

IMPACT OF PRICE, PRODUCT QUALITY, CORPORATE IMAGE ON CUSTOMER LOYALTY (MEDIATED BY SATISFACTION) AT SHELL FUEL STATIONS IN JAKARTA

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ABSTRACT

In this study, price, product quality, and corporate image were examined for their influence on customer satisfaction and loyalty. The study focused on customers of Shell gas stations in Jakarta, involving 216 samples. The data collected through a questionnaire instrument (G-form) was analyzed by the researcher using SmartPLS4 software. It was found that all exogenous variables in this study influenced satisfaction and loyalty. Customer satisfaction also proved to be an important mediator in the relationship between all exogenous variables and loyalty in the gas station sector in Jakarta. Additionally, the study results showed that price and product quality had a direct positive impact on loyalty. However, corporate image was found to have a negative but insignificant effect on loyalty, indicating that while a positive image plays an important role, this factor does not directly determine loyalty without the support of competitive and consistent pricing and product quality. Beyond its contribution to academic literature, this study provides practical insights for Shell regarding the importance of fair pricing strategies and the delivery of appropriate product quality to enhance satisfaction and sustain loyalty. On the other hand, corporate image requires a more strategic, integrated, and sustainable approach to strengthen long-term relationships with customers.

Keywords: price, product quality, corporate image, customer satisfaction, customer loyalty.

1. INTRODUCTION

In today's rapidly evolving world, technology has made vehicles essential for daily life, driving intense competition among industries seeking to attract customers. In Indonesia, this business potential is evident in the rise of companies across various sectors. Shell, a key player in Indonesia's public fuel station market, has successfully built a strong customer base but faces stiff competition, especially in maintaining customer loyalty. With numerous options available, customers prioritize product quality, corporate image, and price in their decisions. To stay competitive, Shell continues to focus on offering high-quality products and competitive pricing to strengthen customer loyalty.

Shell's prices are the highest among competitors like Pertamina, BP, and Vivo, which may weaken customer loyalty, especially among price-sensitive consumers. This price gap could drive them to switch to more affordable brands, even with comparable product quality or corporate image. Shell has previously experienced a decline in customer loyalty due to price increases (Cnnindonesia, 2022). Therefore, to attract more customers, Shell Indonesia's VP of Corporate Relations, Susi Hutapea, has adjusted Shell's fuel prices (Cnbcindonesia, 2024). Price can be a crucial variable in enhancing value to drive customer satisfaction, According to Halim et al., (2013), Pricing is an essential part of the marketing mix as it directly affects the company's revenue. For a company, pricing should align with the economic conditions of consumers to ensure they can afford the product. The beneficiaries are the customers, as competing suppliers offer lower prices for their products. When competitors offer lower prices, the likelihood of changes in consumer purchasing behavior increases (Wathne et al.,

2001). In the study conducted by Nurdiansyah et al., (2024), The study indicates that price positively impacts customer loyalty. The more reasonable and equitable the pricing set by the company for its customers, the more loyal they become. Research conducted by (Isnaini, 2018) also shows that price significantly influences customer satisfaction. This findings align with research by (Nurdiansyah et al., 2024; Trilitami & Nurhasanah, 2023), demonstrating that price significantly impacts customer loyalty, with variables customer satisfaction acting as mediating factor.

Aside from price, another variable influencing customer satisfaction and customer loyalty are product quality. As noted by Hidayat, (2009), Product quality plays a key factor in determining customer satisfaction after purchasing and using the product. When a product is of high quality, Customers are more likely to experience satisfied and select it to meet their needs. Product quality is crucial in shaping customer satisfaction, suggesting that company's product quality effectively meets customer expectations and needs. (Liana et al., 2024). The impact of product quality is significant for both loyalty and satisfaction (Tri Wahjoedi et al., 2022). Similarly, studies by (Prasetyo et al., 2023; S. Saputra & Cinthya, 2024) discovered that Product quality greatly enhances customer loyalty, with variable customer satisfaction serving as mediating. Corporate image is another factor that impacts customer satisfaction and loyalty. According to (Bunker et al., 2013) highly satisfied customers are more inclined to recommend the company and speak positively about it. When a company aims to attract and retain customer loyalty, it is crucial to establish and consistently maintain a strong corporate image (Mardalis, 2005). According to (Qomariah, 2012), Corporate image has a significant impact on customer satisfaction. Additionally, corporate image significantly influences customer loyalty (Purba, 2017; Safitri et al., 2016). However, other research findings that corporate image does not affect customer loyalty (Hossain et al., 2021; Rahyuda & Atmaja, 2009). These contrasting research findings concerning the affect of corporate image on customer loyalty highlight an empirical gap in this study, leading to a re-examination of this variable.

From the explanation above, the research inquiry in this study is articulated as follows:

- 1) Does price influence customer satisfaction at Shell Fuel Stations in Jakarta?
- 2) Does product quality influence customer satisfaction at Shell Fuel Stations in Jakarta?
- 3) Does corporate image influence customer satisfaction at Shell Fuel Stations in Jakarta?
- 4) Does price influence customer loyalty at Shell Fuel Stations in Jakarta?
- 5) Does product quality influence customer loyalty at Shell Fuel Stations in Jakarta?
- 6) Does corporate image have an influence on customer loyalty at Shell Fuel Stations in Jakarta?
- 7) Does customer satisfaction have an influence on customer loyalty at Shell Fuel Stations in Jakarta?
- 8) Does price have an influence on customer loyalty at Shell Fuel Stations in Jakarta, mediated by customer satisfaction?
- 9) Does product quality have an influence on customer loyalty at Shell Fuel Stations in Jakarta, mediated by customer satisfaction?
- 10) Does corporate image have an influence on customer loyalty at Shell Fuel Stations in Jakarta, mediated by customer satisfaction?

This research demonstrates a connection between price and customer satisfaction, this research shows a positive and significant influence Maria et al., (2022). Pricing is regarded as an key in greatly improving customer satisfaction. Other findings reveal that as the level of price fairness increases, so does the level of customer satisfaction, with a positive and

significant impact (Djunaidi & Gunari, 2022). These results align with findings from other studies, which also demonstrate that pricing plays a role in improving customer satisfaction (Saputra & Djumarno, 2021). From the information provided earlier, the initial hypothesis of this study can be expressed as:

H₁: Price has a positive and significant influence on customer satisfaction at Shell Fuel Stations in Jakarta.

This research demonstrates a strong and meaningful connection between product quality and customer satisfaction (Pandiangan & Nisa, 2024). emphasizing that high quality is vital for significantly enhancing customer satisfaction. Other studies confirm that as product quality increases, so does customer satisfaction, with a positive and significant influence (Djunaidi & Gunari, 2022). These findings are consistent with other studies, which also suggest that high levels of product quality contribute to increased customer satisfaction (Rita & Davidson, 2022). Based on this information, the second hypothesis of this study can be expressed as:

H₂: Product quality has a positive and significant influence on customer satisfaction at Shell Fuel Stations in Jakarta.

This research demonstrates strong and meaningful relationship between corporate image with customer satisfaction (Puspasari et al., 2022). A strong corporate image is considered vital for enhancing customer satisfaction. Further findings show that as corporate image improves, customer satisfaction also increases, demonstrating a positive and significant impact (Doloksaribu & Sinulingga, 2021). These results align with findings from other studies, which also demonstrate that a strong corporate image contributes to customer satisfaction (Mahsyar & Abidin, 2020). From this, the third hypothesis of this study can be expressed as:

H₃: Corporate image has a positive and significant influence on customer satisfaction at Shell Fuel Stations in Jakarta.

This research demonstrates strong and meaningful relationship between price with customer loyalty (Ariyani et al., 2024). Competitive pricing is considered a crucial factor in enhancing customer loyalty. Other findings show that as price increases, so does customer loyalty, with a positive and significant influence (Pahrudin et al., 2023). These results align with other studies that also suggest pricing contributes to customer loyalty (Akmal et al., 2023). From this, the fourth hypothesis of this study can be expressed as:

H₄: Price has a positive and significant influence on customer loyalty at Shell Fuel Stations in Jakarta.

This research demonstrates strong and meaningful the connection between product quality with customer loyalty (Purwati et al., 2020). highlighting that high quality is essential for strengthening customer loyalty. Other findings indicate that as product quality improves, so does customer loyalty, with a positive and significant impact (Rua et al., 2020). These findings are in line with other studies, these findings also underscore that high levels of product quality lead to increased customer loyalty (Prakoso et al., 2023). From this, the fifth hypothesis of this study can be expressed as:

H₅: Product quality has a positive and significant influence on customer loyalty at Shell Fuel Stations in Jakarta.

Examining corporate image in relation with customer loyalty, this research identifies a positive and significant effect (Zaid et al., 2020). A strong corporate image is viewed as crucial for building customer loyalty. Additional findings reveal that as the corporate image improves, customer loyalty also increases, with a positive and significant impact (Puspasari et

al., 2022). These findings are consistent with other research, This also demonstrates that a strong corporate image contributes to fostering customer loyalty (Mahsyar & Abidin, 2020). From this, the sixth hypothesis of this study can be expressed as:

H₆: Corporate image has a positive and significant influence on customer loyalty at Shell Fuel Stations in Jakarta.

This research demonstrates strong and meaningful the connection between customer satisfaction with customer loyalty (Santoso & Ruslim, 2024), suggesting that high customer satisfaction is regarded as an crucial driver of customer loyalty. Other findings indicate that as customer satisfaction increases, so does customer loyalty, with a positive and significant influence (Surya & Kurniawan, 2021). These findings are consistent with other studies that also demonstrate high customer satisfaction as an important factor in fostering customer loyalty (Lukito & Ruslim, 2024). From this, the seventh hypothesis of this study can be expressed as:

H₇: Customer satisfaction has a positive and significant influence on customer loyalty at Shell Fuel Stations in Jakarta.

Findings from Trilitami & Nurhasanah, (2023) indicate that prices by consumers play an important role in strengthening loyalty through customer satisfaction. Their study found that competitive and pricing increases customer satisfaction, which ultimately reinforces loyalty to the product. This research by Nurdiansyah et al., (2024), which suggests prices as equivalent to product quality can create satisfaction that leads to customer loyalty. (Pratiwi & Astuti, 2024) also support this finding, showing that prices aligned with customer expectations can boost satisfaction, which then promotes customer loyalty. From this information, the eighth hypothesis in this study can be stated as:

H₈: Price has a positive and significant influence on customer loyalty at Shell Fuel Stations in Jakarta, mediated by customer satisfaction.

Research by Saputra & Cinthya, (2024) shows that high product quality can foster customer loyalty, especially when customer satisfaction mediates this relationship. Product quality perceived by customers as good will enhance their satisfaction, which can drives loyalty to the brand (Prasetyo et al., 2023). Furthermore, Rahmawati & Hasan, (2023) found that high and consistent product quality is highly effective in increasing loyalty, particularly through the satisfaction generated from a positive experience. Based on this information, the ninth hypothesis in this study can be stated as:

H₉: Product quality has a positive and significant influence on customer loyalty at Shell Fuel Stations in Jakarta, mediated by customer satisfaction.

Research by Natanael et al., (2023) indicates that a positive corporate image not only strengthens consumer trust but also enhances loyalty through customer satisfaction. Another study by Nisa & Hasan, (2024) supports this finding, it is suggested that a strong corporate image also can enhance customer satisfaction and strengthen their loyalty to the product or service. Nugroho et al., (2023) found that a strong corporate image, when combined with customer satisfaction, significantly strengthens loyalty. Based on these findings, the tenth hypothesis in this study can be stated as:

H₁₀: Corporate image has a positive and significant influence on customer loyalty at Shell Fuel Stations in Jakarta, mediated by customer satisfaction.

Based on the explanations of the relationships among variables, the research model is illustrated as follows:

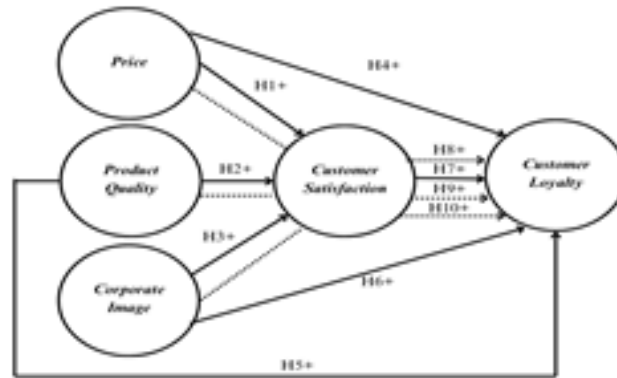


Figure 2. Research Design

2. RESEARCH METHOD

This study utilized a descriptive research design with a quantitative approach, allowing for data collection that could be measured and statistically analyzed. A cross-sectional design was selected as the research approach, as data from the sample was gathered at a single point in time (Malhotra, 2020). The study population comprised customers of Shell Fuel Stations in Jakarta, with sample criteria including customers who were at least 17 years old and had previously purchased products at Shell Fuel Stations. The sampling method used was purposive sampling, as this approach allows for collecting information from specific individuals to address the research objectives (Sekaran & Bougie, 2016). Responses from participants were measured using a five-point Likert scale, with options from 1 (strongly disagree) to 5 (strongly agree). In this study, operational variables were developed to assess the main concepts of interest. Below is a list of the operational variables used in this research:

Table 1. Operational Variables

Variable	Item	Code	Source
Price	In my opinion, 'X' has an affordable price for all groups.	P1	Rendiansyah & Putra, 2024)
	In my opinion, 'X' is priced in line with its benefits	P2	
	In my opinion, 'X' offers a competitive price when compared to competitors	p3	
Product Quality	Using fuel 'X' provides good durability for the engine in long-term use	FQ1	Kosasih et al., 2024)
	Using fuel 'X' allows the engine to perform well even under extreme conditions;	FQ2	
	The quality of product 'X' meets the promised standard specifications (octane level)	FQ3	
	In my opinion, the quality of product 'X' remains consistent over time	FQ4	
Corporate Image	In my opinion, 'X' is widely recognized by the public; In my opinion 'X' has a good reputation in the eyes of the public	PF1 PF2	Kosasih et al., 2024)
	The public trusts the information (octane level) provided by 'X'	PF3	
	'X' demonstrates high integrity in all activities (polite service)	PF4	
	'X' is transparent in conveying information to customers (content of Shell products)	CI5	
	'X' is reasonably priced, which leaves customers feeling satisfied	CS1	
Customer Satisfaction	'X' is effective in prioritizing customer complaints	CS2	Kosasih et al., 2024)
	The overall experience with 'X' is satisfying	CS3	
	I believe my decision to visit 'X' was a wise choice	CS4	
	'X' meets most of my expectations	CS5	
Customer	I will repurchase product 'X'	CL1	Ali et al., 2021;

Loyalty	In my opinion, the price of product 'X' aligns with the value perceived by the public, encouraging them to buy it again	CL2	Kosasih et al., 2024; Rendiansyah & Putra, 2024)
	I believe the public is likely to recommend product 'X' to others	CL3	
	In my opinion, the public holds a positive perception of product 'X', making them inclined to recommend it	CL4	
	In my view, people's experiences with product 'X' influence their decision to recommend it to others	CL5	

Data collection was conducted online through a questionnaire administered through Google Forms, and successfully collected data amounted to 244 respondents. However, after screening respondent answers based on screening questions, the number of respondents meeting the criteria was 216 individuals. Data analysis process, in this study using Partial Least Squares Structural Equation Modeling or (PLS-SEM) method, assisted by SmartPLS 4.

3. RESULTS AND DISCUSSIONS

In this research, data analysis is conducted using two measurement models. The outer model includes assessments of validity and reliability. Validity testing is performed to evaluate the credibility of the research variables and confirm their conceptual consistency, divided into convergent and discriminant validity. Meanwhile, reliability testing assesses the consistency of concepts within the instruments, helping to assess the dependability of the measurements (Sekaran & Bougie, 2016).

Table 2. Test Result of AVE

Variable	AVE
CL	0.776
CS	0.786
CI	0.771
PQ	0.777
P	0.811

Table 3. Test Result of Outer Loading

	CL	CS	CI	PQ	P
CL 1	0.860				
CL 2	0.882				
CL 3	0.902				
CL 4	0.878				
CL 5	0.880				
CS 1		0.912			
CS 2		0.905			
CS 3		0.788			
CS 4		0.899			
CS 5		0.921			
CI 1			0.927		
CI 2			0.790		
CI 3			0.894		
CI 4			0.930		
CI 5			0.839		
PQ 1				0.910	
PQ 2				0.858	
PQ 3				0.863	
PQ 4				0.894	
P 1					0.939
P 2					0.882
P 3					0.879

For each research variable, the AVE test values exceed 0.5, thereby meeting the criteria for convergent validity (Hair et al., 2022). In examining the outer loadings of research variables, indicators should be above 0.7. After removing indicators that do not meet this threshold, those with values above 0.7 fulfill the requirements for convergent validity.

Discriminant validity tests, including Fornell-Larcker analysis, Cross Loading, and the Heterotrait-Monotrait Ratio or (HTMT) with a threshold value of 0.85-0.9, indicate that this study meets the required standards. Consequently, this research is considered valid, successfully fulfilling both convergent and discriminant validity analyses.

Table 4. Test Result of Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
CL	0.928	0.928
CS	0.931	0.945
CI	0.930	1.002
PQ	0.904	0.908
P	0.884	0.909

In the reliability test, two methods were used Cronbach's alpha and composite reliability, to evaluate reliability. Both values are considered reliable if they exceed 0.6 (Hair et al., 2022). Based on the reliability analysis shown in Table 4, the Cronbach's alpha and composite reliability values for the variables are above 0.6, indicating acceptable levels. Thus, each research variable can be considered reliable according to established reliability test criteria. Furthermore, the research findings indicate absence of multicollinearity among the research variables.

Table 5. The Result of R²

Variable	R-square	Conclusion
CL	0.428	Moderate

During data analysis, the coefficient of determination (R²) for price, product quality, corporate image, and customer satisfaction are moderate, explaining 42.8% of the endogenous variable. The remaining 57.2% is accounted for by other variables not explored in this research.

Table 6. Test Result of Effect Size (f²)

Variable	f ²	
	CL	CS
CI	0.003	0.073
CS	0.121	-
P	0.053	0.097
PQ	0.125	0.094

In the effect size (f²) test results, various variables display different levels of the influence on customer loyalty and satisfaction varies among the variables. Corporate image has a very small effect on customer loyalty (f² = 0.003) but a small effect on customer satisfaction (f² = 0.073). Customer satisfaction, acting as a mediating factor, moderately impacts customer loyalty with an f² value of 0.121. Price has a small effect on both customer loyalty and satisfaction, with effect sizes of 0.053 and 0.097, respectively. Finally, product quality has the strongest impact on customer loyalty (f² = 0.125) and a small effect on satisfaction (f² = 0.094), indicating that while each variable contributes to the outcomes, customer satisfaction

as a mediator plays a significant role in enhancing loyalty.

Table 7. Test Result of Research Hypothesis Result

	Path Coefficient	P-values	Result
H ₁	0.266	0,000	Supported
H ₂	0.293	0,001	Supported
H ₃	0.246	0,001	Supported
H ₄	0.193	0,017	Supported
H ₅	0.332	0,002	Supported
H ₆	-0.050	0,295	Not Supported
H ₇	0.328	0,001	Supported
H ₈	0.087	0,012	Supported
H ₉	0.096	0,015	Supported
H ₁₀	0.081	0,009	Supported

The hypothesis testing results in this study indicate that H₁, which examines the effect of price influences satisfaction positively, with a path coefficient of 0.266 and a p-value of 0.000, thus supporting the notion that fair and competitive pricing strategies enhance customer satisfaction. This finding aligns with the work of Djunaidi & Gunari, (2022; Maria et al., (2022); A. J. Saputra & Djumarno, (2021), who assert that reasonable pricing policies are crucial for meeting customer expectations and creating value, which ultimately leads to greater satisfaction.

H₂ illustrates that product quality significantly impacts customer satisfaction, with path coefficient of 0.293 and p-value of 0.001. This outcome indicates that offering high quality products contributes positively to customer satisfaction, customers value reliability and excellence in the goods and services they purchase. The findings align with previous studies Djunaidi & Gunari, (2022; Pandiangan & Nisa, (2024); Rita & Davidson, (2022) which emphasize that elevated product quality fosters a more favorable customer experience, thereby enhancing satisfaction levels.

H₃ illustrates that corporate image influences satisfaction positively, with path coefficient of 0.246 and p-value of 0.001, this reinforces the importance of a strong, positive corporate image in enhancing customer satisfaction. Customers feel more satisfied when they perceive company as reliable, trustworthiness, and social responsibility. This finding aligns with prior research (Doloksaribu & Sinulingga, 2021; Mahsyar & Abidin, 2020; Puspasari et al., 2022), which highlights corporate image as a key factor in shaping customers' perceptions and satisfaction.

H₄ reflects a significant influence of price on customer loyalty, with path coefficient of 0.193 and p-value of 0.017, signifying that competitive and value-driven pricing can enhance customer loyalty by fostering a perception of fairness and affordability. Studies by Akmal et al., (2023; Ariyani et al., (2024); Pahrudin et al., (2023) support this view, indicating that customers are more inclined to remain loyal to brands that provide fair and accessible pricing, which meets their financial expectations.

H₅ confirms that product quality positively impacts customer loyalty, with a path coefficient of 0.332 and a p-value of 0.002, showing that maintaining consistent and high product quality is essential for retaining customers. This result echoes findings from (Prakoso et al., 2023; Purwati et al., 2020; Rua et al., 2020), who emphasize that customers who trust in the quality of a product are more likely to build long-term loyalty for the brand, perceiving quality as a

mark of reliability and excellence.

H₆ shows that corporate image negatively influences customer loyalty, with path coefficient of -0.050 and p-value of 0.295, suggesting an insignificant relationship. This result aligns with other research findings by (Hossain et al., 2021; Rahyuda & Atmaja, 2009), which suggest that corporate image does not directly influence customer loyalty. These findings imply that while a positive corporate image can improve brand perception, it may not be enough to cultivate long-term customer loyalty. However, other studies indicate that corporate image does have an effect on customer loyalty, Customers are more likely to exhibit loyalty to brands that project a positive image, aligning with research by (Mahsyar & Abidin, 2020; Puspasari et al., 2022; Zaid et al., 2020) which establishes corporate image as a foundation for building trust and long-term loyalty.

H₇ shows a positive relationship between customer satisfaction and customer loyalty, with path coefficient of 0.328 and p-value of 0.001, affirming that satisfied customers are more inclined to develop loyalty. High satisfaction creates an emotional connection, reducing the likelihood of switching to competitors. This connection is corroborated by studies from (Prasetyo et al., 2023; Santoso & Ruslim, 2024), who emphasize that customer loyalty grows stronger as satisfaction deepens.

H₈ confirms that price influences loyalty positively, mediated by customer satisfaction, with path coefficient of 0.087 and p-value of 0.012. This finding underscores that competitive pricing not only directly affects loyalty but also enhances loyalty through its impact on satisfaction. As customers perceive the price as fair and aligned with the quality of the service, their satisfaction increases, thereby strengthening their commitment to the brand. Studies by (Nurdiansyah et al., 2024; Trilitami & Nurhasanah, 2023) support this view, suggesting that when customers perceive pricing to be reasonable, it elevates satisfaction, which in return builds loyalty.

H₉ illustrates that product quality influences loyalty positively, mediated by customer satisfaction, with path coefficient of 0.096 and p-value of 0.015. This suggests that high product quality not only directly promotes customer loyalty but also indirectly strengthens it by boosting customer satisfaction. When customers recognize consistent quality in the products they purchase, their satisfaction strengthens, leading to a greater likelihood of repeat patronage. Supporting research by (Rahmawati & Hasan, 2023; S. Saputra & Cinthya, 2024) affirms that elevated product quality, especially when perceived as reliable and satisfying, significantly contributes to loyalty through improved customer experiences.

H₁₀ illustrates that corporate image influences loyalty positively, with customer satisfaction serving as a mediator, with path coefficient of 0.081 and p-value of 0.009. This indicates that while corporate image positively impacts loyalty, it does so more strongly when it enhances customer satisfaction. A strong, favorable corporate image fosters a sense of trust and reliability in the customers, which increases their satisfaction and, consequently, their loyalty. Research by (Natanael et al., 2023; Nisa & Hasan, 2024; Nugroho et al., 2023) supports this hypothesis, showing that a positive corporate image strengthens loyalty, especially when it aligns with customer satisfaction through positive perceptions and trustworthiness.

4. CONCLUSIONS AND SUGGESTIONS

Drawing from the findings and discussions, this study concludes price, product quality, and corporate image positively and also had significantly impact customer satisfaction at Shell fuel stations in Jakarta. Additionally, customer satisfaction plays a mediating role in strengthening customer loyalty. The study further reveals that price, product quality, and customer satisfaction significantly and positively influence customer loyalty both directly and indirectly through the mediating role of customer satisfaction. However, corporate image alone has an insignificant effect on customer loyalty. This suggests that companies should prioritize competitive pricing and consistent product quality to effectively foster customer satisfaction and loyalty.

Drawing from these insights, several recommendations are provided for Shell and future researchers. For Shell, continued efforts in competitive pricing, maintaining high product quality and reinforcing a good corporate image are essential to increase customer satisfaction and loyalty. Offering loyalty promotions or incentives can attract more customers and strengthen loyalty. In addition, engaging feedback from customers to improve services can increase satisfaction.

For future research, it is expected to add more variables that have not been studied, expand the research location and add the number of respondents used. Building on the findings of this study, the quality fuel owned by the Shell company is very good for the engine of vehicles in the long term. Quality is expected to be maintained because it is the reason for consumers to remain loyal to use Shell as their vehicle fuel. Consumer satisfaction towards the service and quality of fuel owned by Shell has met the expectations of consumers, so that consumers become loyal to return to using Shell products. The fuel sold by the company has an affordable price and is in accordance with the quality provided, so that consumers become loyal to the use of shell fuel.

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