begins with determining the research problem, collecting research data, and analyzing data. Data collected through questionnaires, all existing data are then analyzed quantitatively to see how much influence the service has on consumer satisfaction at the 7493701 PT Buton Bumi Mega Kilometer 4 public fuel station in Baubau City. The results of this study indicate that the results of simple regression testing state that service quality has an effect on consumer satisfaction at the PT Buton Bumi Mega Km 4 gas station in Baubau City. While partial testing of service quality has a positive and significant effect on consumer satisfaction. The coefficient of determination value shows the amount of contribution given to the service quality variable to the consumer satisfaction variable at the PT Buton Bumi Mega Kilometer 4 gas station in Baubau City.
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INTRODUCTION

The business opportunity conditions in Indonesia are very good. This can be seen from the many emerging companies, both in the service and goods sectors. The products produced by these companies are also very diverse. One of the products is fuel. Fuel is a form of energy that is quite basic for humans. Along with the advancement of science and technology, fuel has become a primary need that is very necessary for humans to support various activities in their lives.

The dynamics of business competition in the domestic and international sectors that are increasingly competitive, also occur in the Fuel Oil (BBM) and natural gas industry. Pertamina, which was established on December 10, 1957 and is a state-owned company (National Oil Company) that has monopolized the oil and gas business in the country, effectively changed its legal status to PT Pertamina (PERSERO) on September 17, 2003.

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The opening of free competition in the oil and gas industry in the country opens up opportunities for foreign companies to spread their wings to Indonesia.

A common problem in Indonesia is transportation. Transportation is used to facilitate humans in carrying out daily activities. One form of land transportation is a motor vehicle. (Juanita, 2020). In accordance with the increasing population growth from year to year, it also causes an increase in the needs of the population that must be met. Without realizing it, in order to meet needs, the phenomenon of queuing for humans has become a tradition. A queue is a waiting line situation where the number of physical units (newcomers) is trying to receive limited services and facilities (service providers), so that newcomers have to wait some time in line to get their turn to be served (Ma'arif and Tanjung, 2003: 119). A queue is formed if the number of people to be served exceeds the available service capacity (Sudarwadi, 2020).

The service provided by SPBU 7493701 PT Buton Bumi Mega to consumers is in the form of updated facilities. Employees who work are required to provide the best service, especially smiles, greetings, and greetings to all consumers who fill up at SPBU 7493701 PT Buton Bumi Mega and facilitate the security system of SPBU 7493701 PT Buton Bumi Mega if an incident occurs that endangers its consumers. Good service is very important to be implemented by the company to always win the hearts of every consumer, because good service is expected to meet the needs and desires of customers.

PT Buton Bumi Mega 7493701 gas station is one of the public fuel filling stations located at Kilometer 4 of Baubau City. This gas station is called Buton Bumi Mega Gas Station. This gas station provides 2 fuel filling facilities for motorcyclists with Pertamax and Pertalite types. These 2 facilities have 2 lanes, expected to reduce queue problems when customers come at certain times to meet their needs, but along with the progress of the era in all sectors that cause motorcycle users to currently experience an increase and the same customer desires to meet fuel needs at certain times which can cause queue problems, because the number of facilities is lacking to meet customer service. As a result of the less than optimal service in the queue, it is seen that some consumers feel uncomfortable because of the long queue.

The recapitulation results from each Regency/City of recorded motor vehicle data are those processed at the UPTB SAMSAT throughout Southeast Sulawesi based on data from the Regional Revenue Agency in 2021 with the number of vehicles in Baubau City as many as 333,285 units with the number of motorcycles 26,345 units with the largest number of motorcycles in Baubau City. All of these vehicles certainly require fuel oil (BBM) so that they can be used for the mobilization of their owners. With the increasing number of motor vehicles, the more fuel is needed.

The problem that occurs at the General Fuel Filling Station is the large number of customers who refill public fuel will affect the existing queuing system and cause long queues. A facility is needed that can describe the condition of the service system at the General Fuel Filling Station (SPBU) 7493701 Buton Bumi Mega accurately. Based on the formulation of the problem above, the objectives of this study are as follows: To Determine

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the Effect of Service Quality on Consumer Satisfaction at the General Fuel Filling Station 7493701 PT. Buton Bumi Mega Kilometer 4 Baubau City.

METHOD

The design of this study begins with determining the research problem, collecting research data, and analyzing data. The formulation of this problem is that service has a significant effect on customer satisfaction at the public fuel filling station 7493701 PT Buton Bumi Mega Kilometer 4 Baubau City. Data collected through a questionnaire. All existing data were then analyzed quantitatively to see how much influence service has on customer satisfaction at the public fuel filling station 7493701 PT Buton Bumi Mega Kilometer 4 Baubau City. The population of this study were customers who filled up at the PT. Buton Bumi Mega 7493701 Kilometer 4 Baubau City gas station.

The sample to be studied are customers who fill up at the gas station PT. Buton Bumi Mega 7493701 Kilometer 4 Baubau City. The number of samples used in this study is based on the Slovin technique, from the calculation of the number of samples to be used is 100 respondents.The type of data used in this study is quantitative data, namely data that is a statistical calculation. The data sources used are secondary data and primary data. Data Collection Techniques use the questionnaire method to collect the required data. A questionnaire (survey) is a list of previously written questions that are usually answered by respondents with well-defined choices.Data Analysis Techniques: Validity and Reliability Test, Simple Regression Analysis, Partial Significance Test (t-Test) and Analysis of Determination Coefficient (R2).

RESEARCH RESULTS AND DISCUSSION

Data Validity Test

Data validity tests are generally used so that we can find out whether the question items submitted to each respondent are valid in the form of a questionnaire. Each questionnaire can be said to be valid if the questionnaire is able to explain one of the questions that will be measured by the questionnaire. Significant level$\alpha$of 5% of each sample size of 100 respondents with a critical correlation value for each Product Moment or r table in this study is 0.194. The following are the results of each validity test of each questionnaire in the study which can be seen from the following table, namely:

Table 1 Data Validity Test Results

Variables	Correlation Coefficient	(r-table)	Information
	0.673	0.194	Valid
	0.663	0.194	Valid
	0.820	0.194	Valid
Quality of Service X	0.669	0.194	Valid
	0.797	0.194	Valid
	0.499	0.194	Valid
	0.523	0.194	Valid

Variables	Correlation Coefficient	(r-table)	Information
	0.523	0.194	Valid
	0.763	0.194	Valid
Quality of Service	0.830	0.194	Valid
Y	0.831	0.194	Valid
	0.605	0.194	Valid
	0.814	0.194	Valid

Based on the results of the validity test that have been in the table, it can be seen that all items from the questions asked are declared valid or worthy to be submitted in this study. This is because the value of the correlation coefficient is greater than the value of the r table coefficient.

Reliability Test Results

Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied upon. Reliability can be explained as a measuring instrument to measure a questionnaire that contains indicators of variables. In this case, we can explain that a questionnaire can be said to be reliable if each person's answer to the question is consistent or stable over time. Reliability testing is carried out using the Cronbach Alpha formula 0.60. If the reliability test value is above 0.60, then the variable is reliable or reliable to be used in the study and vice versa.

Descriptive Analysis of Service Quality Variables (X)

Service is generally a feeling of joy given to others simply and comfortably to meet all their needs. Service is thus an effort to provide convenience to customers so that they can meet all their needs. If the service received or recognized (service is recognized) is as expected, the quality of service is recognized as good and satisfying, and if the service received exceeds consumer expectations then the quality of service is very good. And that is recognized as quality. Conversely, if the service received is lower than expected then the quality of service is considered less good.

Cleanliness

The following are the results of responses regarding each cleanliness that can be explained in the following table:

Table 2 Results of Respondents' Responses Regarding Cleanliness

No	Response	Frequency	Percentage
1	Strongly Disagree	-	-
2	Don't agree	-	-
3	Neutral	12	12%
4	Agree	32	32%
5	Strongly agree	56	56%
	Amount	100	100.00

The results of the respondents' responses can be analyzed that the cleanliness of the gas station environment is felt to be good by loyal consumers of the PT Buton Bumi Mega Kilometer 4 Gas Station in Baubau City. Cleanliness can be said to be the main factor as one

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of the attractions for consumers in filling up fuel, in this case a clean environment of course every consumer will be comfortable and will provide information to others.

Uniform

In addition, it also shows respect and company representation when employees greet customers.

Table 3 Results of Respondents' Responses Regarding Uniforms

No.	Response	Frequency	Percentage
1	Strongly Disagree	-	-
2	Don't agree	-	-
3	Neutral	23	23%
4	Agree	27	27%
5	Strongly Disagree	50	50%
	Amount	100	100.00

So in this case we can draw the conclusion that the respondents' responses are in the strongly agree category. So that further when analyzed, the employee's assessment in working has been in accordance with the standard operating procedure. Uniforms can be said to be a characteristic of each company which in this case will make every consumer feel happy if the employees of the company are clean which will later be a satisfaction for each consumer.

Quality

The following are the results of the responses regarding Quality which can be seen in the following table:

Table 4 Results of Respondents' Responses Regarding Quality

No	Response	Frequency	Percentage
1	Strongly Disagree	-	-
2	Don't agree	-	-
3	Neutral	5	5%
4	Agree	57	57%
5	Strongly agree	38	38%
	Amount	100	100.00

From the explanation above, it can be concluded that every respondent's response is in the agree category. So that finally the results of the respondents' responses can be analyzed that the quality of fuel oil at the PT Buton Bumi Mega Kilometer 4 Baubau City gas station is considered good.

Dose

A measure is a form of measurement that can be used to regulate or measure. In business activities, a measure is usually used to measure the basic unit of measure of liquid goods, food and various other needs. Reducing the scale and measure is reducing the size or amount of goods weighed or measured. The following are the results of the responses regarding a measure that can be seen as follows:

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Table 5 Results of Respondents' Responses Regarding Dosage

No	Response	Frequency	Percentage
1	Strongly Disagree	-	-
2	Don't agree	5	5%
3	Neutral	19	19%
4	Agree	49	49%
5	Strongly agree	27	27%
	Amount	100	100.00

The results of each respondent's response can be analyzed that there are still many consumers who do not believe the measurements determined by the PT Buton Bumi Mega Kilometer 4 Baubau City gas station, this is likely because consumers are not given valid purchase receipts so they answer quite agree which means they are between the choices of believing and not believing the measurements determined by the PT Buton Bumi Mega Kilometer 4 Baubau City gas station.

Fast At Work

As workers, in general, every job we do will almost never end. In completing the first job we do, there will be other jobs that must be done immediately. To be able to complete all of these jobs, we automatically have to work quickly from the existing job queue, so that all of these jobs can be done properly and correctly. The following are the results of responses regarding being fast at work which can be seen as follows:

Table 6 Respondents' Response Results About Speed In Working

No	Response	Frequency	Percentage
1	Strongly Disagree	-	-
2	Don't agree	11	11%
3	Neutral	11	11%
4	Agree	62	62%
5	Strongly agree	16	16%
	Amount	100	100.00

The results of the respondents' responses can be analyzed that the speed of working in filling fuelv is considered less agile at the PT Buton Bumi Mega Kilometer 4 Baubau City gas station. Furthermore, it can also be explained that the lack of supervision by superiors, consumers consider each employee not to be responsive so that work supervision should be needed so that each employee can work faster and not make the queue longer and consumer satisfaction decrease due to each employee being less agile in working.

Fit

Pertamina has a motto PASTI PAS which means that where the gas station has been certified it can provide the best service to strive to meet world-class standards. Every consumer expects guaranteed fuel quality and quantity, friendly service, and comfortable facilities. Fuel quality and quantity are guaranteed because gas stations always use more accurate quality and quantity measuring instruments and also implement stricter and more disciplined monitoring procedures. The following are the results of responses regarding PAS which can be seen in the following table:

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Table 7 Results of Respondents' Responses Regarding Passes

No	Response	Frequency	Percentage
1	Strongly Disagree	-	-
2	Don't agree	7	7%
3	Neutral	24	24%
4	Agree	53	53%
5	Strongly agree	16	16%
	Amount	100	100.00

Based on the explanation above, we can conclude that each respondent's response is in the agree category. The results of the responses from each respondent, we can analyze that loyal consumers of the PT Buton Bumi Mega Kilometer 4 Baubau City gas station do not fully understand the meaning of the word Pas. The meaning of the meaning of BBM that has been traded has a special certification and is recognized by the world that the fuel oil has very good quality and quantity.

Purity

Smart consumers will certainly choose fuel that has a good purity value and is not mixed with other fuels. The purity of each fuel has of course been tested in the laboratory and has a certificate that the fuel that is traded is pure and does not endanger vehicles that follow the queue. The following are the results of responses regarding purity that can be seen in the following table:

Table 8 Results of Respondents' Responses Regarding Purity

No	Response	Frequency	Percentage
1	Strongly Disagree	-	-
2	Don't agree	12	12%
3	Neutral	34	34%
4	Agree	28	28%
5	Strongly agree	26	26%
	Amount	100	100.00

Based on the table above, it can be seen that the results of the respondents' responses were 26 respondents who answered strongly agree with a percentage of 26%, then 28 respondents answered agree with a percentage of 28%, then respondents who answered neutral were 34 respondents with a percentage of 34% and respondents who answered disagree were 12.

Recapitulation of Service Quality Variable Response Results

Table 9 Recapitulation of Respondents' Response Results for Service Quality Variables

No.	Indicator	Frequency of Respondents' Answers Regarding the Service Quality Variable Statement (x)					Amount
		5	4	3	2	1	
1	Cleanliness	56	32	12	-	-	
	Weight Value	280	128	36	-	-	444
2	Uniform	50	27	23	-	-	
	Weight Value	250	108	69	-	-	421
3	Quality	38	57	5	-	-	

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No.	Indicator	Frequency of Respondents' Answers Regarding the Service Quality Variable Statement (x)					Amount
		5	4	3	2	1	
	Weight Value	190	228	15	-	-	433
4	Dose	27	49	19	5	-	
	Weight Value	135	196	57	10	-	398
5	Fast At Work	16	62	11	11	-	
	Weight Value	80	248	33	22	-	383
6	Fit	16	53	24	7	-	
	Weight Value	80	212	72	14	-	378
7	Purity	26	28	34	12	-	
	Weight Value	130	112	102	24	-	368
Total Score Weight		-	-	-	-	-	2825

Based on the table above, it can be explained that the total value of the weighted score of the results of the recapitulation of the service quality variable (x) can be seen that the number of scores obtained is 2825. It can be seen below that the highest and lowest values can be seen below:

The highest score = 7 x 5 x 100 = 3500

Lowest Value = 7 x 1 x 100 = 700

To find the interval value is:

$$\frac{SKOR\ NILAI\ MAKSIMAL - SKOR\ NILAI\ MINIMAL}{SKOR}$$
$$= \frac{3500 - 700}{5}$$
$$= 560$$

Meanwhile, to find out the level of value category, see below:

Very good = 4620-3500

Good = 3740-4620

Enough = 2860-3740

Not good = 1980-2860

Very Bad = 700- 1980

Based on the results of the recapitulation response, it is known that the level of each category in the business location variable is in the good category. The assessment criteria are based on the number of values that are at 3740-4620. The indicators of the service quality variables show that they have represented the statements that have been given. The highest value in the statement is the cleanliness indicator and the lowest value is uniform, it should be noted that the satisfaction of each consumer comes from the comfort of a place that is seen from the cleanliness of every corner so that it provides more appeal to each user of the service.

Descriptive Analysis of Consumer Satisfaction Variable (Y)

Consumer satisfaction is highly dependent on their own perceptions and expectations. Some factors that influence consumer perceptions and expectations when purchasing and the process of product or service transactions are consumer needs and desires when

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purchasing products or services, past experiences when consuming products or services, and the experience of each individual. Consumption of goods and services and advertising. The general understanding of consumer satisfaction or dissatisfaction is the result of the difference between consumer expectations and the performance perceived by the consumer.

Employee

Employees have an important role in the company, this can be seen from various aspects, starting from employee service which is currently considered good so that employee friendliness and politeness in providing service to each consumer. Each employee will look professional if consumers are satisfied with the service process that has been provided itself. The following are the results of responses regarding each employee which can be seen from the following table:

Table 10 Results of Respondents' Responses Regarding Employees

No.	Response	Frequency	Percentage
1	Strongly Disagree	-	-
2	Don't agree	-	-
3	Neutral	20	20%
4	Agree	52	52%
5	Strongly agree	28	28%
	Amount	100	100.00

Until finally the responses from the respondents can be analyzed that consumers assess the work ability of each employee is considered good and appropriate in every service provided at the PT Buton Bumi Kilometer 4 Baubau City gas station. Based on this explanation, it can be concluded that the respondents' responses are in the strongly agree category, but there are still respondents who feel dissatisfied with the employees of the PT Buton Bumi Mega Kilometer 4 Baubau City gas station, for example there are employees who give a gloomy face and are not professional in working.

Number of Liters

The number of liters is related to the needs of consumers in each refueling process. Before carrying out the refueling process, of course, each employee will ask how many liters will be purchased by each existing consumer. Consumers will feel very satisfied in the future if each refueling is in accordance with the request. The following are the results of each response regarding the number of liters that can be seen as follows:

Table 11 Results of Respondents' Responses Regarding the Number of Liters

No.	Response	Frequency	Percentage
1	Strongly Disagree	-	-
2	Don't agree	24	24%
3	Neutral	43	43%
4	Agree	20	20%
5	Strongly agree	13	13%
	Amount	100	100.00

From the explanation above, it can be concluded that the respondent's response is in the neutral category. The results of the respondent's response or it can be analyzed that the

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measurements that have been determined by the PT Buton Bumi Mega Kilometer 4 Baubau City gas station are still not fully trusted by consumers because gas station employees do not include proof of transactions for each purchase to each consumer.

Service

In general, the purpose of good service is to meet customers with a happy state of serving them so that the company can maximize the profits obtained. The following are the results of responses regarding each service that can be seen as follows:

Table 12 Results of Respondents' Responses Regarding Services

No.	Response	Frequency	Percentage
1	Strongly Disagree	-	-
2	Don't agree	8	8%
3	Neutral	11	11%
4	Agree	60	60%
5	Strongly agree	21	21%
	Amount	100	100.00

From the explanation above, it can be concluded that the respondents' responses can be analyzed that every main or prime service becomes a satisfaction for consumers, especially if it provides the best service. Providing superior service is the best possible service to every customer or consumer and creating satisfaction. Every company will be respected if it provides good service by its employees from each of its leaders.

Facility

Even some of the gas stations are able to offer more besides cafes and places to eat. The following are the results of responses regarding the facilities that can be seen as follows.

Table 13 Respondents' Response Results Regarding Facilities

No.	Response	Frequency	Percentage
1	Strongly Disagree	-	-
2	Don't agree	12	12%
3	Neutral	40	40%
4	Agree	40	40%
5	Strongly agree	8	8%
	Amount	100	100.00

From tvhe explanation above, it can be concluded that the respondents' responses are in the agree or neutral category, in this case for the percentage of agree and neutral respondents' answers are balanced so that we can conclude that there are consumers who agree with all the existing facilities and there are also those who do not think anything about the facilities whether or not they exist so that it can be said that the completeness of each facility has an effect on consumer satisfaction.

Shopping Experience

Shopping is one of the needs that sometimes must be carried out, just like eating and sleeping. Some people make shopping a job because in general the goods purchased will be

resold. There are also those who actually shop because of the fun experience. Shopping motivations vary from fulfilling all basic needs to transportation. The following are the results of responses regarding shopping experiences that can be seen in the following table:

Table 14 Results of Respondents' Responses Regarding Shopping Experience

No.	Response	Frequency	Percentage
1	Strongly Disagree	-	-
2	Don't agree	5	5%
3	Neutral	10	10%
4	Agree	72	72%
5	Strongly agree	13	13%
	Amount	100	100.00

From the explanation above, it can be concluded that the respondents' responses are in the agree category. So we can analyze that the shopping experience in general consumers often make repeat purchases or refuel at the PT Buton Bumi Mega Kilometer 4 Baubau City gas station.

Product Quality

A product that has good quality is a product that matches a certain design or specification and provides satisfaction to consumers in fulfilling their needs. Every product quality should have undergone various tests and proven to have many benefits so that every consumer will be satisfied with the quality of the product. The following are the results of responses regarding product quality which can be seen in the following table:

Table 15 Results of Respondents' Responses Regarding Product Quality

No.	Response	Frequency	Percentage
1	Strongly Disagree	-	-
2	Don't agree	8	8%
3	Neutral	25	25%
4	Agree	53	53%
5	Strongly agree	14	14%
	Amount	100	100.00

From the explanation above, it can be concluded that the respondents' responses are in the agree category where every consumer has the right to feel every benefit given well from every product quality.

Recapitulation of Consumer Satisfaction Variable Response Results (Y)

Table 16 Summary of Respondents' Response Results for Service Quality Variable (Y)

No.	Indicator	Frequency of Respondents' Answers Regarding the Statement of Satisfaction Quality Variable (Y)					Amount
		5	4	3	2	1	
1	Employee	28	52	20	-	-	
	Weight Value	140	208	60	-	-	408
2	Number of Liters	13	20	43	24	-	
	Weight Value	65	80	129	48	-	322
3	Service	21	60	11	8	-	
	Weight Value	105	240	33	16	-	394

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No.	Indicator	Frequency of Respondents' Answers Regarding the Statement of Satisfaction Quality Variable (Y)					Amount
4	Facility	8	40	40	12	-	
	Weight Value	40	160	120	24	-	344
5	Shopping Experience	13	72	10	5	-	
	Weight Value	65	228	30	10	-	393
6	Product Quality	14	53	25	8	-	
	Weight Value	70	212	75	16	-	373
Total Score Weight		-	-	-	-	-	2234

Based on the table above, it can be explained that the total value of the weighted score of the results of the recapitulation of the consumer satisfaction variable (Y) can be seen that the number of scores obtained is 2234. It can be seen below that the highest and lowest values can be seen below:

The highest score $= 5 \times 5 \times 100 = 2500$

Lowest Value $= 5 \times 1 \times 100 = 500$

To find the interval value is:

$$= \frac{SKOR\ NILAI\ MAKSIMAL - SKOR\ NILAI\ MINIMAL}{SKOR}$$

$$= \frac{2500 - 500}{5}$$

$$= 400$$

Meanwhile, to find out the level of value category, see below:

Very good $= 2100\text{-}2500$

Good $= 1700\text{-}2100$

Enough $= 1300\text{-}1700$

Not good $= 900\text{-}1300$

Very Bad $= 400\text{-}900$

Based on the results of the recapitulation response, it is known that the category level of the consumer satisfaction variable is in the good category. The assessment criteria are based on the number of values that are in the 1700-2100 range. This means that the indicators used in this study are very representative of the consumer satisfaction variable (Y). The results of the recapitulation show that the highest value is in the employee indicator, which means that employees working at the PT Buton Bumi Mega Kilometer 4 gas station in Baubau City are good and liked by customers. While the lowest value is in the number of liters, the number of liters is not good because employees working at the PT Buton Bumi Mega Kilometer 4 gas station in Baubau City have poor sensitivity where every fuel transaction process should be required to provide proof of transaction so that consumers feel complete trust. Satisfaction is a consumer perspective where every consumer expectation has been met. Consumer satisfaction is highly dependent on their own perceptions and expectations. Factors that influence consumer perceptions and expectations when purchasing goods and services are the needs and desires of the consumer.

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Data analysis test results

Simple regression test analysis

Simple regression is used to determine the influence between independent variables on dependent variables. The test results that have been analyzed using SPSS Version 27, the results of the simple regression test can be seen in the following table:

Table 17 Simple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	19,322	2,758		7,007	,000
Total Variable X	,107	,097	,111	1,110	,270

Coefficientsa

a. Dependent Variable: Total Variable Y

Based on the table above, the value of the simple linear regression equation can be seen as follows:

$$Y = 19.322 + 0.107X$$

The regression equation has the following meaning:

a. The constant value of 4.058 means that if the independent variable is constant, the consumer satisfaction value is 19.322.

b. The regression coefficient of the service quality variable of 0.107 states that if the service quality variable (X) increases by one unit, then consumer satisfaction (Y) will increase by 0.107 units. The coefficient value is positive, meaning that there is a positive relationship between service quality (X) and consumer satisfaction (Y).

Partial Test Analysis (t-Test)

The t-test aims to determine each independent variable against the dependent variable partially. The test is carried out by looking at the level of significance (p value), if the resulting level of significance value is below 0.5 then the hypothesis is accepted and vice versa. If the calculated t value> t table, then each dependent variable has an influence on the independent variable. The results of the t-test can be seen in the following table:

Table 18 Partial Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	19,322	2,758		7,007	,000
Total Variable X	,107	,097	,111	1,110	,270

Coefficientsa

a. Dependent Variable: Total Variable Y

Based on the test results in the table above, it can be explained that each independent variable has a significant value (probability) below 0.05 and the calculated t value is greater than the t table, then each independent variable partially has an influence and is significant. The t table value is obtained from the formula which can be seen as follows:

T table = t (α/ 2 : nk-1)

= t (0.05 / 2 : 100-1-1)

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$\qquad$ = t (0.025 : 98)

$\qquad$ = 1,661

Note:

n $\qquad$ = Number of Samples

k $\qquad$ = Number of Independent Variables

α $\qquad$ = 0.05

From the test results above, the service quality variable (X) has a t-value of 1.110 with a significance level of 0.270, thus the t-value> t table (11.044> 1.661). So it can be concluded that the service quality variable (X) at the PT Buton Bumi Mega Kilometer 4 gas station in Baubau City. This means that if the quality of service provided is good, it will increase consumer satisfaction.

Analysis of Determination Coefficient (R2)

The coefficient of determination (R2) is used to determine the contribution of variable X to variable Y, the higher the coefficient of determination, the better the ability of X to describe Y. The following are the results of the determination test which can be seen in the following table:

| Model Summary | | | | |
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,624a	,389	,383	3,30172
a. Predictors: (Constant), Service Quality				

Based on the test results above, it can be seen that the coefficient of determination value based on the magnitude of the R Square value from the regression analysis above, the determination value is 0.012 or 0.2%. The coefficient of determination value shows the amount of contribution given to the service quality variable to the consumer satisfaction variable at the PT Buton Bumi Mega Kilometer 4 Gas Station, Baubau City. While the remaining 99.8% is influenced by other variables that are not discussed further in this study.

Discussion

Public Fuel Filling Station 74937001 PT Buton Bumi Mega Kilometer 4 Baubau City has been included in the Pertamina Pasti Pas category which always offers the best service to meet world-class standards. Gas Station PT Buton Bumi Mega Kilometer 4 Baubau City uses more accurate quality and quantity measuring instruments and stricter monitoring procedures, so that consumers can expect a guarantee of fuel quality and quantity. In this study, a research sample of 100 respondents was used, consisting of 2-wheeled transportation users.

Based on the results of simple regression testing, it states that service quality has an effect on consumer satisfaction at the KM 4 Gas Station in Baubau City. While partial testing shows that service quality has a positive and significant effect on consumer satisfaction. This is evidenced by the calculated t value which is greater than the t table value, namely (11.044>1660). The contribution given to the Y variable is 0.554 or 55.4%. The coefficient of determination value shows the amount of contribution given to the service quality variable to the consumer satisfaction variable at the PT Buton Bumi Mega Kilometer 4 Gas Station in Baubau City. While the remaining 44.6% is influenced by other variables

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that are not discussed further in this study. Service quality can essentially provide consumer satisfaction, this is evidenced by the indicators in this study.

Gas Station PT Buton Bumi Mega Kilometer 4 Kota Baubau located in Baubau City already has operational standards from Pertamina so that the services provided must be the same and in accordance with the regulations made by Pertamina. The ability carried out directly by employees of Gas Station PT Buton Bumi Mega Kilometer 4 Kota Baubau to provide attention to consumers individually, including sensitivity to consumer needs.

This study has been in accordance and has similarities with previous research conducted by Teuku Edyansyah entitled The Influence of Service Quality on Customer Satisfaction at Panton Labu Gas Station, North Aceh with the results of the study Physical Evidence, Reliability, Responsiveness, Assurance and Empathy have a significant effect on customer satisfaction at Panton Labu Gas Station, North Aceh. While previous research conducted by Mochammad Toriq (2014) entitled Research on the Influence of Facilities and Service Quality on Customer Satisfaction at Pertamina Gas Station 54.612.64 in Sidoarjo with the results of the study the variables of facilities and service quality have a significant effect on customer satisfaction when refueling at 54.612.64 Sidoarjo Gas Station

CONCLUSION

Based on the results of data analysis and hypothesis testing that have been described in the previous chapter regarding the effect of service quality on consumer satisfaction at the PT Buton Bumi Mega Kilometer 4 Baubau City gas station, the following conclusions can be drawn: The results of the recapitulation of service quality show in the "good" category. The highest value in the statement is the indicator of the purity of the fuel being traded and the lowest score in the statement on the indicator of employee politeness in serving consumers. Consumer satisfaction will arise if consumer expectations are met such as in terms of good, friendly, and polite service to consumers. The results of the recapitulation of consumer satisfaction variables show in the "good" category. This shows that consumers are satisfied with the service that has been given. The highest value is found in the employee indicator, which means that employees working at the PT Buton Bumi Mega Kilometer 4 Baubau City gas station have been good and liked by customers. While the lowest value in the statement that has been submitted on the service and facility indicators, the facilities are considered incomplete and not yet company standards and the service is considered poor. Partial service quality has a positive and significant effect on consumer satisfaction at the PT Buton Bumi Mega Kilometer 4 Baubau City gas station, which means that excellent service will certainly get a good view for consumers. From the conclusion of this study, the author can provide suggestions as follows: It is expected that the PT Buton Bumi Mega Kilometer 4 Baubau City gas station, in order to increase customer satisfaction, the gas station should emphasize and pay more attention to the dimensions of physical evidence, reliability, responsiveness and empathy. This can be done by paying attention to direct evidence in the form of physical facilities, paying attention to customer needs and desires, responsiveness in serving customers quickly and still providing personal attention to customers and producing the promised service performance accurately and certainly. It is expected that the company

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can improve in terms of service and existing facilities. The company must of course have standard facilities from the company. Comfort and completeness in the gas station area are certainly positive values for consumers and will be a positive image for the company. It is hoped that further researchers can develop further research by adding other variables that can affect the high level of satisfaction that occurs at the PT Buton Bumi Mega Kilometer 4 Baubau City gas station.

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