



Factors that influence repurchase intention for RON 92 fuel products**Mohamad Arfi Arnum**

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Abstrak. *This study aims to determine the effect of perceived value, trust, and WOM on repurchase intention on RON 92 fuel products. The sampling method used was purposive sampling with the criteria of domiciled in the DKI Jakarta area, aged at least 17 years and using Pertamina in the last three months. The number of samples in this study was 212 respondents. The analysis method used SEM (Structural Equation Modeling) using AMOS software. The results showed that perceived value and trust have a positive and significant influence on WOM and repurchase intention. However, WOM does not have a significant influence on repurchase intention on RON 92 fuel products.*

Keywords: *Perceived Value; Repurchase Intention; RON 92 Fuel; Trust; WOM*

Abstrak. *Penelitian ini bertujuan untuk mengetahui pengaruh perceived value, trust, dan WOM, terhadap repurchase intention pada produk BBM RON 92. Metode pengambilan sampel yang digunakan adalah purposive sampling dengan kriteria berdomisili di wilayah DKI Jakarta, berusia minimal 17 tahun dan menggunakan Pertamina dalam tiga bulan terakhir. Jumlah sampel dalam penelitian ini sebanyak 212 responden. Metode analisis menggunakan SEM (Structural Equation Modeling) dengan menggunakan perangkat lunak AMOS. Hasil penelitian menunjukkan bahwa perceived value dan trust memiliki pengaruh positif dan signifikan terhadap WOM dan repurchase intention. Namun, WOM tidak memiliki pengaruh yang signifikan dengan repurchase intention pada produk BBM RON 92.*

Kata Kunci: *BBM RON 92; Niat Beli Ulang; Kepercayaan; Persepsi nilai; WOM*

PENDAHULUAN

The fuel oil (BBM) industry in Indonesia is a strategic sector that supports the sustainability of mobility and the national economy. With average fuel consumption reaching approximately 1.5 million barrels per day, Indonesia is one of the largest energy markets in Southeast Asia. This (Widodo and Wahid 2023) situation places the oil and gas industry not only as competitive but also as highly dynamic, especially with the global shift toward clean and environmentally friendly energy. This shift in energy focus has led to a drastic shift in people's fuel consumption behavior, favoring high-octane fuels with low environmental impact.

In the context of fuel market competition, fuel with a Research Octane Number (RON) of 92 occupies a crucial position because it offers better combustion quality and lower emissions. In Indonesia, RON 92 fuel is dominated by Pertamina, a flagship product of PT Pertamina. This product must compete with similar fuels from international producers such as Shell V-Power and BP Ultimate, which also offer similar advantages (Johan et al. 2024). Pertamina, as an RON 92 product, is positioned as a premium fuel that supports vehicle engine performance, improves fuel efficiency, and produces cleaner emissions. However, the frequently fluctuating price dynamics and the lack of government subsidies have caused many consumers to consider switching to other products. In a 2023 national fuel consumption survey, Pertamina accounted for approximately

14% of total fuel consumption, while Pertamina Turbo, Dexlite, and Pertamina Dex accounted for the remaining 3% (Hasiman 2024). This figure shows that although Pertamina has functional advantages, it is still far behind subsidized fuels such as Pertalite.

One approach to understanding consumer behavior is through the concept of perceived value. This value encompasses not only the functional aspects of a product but also reflects the emotional, social, and psychological benefits perceived by consumers (Johan et al., 2024). In the context of fuel, perceived value encompasses perceptions of combustion quality, fuel efficiency, safety, comfort, and its long-term impact on the vehicle's engine. When consumers perceive that the benefits received are commensurate with the costs incurred, the likelihood of repeat purchases increases. According to the Institute for Essential Services Reform (IESR) (2024), fuel quality in Indonesia remains very poor. This can impact consumers' repurchase intentions for fuel products in the future.

In addition to perceived value, brand trust also plays a significant role in influencing repurchase intentions. Trust is built through consistent positive experiences, from product quality and gas station services to corporate image, including transparency and corporate social responsibility. Widodo and Wahid (2023) emphasize that trust is the primary foundation for long-term relationships between consumers and companies, particularly in the energy sector, which relates to daily needs and consumer safety. However, a research and development survey conducted by Kompas (2025) with samples from all Indonesian provinces showed that 56.8% of consumers do not trust Pertamina's RON 92 fuel product. This was motivated by the emergence of news about alleged corruption cases committed by the company.

In the digital age, external influences such as friend recommendations, online reviews, and social media testimonials can influence repurchase intention. This phenomenon is known as word of mouth (WOM), both in traditional and electronic forms (e-WOM). Word of mouth acts as an informal communication channel that is considered more honest and trustworthy than advertising. When trust and perceived value are not managed effectively, negative word of mouth can significantly impact repurchase intention. Unfortunately, despite their importance, few studies have specifically examined the relationship between perceived value, trust, word of mouth, and repurchase intention in the context of the fuel industry.

Referring to the background explanation, the researcher wants to conduct further research on RON 92 fuel. Therefore, the researcher will conduct a study entitled factors that influence repurchase intention on RON 92 fuel products. This study consists of four variables, namely perceived value, trust, word of mouth and repurchase intention. This study will also choose DKI Jakarta as the location of the study.

Literatur review

Expectation Confirmation Theory (ECT)

Thongmak (2024) stated that expectation confirmation theory (ECT) is a theoretical framework commonly used to explain the process of repurchase intention. ECT compares initial expectations with the perceived actual performance of a product or service. ECT teaches that when consumers perceive a product's performance exceeding their expectations, they will make positive confirmations, thereby increasing repurchase intention.

Repurchase Intention

Repurchase intention is a form of customer loyalty behavior that reflects the emotional and functional attachment between consumers and brands (Bernarto et al. 2024). Meanwhile,

according to Prabumenang et al. (2020) repurchase intention can be defined as behavior when customers are willing to repurchase a product or use the same service continuously. Meanwhile, Mgiba and Madela (2020) define repurchase intention as a consumer commitment formed after a purchase, based on a positive impression of the product or brand.

Perceived Value

Perceived value is the benefit received compared to the benefits offered by a product or service according by Padovani (2025). Meanwhile, according to Shih (2025). perceived value is the value consumers feel based on their perceptions of the quality, benefits, and satisfaction received from a product or service. Meanwhile, Garg (2019) explains that perceived value is the result of consumer perceptions consisting of a combination of social credibility, narrative resonance, and platform engagement in their interactions with a product or service.

Trust

Trust is the belief that one party will fulfill agreed commitments and expectations, which is a key element in building long-term relationships between companies and consumers. Meanwhile, according to Bernarto et al. (2024) trust is a crucial component in building strong relationships between consumers and brands, which can influence purchasing decisions and repurchase intentions. Meanwhile, Issock et al. (2020) define trust as consumers' belief that a brand will deliver the promised value, which contributes to customer satisfaction and loyalty.

Word of Mouth

Word of mouth (WOM) is informal communication that occurs between consumers who have used a product or service and others who are interested in learning more. WOM can significantly influence others' purchasing decisions (Guerreiro and Pacheco 2021). Meanwhile, according to Zhang et al. (2020) it can be defined as a consumer-dominated marketing channel, which serves as a highly influential source of information in making consumption choices. WOM can create trust and brand loyalty. Meanwhile, Bernarto et al. (Bernarto et al. 2024) defines word of mouth (WOM) as the process by which information about a product, service, or experience is spread from one individual to another, usually through direct communication or conversation. WOM can be a positive or negative recommendation derived from the consumer's personal experience.

Research Metode

Data Collection Techniques

This research was conducted using primary data obtained through a survey method. The survey was created using the Google Forms application and then distributed online on several social media platforms. The survey was measured by researchers using a Likert scale. According to Sugiyono (2020) the Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or group regarding social events.

Population and Sample

A sample can be defined as a subset of objects, people, or events selected to represent a population (Yusuf 2016) The sample in this study will consist of individuals aged at least 17 years, who have used Pertamina in the past three months, and who reside in Jakarta. The minimum age of 17 years was chosen because this is the minimum age required to obtain a driver's license.

Jakarta was chosen as the location of residence because it is a city with a large population, allowing the researcher to reach respondents more effectively, thus providing a variety in describing consumer behavior regarding the use of RON 92 fuel. In determining the sample size for this study, the researchers relied on Hair et al. (2019), who explained that sample size is calculated based on five to ten times the number of indicators contained in the research instrument, or research using the structural equating model (SEM) method requires a minimum of 200 people.

Results

Validity Test

Validity was tested using SPSS, with the results for the factor loading values being the focus of the measurement. If the factor loading value is greater than 0.4, the statement is considered valid.

No.	Kode	Indicator	Loading factor
1.	PV2	Pertamax works well according to its intended use.	0,710
2.	PV4	Pertamax gives me a sense of satisfaction.	0,595
3.	PV5	Using Pertamax improves my social status.	0,607
4.	PV7	Pertamax's price is reasonable for the value it provides.	0,560
5.	PV8	I believe I get good value for my money.	0,677

No.	code	Indicator	Loading factor
1.	T2	I can rely on this gas station's salespeople to deliver on their promises.	0,635
2.	T4	I trust that this gas station will not mislead me.	0,652
3.	T5	This gas station cares about my needs as a customer.	0,583
4.	T6	I feel that this gas station values the value I expect from the Pertamax I purchase.	0,609
5.	T7	This gas station is transparent about its pricing and policies.	0,616
6.	T8	The gas station informs me about the environmental impact of Pertamax use.	0,660

No.	Kode	Indicator	Loading Factor
1.	WOM2	I often receive Pertamax recommendations from others.	0,695
2.	WOM3	The information I hear about Pertamax is usually positive.	0,629
3.	WOM4	The recommendations I receive about Pertamax make me trust it.	0,572
4.	WOM5	My friends' opinions about Pertamax make me trust it.	0,528
5.	WOM8	The recommendations about Pertamax can be applied to my driving habits.	0,693

No.	Kode	Indicator	Loading Factor
1.	RI1	I intend to buy Pertamina in the future.	0,704
2.	RI3	I prefer to buy Pertamina over others.	0,663
3.	RI4	I have a strong preference for buying Pertamina.	0,543
4.	RI5	I would recommend Pertamina to others.	0,645
5.	RI6	I will tell my friends about Pertamina.	0,658

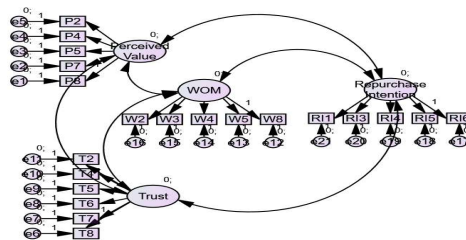
Reliability Test

The reliability test utilized the SPSS application, focusing on the Cronbach Alpha value. According to Taherdoost et al. (2016), when the Cronbach Alpha value of a variable exceeds 0.60, it can be concluded that the variable has a good level of reliability.

Variabel	Cronbach Alpha	Total Item
Perceived Value	0,609	5
Trust	0,689	6
WOM	0,611	5
Repurchase Intention	0,647	5

Structural Equation Modeling (SEM) Test

1. Create structural equation model



Figures 4.1 Model SEM

Source: Data processed by Researchers (2023)

2. Model Feasibility test

The final stage involves modifying the model by combining the questionnaire items to achieve the best results, meeting the researcher's expectations.

<i>Goodness of Fit Indices</i>	<i>Cut Off Value</i>	value	information
Chi Square	Expected to small	53,253	-
Probabilitas	$\geq 0,05$	0,064	Good Fit
CMIN/DF	$\leq 2,00$	1,365	Good Fit
RMSEA	$\leq 0,80$	0,42	Good Fit
GFI	$\geq 0,90$	0,959	Good Fit
AGFI	$\geq 0,90$	0,931	Good Fit
TLI	$\geq 0,95$	0,954	Good Fit
CFI	$\geq 0,95$	0,967	Good Fit

Hypothesis Testing

The hypothesis testing in this study examined the existence of a direct effect, and the results are as follows:

			Estimate	S.E.	C.R.	P	Label
Perceived_Value	--->	WOM	,563	,147	3,845	***	Accepted
Trust	--->	WOM	,742	,214	3,463	***	Accepted
Perceived_Value	--->	Repurchase_Intention	,365	,133	2,754	,006	Accepted
Trust	--->	Repurchase_Intention	,421	,142	2,966	,003	Accepted
WOM	--->	Repurchase_Intention	,373	,232	1,612	,107	Rejected

Discussion

a. The Influence of Perceived Value on WOM

In this study, Hypothesis 1 examines the influence of perceived value on WOM. The CR value from the previous hypothesis test was 3.845, exceeding the threshold value of 1.96, indicating that perceived value has a significant influence on WOM. The results of this hypothesis test also show that the P-value is below 0.001, lower than 0.05, indicating a positive influence between perceived value and WOM, thus accepting Hypothesis one.

b. The Influence of Trust on WOM

In this study, hypothesis 2 tests the influence of trust on WOM. In this study, it was found that the CR value from the previous hypothesis test was 3.463, exceeding the threshold value of 1.96, thus indicating that trust has a significant influence on WOM. From the results of this hypothesis test, it is also seen that the P value is below 0.001, lower than 0.05, indicating a positive influence between trust and WOM, so hypothesis two can be accepted.

c. The Effect of Perceived Value on Repurchase Intention

In this study, Hypothesis 3 examines the influence of perceived value on repurchase intention. The CR value from the previous hypothesis test was 2.752, exceeding the threshold value of 1.96. This indicates that trust has a significant influence on repurchase intention. The results of this hypothesis test also show a P-value of approximately 0.006, lower than 0.05, indicating a positive influence between perceived value and repurchase intention. Therefore, Hypothesis three is accepted.

d. The Effect of Trust on Repurchase Intention

This study tested the hypothesis regarding the effect of trust on repurchase intention. The CR value from the previous hypothesis test was 2.996, exceeding the threshold value of 1.96, indicating that trust has a significant effect on repurchase intention. The results of this hypothesis test also showed a P-value of approximately 0.003, lower than 0.05, indicating a positive effect between trust and repurchase intention, thus accepting hypothesis four.

e. The Influence of WOM on Repurchase Intention

In this study, Hypothesis 4 examines the relationship between WOM and repurchase intention. The results showed that the CR value obtained from the previous hypothesis test was 1.612, which is lower than the threshold value of 1.96. This indicates that WOM does not have a significant relationship with repurchase intention. This hypothesis test also showed a P-value of 0.107, which is greater than 0.05, indicating that there is no effect between WOM and repurchase intention, thus rejecting Hypothesis five.

Conclusion

From the data analysis conducted by the previous researcher, the researcher can conclude the results of the five hypotheses tested regarding the factors influencing repurchase intention for RON 92 fuel. The following is a summary of the conclusions obtained perceived value has a positive and significant effect on WOM, trust has a positive and significant effect on WOM, perceived value has a positive and significant effect on repurchase intention, trust has a positive and significant effect on repurchase intention, WOM does not have a positive and significant influence on repurchase intention.

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