



Factors that Encourage Consumers to Choose Dexlite as Fuel for Diesel Vehicles

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Abstract

Dexlite is a diesel fuel product that was just released in mid-2016. This study aims to explain the influence of product quality, promotion, and price of Dexlite on purchasing decisions so that it can be used as a reference for developing Dexlite marketing strategies in Malang City. The type of research used is explanatory with a quantitative approach. The variables in this study include product quality, promotion, and price. The population of this study is Dexlite consumers in the private vehicle user sector in Malang City. The sample used in this study was 100 respondents taken using convenience sampling and data collection methods using questionnaires. The results of this study include: 1. The product quality variable has a positive and significant effect on Dexlite purchasing decisions in Malang City. 2. The promotion variable has a positive and significant effect on Dexlite purchasing decisions in Malang City. 3. The price variable has a positive and significant effect on Dexlite purchasing decisions in Malang City. 4. The product quality, promotion, and price variables together have a positive and significant effect on T purchasing decisions.

Keywords: Product Quality, Promotion, Price, Purchasing Decision.

1 Introduction

PT Pertamina (Persero) launched a new diesel fuel variant called Dexlite in mid-2016, hoping to bridge the gap between subsidized diesel and Pertamina Dex. The Dexlite offered improved quality compared to subsidized diesel. This improved quality is expected to encourage consumers to switch from diesel to Dexlite, thereby reducing the burden of government subsidies currently provided to subsidized diesel users.

Infrastructure expansion, service enhancements, and the rise of online transportation and sales are propelling the transportation and logistics industry forward. This expansion in the transportation and logistics industry is accompanied by greater public purchasing power for motorized vehicles. According to the Association of Indonesian Automotive Industries (Gaikindo), car sales increased 5.6% in August 2017 compared to the same period the previous year, reaching 96,461 units. This statistic is higher than the 4.3% increase in automobile sales in July, when 85,363 vehicles were sold. As a result, overall car sales from January to August 2017 were 715,291 units, a 3.8% increase over the previous year. This growth in sales has a direct impact on the number of motorized vehicles in Indonesia, which today stands at 110,370,628 units (14:-).

Malang, the second largest city in East Java, continues to experience development, with the addition of commercial centers, offices, industries, and educational institutions. This growth in

activity and population is one factor contributing to the increase in the number of motorized vehicles in Malang. In 2016, there was an increase of 8,988 passenger vehicles compared to 2015. Meanwhile, buses increased by 48 units and trucks by 1,404 units (28:-).

The increasing number of motorized vehicles is directly related to the rise in fuel consumption. This growth in fuel use both opportunities and difficulties that the government must handle. The biggest challenge is the management of subsidized fuel, especially diesel fuel, which is currently still largely consumed by the non-subsidized transportation sector. Based on distribution data from the Malang Fuel Terminal from January to April 2018, diesel fuel distribution to gas stations amounted to 45,124 kl, while Dexlite distribution was 1,856 kl. This indicates that diesel consumption in the Malang Fuel Terminal distribution area still dominates.

The continued dominance of subsidized diesel fuel consumption is undoubtedly placing a further burden on the government's budget. However, this also presents a potential sales opportunity for Dexlite. This potential is driven by the increasing number of motorized vehicles, particularly private diesel cars, which are increasingly adopting the Common Rail Direct Injection system, and the government's increasingly aggressive preparations for the implementation of the Euro 5 standard, which requires better-quality fuel with lower emissions. Therefore, selling fuel with higher quality than before can be an attractive business opportunity for national oil and gas businesses. The increasing demand for fuel and rapid technological developments require businesses to be able to meet consumer demands, as in marketing activities, consumers are ultimately in control of the purchasing decisions of a product.

PT Pertamina (Persero) is a state-owned business that operates in the oil, gas, and renewable energy industries. One of the directorates in PT Pertamina (Persero) is the Marketing Directorate, which has the task and responsibility of marketing products produced by the Processing Directorate consisting of Fuel Oil (BBM) such as Premium, Pertamina, Pertamina Plus, PertaDex, Kerosene (Kerosene), Avtur, Avgas, Solar Oil, Diesel Oil, Fuel Oil and Non-BBM such as Lubricants, Asphalt, Liquefied Petroleum Gas (LPG), Musicool, and Liquefied Natural Gas (LNG), and other products. One of the consumers managed by PT Pertamina Marketing Directorate is the Gas Station (SPBU) which carries out fuel sales activities, both subsidized and non-subsidized. Within the gas stations themselves, there is also competition in marketing. Not only competition between gas stations but also competition between the products sold, namely subsidized and non-subsidized fuel products.

Purchasing decisions are consumer actions in deciding on a product that is considered to be a solution to consumer needs and desires. If in a region there is only one company that dominates the market, then competition occurs between similar products, in this case the diesel fuel variant of the Solar type. So, in order to win the competition in marketing, companies need to pay attention to several factors. Factors that need to be considered are summarized in the marketing mix, including product, promotion, place and price. The purpose of implementing the marketing mix for a company is to increase company growth which will attract the attention of potential customers so that it can boost customer trust and the company's reputation (35:13).

Companies must be able to deliver items of high quality that meet the changing wants and desires of their customers. Pertamina Dex (PertaDex), for example, has a cetane number of 53 and a maximum sulfur level of 300 ppm, making it appropriate for modern engine technology. This is the highest-quality diesel fuel offered from PT Pertamina (Persero). Meanwhile, subsidized diesel has a cetane number of 48 and a maximum sulfur content of 2,500 ppm, making it suitable for customers in other market sectors.

In terms of quality, the higher the cetane number of a diesel fuel, the more easily it will ignite during compression. Therefore, fuel with a higher cetane number can make a diesel engine start faster and perform a more efficient combustion process, which will increase engine power. Meanwhile, higher sulfur levels in the fuel can lead to higher levels of acid produced during the combustion process. This situation results in damage to engine components, from deposits to fuel lines. Furthermore, high sulfur levels are also a source of air pollution (25:-).

Furthermore, pricing psychologically influences consumers' purchasing decisions. Pertamina Dex, with the highest diesel fuel specifications, has a significantly higher price per liter compared to subsidized diesel. The price of Pertamina Dex as of February 2018, which reached Rp 10,150 per liter compared to the price of subsidized diesel at only Rp 5,150 per liter, is certainly a consideration in consumers' purchasing decisions (25:-).

Dexlite, which was just released in April 2016, needs to be introduced to consumers so that the product is accepted in the market. One way to do this is through promotional activities. Consumers will be interested in the product offered if the company is able to carry out effective promotional activities, create affordable and competitive prices, and reliable product quality. Based on interviews with several consumers in Malang City, it was stated that diesel engine vehicle users cannot differentiate between Dexlite and Pertamina Dex or subsidized Solar marketed by PT Pertamina (Persero). This indicates that information about the Dexlite product has not been well received by the public, so the majority of consumers are still unfamiliar and reluctant to buy Dexlite because they do not know the details about the product.

In Malang City, PT Pertamina (Persero) has no competitors from other companies, so the location of gas stations owned by PT Pertamina (Persero) is widely spread and is in a strategic location and easily accessible to consumers. The location of gas stations in Malang City is easy to reach and strategic because it is close to housing, shopping centers, and educational centers. Based on the description above, the researcher is interested in conducting research on "Analysis of Factors Influencing the Decision to Purchase Dexlite Products in Malang City."

2 Literature Review

2.1 Product Quality

Product quality is "the ability of a product to do what it was made to do; it includes the product's overall durability, reliability, accuracy, ease of use and repair, and other important qualities" (20:79). Product quality is how well a product does its job. It covers things like how long it lasts, how reliable it is, how accurate it is, how easy it is to use and fix, and other important qualities.

2.2 Promotion

Promotion is an important part of marketing for businesses that want to keep things going and boost the quality of their sales. It's not enough to only make items, use distribution channels, and keep prices the same to improve marketing operations for a company's goods or services. Promotion is also a way for buyers and sellers to talk to one other. It helps with making marketing decisions, guiding people, and raising awareness among all parties to help them do better.

2.3 Price

A company or organization, whether profit-oriented or not, will always be faced with determining the price of its products. The company first formulates the desired price.

2.4 Buying decision

As stated by Tjiptono, consumer purchasing decisions are the behaviors of persons who are directly or indirectly involved in the process of acquiring and utilizing a product or service that they require. Consumer behavior refers to the process via which a client makes purchasing decisions, utilizes, and discards acquired products and services. It encompasses elements that affect purchase decisions and product utilization, indicating that purchasing choices are shaped by multiple influences.

2.5 QualityDexlite

In April of 2016, PT Pertamina (Persero) introduced the Dexlite, which is the most recent diesel type to be issued. Dexlite possesses a cetane number of 51 and a maximum sulfur concentration of 1,200 ppm. This demonstrates that Dexlite possesses superior quality compared to diesel, which has a cetane number of 48 and a maximum sulfur concentration of 2,500 ppm. Kotler and Armstrong identify performance, durability, and reliability as the product quality dimensions for Dexlite products. Items not previously stated are excluded from the measurements to be considered, as they are irrelevant to Dexlite goods.

2.7 The Influence of Product Quality on Purchasing Decisions

Purchasing decisions involve the evaluation of consumer options among many alternatives to identify the product that most effectively meets their demands. Tjiptono defines product quality as a synthesis of attributes and characteristics that ascertain the degree to which the output satisfies customer requirements. It evaluates how well these attributes fulfill consumer needs. Product quality encompasses eight factors: Performance, Durability, Conformance to specifications, Features, Reliability, Aesthetics, Perceived quality, and Serviceability.

2.8 The Influence of Promotions on Purchasing Decisions

Promotion is a range of actions businesses use to explain the advantages of their goods, convince and motivate consumers, and encourage target consumers to buy them. Consequently, corporations must engage in advertising and orchestrate sales campaigns to enhance the visibility of their products. Promotions might affect shopping decisions. This is corroborated by research conducted by Nel Arianty, which revealed that promotion substantially affects purchasing decisions. Consequently, it can be inferred that a correlation exists between promotion and purchasing decisions.

2.9 The Influence of Price on Purchasing Decisions

Demand is directly impacted by the price that is selected, which in turn defines the amount of purchasing activity that takes place. Pricing can influence sales and market share. Consequently, if the price is too elevated in relation to competitors, it can be inferred that consumers will exhibit hesitance in acquiring the product. This may happen because price serves as a standard for consumers to fulfill their needs. Consequently, it can be inferred that a correlation exists between pricing and purchasing decisions.

2.10 The Influence of Product Quality, Price, and Promotion on Purchasing Decisions

Product quality, price, and promotion are interrelated elements. The stronger the influence of these elements, the greater the consumer's desire to make a purchase decision. The application of

these elements creates a synergistic force that can influence consumers in making a purchasing decision for a product.

2.11 Hypothesis

From the results of the explanation above, the following hypothesis can be drawn:

H1 : Product Quality (X1) has a positive influence on Purchasing Decisions (Y)

H2 : Promotion (X2) has a positive effect on Purchasing Decisions (Y)

H3 : Price (X3) has a positive effect on purchasing decisions (Y)

H4 : Product Quality, Promotion and Price together have a positive influence on Purchasing Decisions (Y)

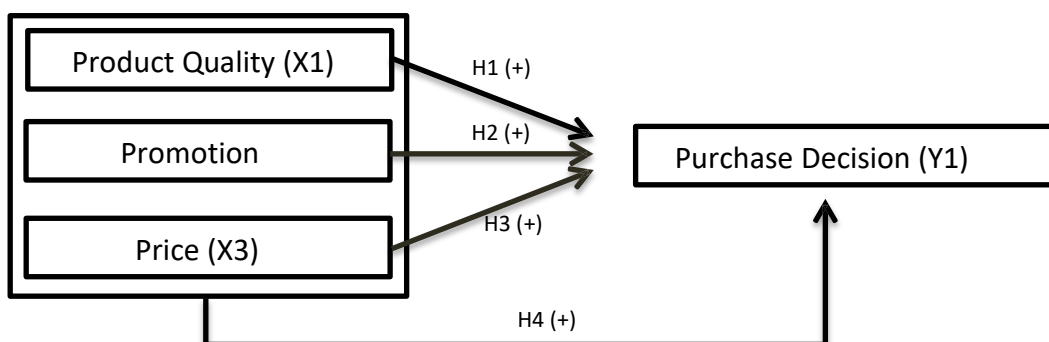


Figure 1. Hypothesis

3 Research Methods

3.1 Research Design

This research was designed to answer the problem formulation, achieve the research objectives, and test the established hypotheses. The research is classified as exploratory because it seeks to discover relatively new relationships, and at the same time explanatory because it explains the symptoms that appear in the research object. In terms of data, this research is ex post facto, namely empirical research conducted after an event has occurred so that the researcher cannot manipulate the independent variable. In terms of its objectives, this research is a causal study that seeks to explain the influence of product quality, promotion, and price on purchasing decisions for Dexlite products in Malang City.

3.2 Research Variables and Operational Definitions

This study employs two categories of variables: independent variables and dependent variables. The independent variables include: (1) Product Quality (X1), defined as the perception of Dexlite product performance at PT Pertamina (Persero), encompassing the primary dimensions of performance, reliability, and durability; (2) Promotion (X2), representing the company's marketing communication efforts; and (3) Price (X3), characterized as the monetary unit consumers exchange to acquire product rights, with indicators including price affordability, alignment of price with quality, price competitiveness, congruence of price with product benefits, and the impact of price on consumer purchasing power.

The dependent variable is the purchasing decision (Y), which encompasses the aspects buyers evaluate prior to making a product purchase. Indicators of purchasing decisions encompass the

following stages: need recognition, information search, alternative evaluation, purchasing choice, and post-purchase behavior.

3.2 Place and Time of Research

The research locale was Malang City. This site was selected because, assuming a greater number of diesel vehicle users, the city is the second-largest in East Java and has a low Dexlite consumption rate.

3.3 Population and Sample

The study population comprises all Dexlite clients utilizing it for private vehicle requirements across Malang City. Non-probability sampling was the method employed because it is impossible to determine the likelihood of choosing every member of the population. The sample size was calculated using the Algifari formula for an infinite population, incorporating the sample proportion (p), the confidence level represented by the Z value, and the estimation error (E). The calculation yielded a sample size of 96.04, which was subsequently rounded to 100 respondents. The non-probability sampling method employed was convenience sampling, namely the selection of participants based on the researcher's accessibility to respondents via Dexlite.

3.4 Method of collecting data

The research data was collected through two main methods. First, the documentation method, which involved a literature review of Dexlite sales data from 2017 to early 2018 and various media sources related to Dexlite sales levels. Second, the field research method, with primary data sources consisting of respondents' responses to a written questionnaire designed to measure product quality, promotion, price, and purchasing decisions. Respondents were asked to complete a series of written statements based on their conditions and perceptions of Dexlite use.

3.5 Research Instruments and Measurement Scales

The primary study tool utilized was a structured questionnaire. The questionnaire was created to delineate indicators of product quality, promotion, pricing, and purchase decisions grounded in the employed theoretical framework. This test comprised statements evaluated on a five-point Likert scale, ranging from a minimum score of 1 to a maximum of 5. The average score was categorized as follows: very low/very poor (1.00–1.80), low/poor (1.80–2.60), moderate/sufficient (2.60–3.40), high/good (3.40–4.20), and very high/very good (4.20–5.00). The instrument was tested through validity and reliability tests. Validity was used to ensure that the statement items accurately measure the intended construct, while reliability was tested using Cronbach's Alpha coefficient. The questionnaire was declared reliable if the Alpha coefficient was > 0.6 , and unreliable if the Alpha coefficient was < 0.6 .

3.6 Data Analysis Techniques

Data analysis is carried out in several stages:

1. Descriptive statistics were employed to characterize respondents' reactions to variables including product quality, promotion, pricing, and purchasing decisions. Descriptive statistics merely provide a snapshot of sample data without making clear inferences about the population. They were utilized to aggregate index scores and evaluation categories according to a specified scale range.
2. Prior to conducting the regression analysis, the data underwent evaluation through classical assumption testing, which encompasses: (1) a multicollinearity assessment to

- confirm the absence of significant correlation among independent variables, with multicollinearity deemed absent if the tolerance value exceeds 0.1 and the VIF value remains below 10; (2) a heteroscedasticity examination to evaluate the uniformity of residual variances across observations, identified in this study via the Glejser test and scatterplot analysis; (3) a normality assessment to determine whether the residuals follow a normal distribution; and (4) a linearity evaluation to verify the existence of a linear relationship between the independent and dependent variables.
3. Multiple linear regression analysis was used for hypothesis testing, with price, promotion, and product quality as independent factors and purchasing decisions as the dependent variable. A t-test was employed for individual parameter testing to evaluate the impact of each independent variable on purchasing decisions. If the significance value is less than α (10%) or tcount exceeds ttable, the hypothesis of a positive and substantial influence is accepted. The F-test was employed to assess the simultaneous impact of the three independent variables; the model is deemed significant if Fcount exceeds Ftable at a 10% significance level, signifying that product quality, promotion, and price collectively exert a significant influence on purchasing decisions.
 4. The coefficient of determination (R^2) quantifies the degree to which fluctuations in purchase decisions are elucidated by differences in product quality, promotion, and price. An R^2 value near 1 signifies that the independent variable significantly elucidates purchase decisions, whereas a low R^2 value denotes restricted explanatory capacity.

4 Results and Discussion

4.1 Research Data and Respondent Characteristics

The research data was obtained from questionnaires distributed to Dexlite consumers using diesel vehicles in Malang City. Of all the returned questionnaires, some did not meet the eligibility criteria, resulting in only 100 questionnaires being used as the final sample. This number was deemed representative of the characteristics of the Dexlite user population, according to the non-probability sampling technique (convenience) used in the study.

Based on gender, respondents were predominantly male (93%) and female (7%). This is understandable considering that many private diesel vehicle users in Malang City come from groups that are traditionally dominated by men. In terms of age, the composition of respondents was relatively spread out, with the largest proportions being in the 17–25 and 45+ age ranges (approximately 37% each). This condition indicates that Dexlite users in Malang City come not only from the young, productive age group, but also more mature users who are accustomed to using diesel vehicles.

In terms of education level, respondents' highest education level was elementary school (SD), junior high school (SMP), senior high school (SMA), diploma, and even bachelor's degree. The largest proportion were respondents with diploma 4/bachelor's degree, around 32%, while the rest had high school education or below. This indicates that the majority of Dexlite consumers have a secondary to higher education background, making them relatively rational in assessing product quality, price, and promotional programs.

Characteristics based on occupation show that respondents are mostly self-employed, private employees, and drivers, with the self-employed and private employees being the largest proportion. Meanwhile, based on monthly income, approximately 23% of respondents earn \leq Rp 3,000,000, 30% have an income of Rp 3,000,001–Rp 5,000,000, and approximately 34% earn Rp 5,000,001–Rp 10,000,000. This indicates that the majority of Dexlite consumers come from the

middle to upper income groups who are sensitive to price comparisons, engine quality, and fuel efficiency.

In general, this profile illustrates that the research sample is dominated by men, of productive and adult age, with at least secondary education and income that allows them to seriously consider aspects of quality, price, and promotion before deciding to purchase Dexlite.

4.2 Description of Research Variables

This research investigates four primary variables: product quality (X1), promotion (X2), price (X3), and purchase decisions (Y). All characteristics are assessed utilizing a 1–5 Likert scale and represented as an average index.

Product quality

Descriptive results show that respondents' perceptions of Dexlite product quality are generally in the fair to good category. The indicator with the highest index is the statement that "Dexlite can make the engine pull lighter" with an index value of around 3.51, which indicates that the superiority of engine performance is the quality aspect most perceived by consumers. Conversely, the indicator with the lowest index is lower emissions produced, which indicates that the environmental benefits (low emissions) are not yet fully felt or recognized by consumers.

Promotion

The average promotional variable index was in the moderate range (around 2.90), reflecting that Dexlite's promotional activities were perceived as "not bad but also not strong enough" in forming an impression in consumers' minds. The indicator with the highest index was related to information that attracted consumers to try Dexlite, while the lowest indicator was the provision of coupons. This indicates that tactical promotional forms such as vouchers have not been optimally utilized and have not become a primary attraction in purchasing decisions.

Price

For the price variable, the average index was around 3.09, which is also in the adequate category. In general, respondents considered Dexlite's price to be neither too cheap nor too expensive. However, several indicators suggest that Dexlite's price is still considered unaffordable by all consumers, especially when compared to diesel fuel. The indicator with the highest index relates to the suitability of price to product quality and specifications, indicating that most consumers can still accept Dexlite's price when combined with better engine performance.

Buying decision

The average purchasing decision index was in the fair-good category, indicating that consumers had a strong inclination to purchase Dexlite. Relatively high indicators related to information seeking through official Pertamina sources and previous usage experience, while indicators with low scores indicated that repurchase intentions and recommendations to others still needed improvement. This condition indicates that although consumers have tried Dexlite, their loyalty and advocacy for the product have not yet fully formed.

4.3 Instrument Test and Classical Assumptions

The validity test shows that all statement items on the product quality, promotion, price, and purchasing decision variables have a calculated r value $>$ r table, so that all questionnaire items are declared valid and able to measure the established constructs.

Reliability testing using Cronbach's Alpha coefficients yielded alpha values above the minimum threshold of 0.60 for all variables. This indicates that the research instrument is reliable and consistent; repeated measurements under similar conditions tend to yield relatively similar results.

A traditional assumption test was performed prior to the regression analysis. The normality test (Kolmogorov–Smirnov and Normal P–P Plot graphs) indicated a significance value of Asymp. Sig. $>$ 0.05 and a point distribution aligned with the diagonal line, thereby confirming that the residuals were normally distributed. The multicollinearity assessment indicated a tolerance value exceeding 0.10 and a VIF below 10 for all independent variables, thereby confirming the absence of multicollinearity issues. The heteroscedasticity assessment, utilizing the Glejser test and scatterplot, revealed no discernible pattern in the residual distribution, thereby indicating that the data is devoid of heteroscedasticity. Consequently, the data satisfies the criteria for analysis using multiple linear regression.

4.4 Regression Results and Hypothesis Testing

Multiple linear regression analysis produces the following equation:

$$Y = 0.176 + 0.596X_1 + 0.364X_2 + 0.124X_3 + e$$

This equation shows that all regression coefficients are positive, so that an increase in product quality (X_1), promotion (X_2), and perceived appropriate price (X_3) will be followed by an increase in purchasing decisions (Y), assuming other variables remain constant. The largest coefficient is found in the product quality variable (0.596), followed by promotion (0.364), and price (0.124), which means that product quality is the most dominant factor in influencing Dexlite purchasing decisions.

The coefficient of determination (R^2) of 0.569 signifies that roughly 56.9% of the variability in Dexlite purchase decisions is elucidated by concurrent variations in product quality, promotion, and price. The remaining 43.1% is affected by external factors, including availability at alternative petrol stations, competitor brand perception, governmental regulations, and unassessed personal customer variables.

The F test findings indicate that the calculated F value is significant at the 10% confidence level, demonstrating that the entire regression model is viable and that the variables of product quality, promotion, and price collectively exert a significant influence on purchasing decisions.

Partially, the t-test results indicate that:

1. The idea that product quality (X_1) positively and significantly influences purchase decisions is acknowledged.
2. Promotion (X_2) exerts a positive and significant influence on purchasing decisions, hence validating the hypothesis on the impact of promotion on purchasing decisions.
3. Price (X_3) exhibits a positive and statistically significant effect on purchasing decisions at a 10% significance level; thus, the hypothesis asserting the influence of price on purchasing decisions is affirmed.

Thus, empirically, the three independent variables studied were proven to influence consumer decisions in choosing Dexlite as a fuel for diesel vehicles in Malang City.

4.5 Discussion

The finding that product quality has the largest regression coefficient and a significant influence reinforces the view that diesel vehicle consumers highly consider engine performance, efficiency, and driving comfort. The indication that Dexlite reduces engine weight demonstrates that consumers directly perceive the product's functional advantages. These findings corroborate other studies indicating that quality criteria (performance, reliability, and durability) are the principal determinants of gasoline product purchasing decisions. When product quality is regarded as superior to alternatives (e.g., diesel), consumers are more inclined to pay a premium and engage in repeat purchases.

Although the promotion index is only in the moderate category, the regression results indicate that promotions still have a significant influence on purchasing decisions. This means that any increase in promotional effectiveness—whether through advertising, informative materials, or other communication activities—can increase consumers' tendency to purchase Dexlite. However, descriptive findings indicate that some forms of promotion (such as coupons/vouchers) are not optimal and have not been widely perceived by consumers. This indicates that educational and persuasive promotions still need to be strengthened, especially those that emphasize the differences between Dexlite and Solar, its performance advantages, and its long-term benefits for the engine.

Price also proved to have a positive and significant influence on purchasing decisions, although the coefficient was the smallest compared to product quality and promotion. Descriptive results indicate that consumers consider the price of Dexlite not yet fully affordable for all groups, but still quite acceptable when associated with the quality obtained. This means that consumers are willing to bear the price difference compared to Solar if they perceive tangible benefits such as lighter engine pull, cleaner engine, and potential long-term efficiency. This is consistent with consumer behavior theory which explains that the perception of the suitability of price with quality and benefits is an important determinant in purchasing decisions.

The amalgamation of exceptional product quality, precisely targeted promotions, and a pricing framework deemed reasonable constitutes a crucial basis for influencing purchasing decisions and fostering possible consumer loyalty towards Dexlite..

4.6 Strategic Implications: Purchasing Decision Enhancement Strategies

Based on the descriptive and regression results, several strategies were formulated to improve Dexlite purchasing decisions.

Market segmentation

The data indicates that most respondents were male, with earnings between Rp 5,000,001 and Rp 10,000,000, and a transaction frequency of between Rp 250,000 to Rp 500,000 per purchase. This segmentation targets consumers who frequently use diesel vehicles for work and business. Therefore, marketing strategies need to be targeted at highly mobile users, light commercial vehicle owners, and businesses that rely on engine reliability and fuel efficiency.

Strengthening product quality proposition

Because the primary indicator consumers perceive is lighter engine performance, marketing communications need to consistently emphasize this aspect, while also reinforcing education about engine cleanliness and improved emissions. Information about Dexlite's technical

benefits—such as its cetane number specifications and advantages over regular diesel—needs to be presented in language easily understood by non-technical consumers.

Promotion and branding strategies

Research results indicate that promotions still don't create a strong impression. Therefore, it is necessary to:

1. Re-branding to increase awareness, for example through slogans, visuals, and stronger messages that differentiate Dexlite from other products at gas stations so that consumers are not confused.
2. Creating a jingle or tagline that is easy to remember and played at gas stations and electronic media, so that the message about Dexlite's superiority is embedded in the minds of consumers.
3. Optimizing the Pertamina-Go application as a means of information and promotion of Dexlite, for example by displaying the locations of gas stations that provide Dexlite, promotional programs, and brief education about the product.
4. Creation and installation of banners/posters in gas stations and rest areas at easily visible points, with attractive designs and simple messages about the main benefits of Dexlite.
5. Providing coupons/vouchers on certain days or periods, either in the form of discounts, bonus points, or free purchase coupons after several top-ups, to encourage trials and repeat purchases.
6. Collaborate with media, automotive communities, and credible influencers to create reviews, testimonials, and video content, so that positive perceptions of Dexlite's performance spread among diesel vehicle users.
7. Development and management of official social media (Instagram, Facebook, YouTube, etc.) as a two-way communication channel for product education, complaint handling, and promotional announcements, so that brand closeness with consumers increases.
8. Creative advertising in electronic and print media, including the possibility of creating a mini series or short movie with an inspirational theme that subtly incorporates Dexlite, so that the product is not only known from a functional perspective but also from an emotional and image perspective.

Price adjustment and communication

While Dexlite's price can't be compared to diesel, strategies can focus on communicating "value for money," emphasizing that the price difference is commensurate with the improved performance and potential long-term savings on engine maintenance. Targeted promotional programs (such as bundling, limited-time discounts, or loyalty programs) can also help reduce initial price resistance.

5 Conclusion

Based on the analysis that has been carried out, several conclusions can be drawn as follows:

- a. Test results indicate that product quality significantly influences Dexlite purchasing decisions in Malang City. This suggests that superior quality of Dexlite products, regarding quality, customer appropriateness, and cost-effectiveness, will enhance consumer preference due to perceived benefits, hence increasing their interest in acquiring the product.
- b. The results of the promotional variable test indicated a positive and significant effect on Dexlite purchases in Malang City. This suggests that increased promotion of Dexlite enhances public familiarity, hence generating interest in its purchase.

- c. The results of the second test indicated that price exerted a favorable and significant influence on Dexlite purchasing decisions in Malang City. This suggests that an improved Dexlite price approach correlates with increased consumer interest in acquiring Dexlite.

The test results indicate that the variables of product quality, promotion, and pricing combined exert a positive and significant impact on purchasing decisions about Dexlite. The variations in Dexlite purchasing decisions are influenced by the company's product quality, promotional strategies, and pricing, thereby fulfilling consumer expectations.

Suggestion

- a. Dexlite has superior specifications compared to Solar, so it is necessary to convey information related to Dexlite so that the public knows more details about Dexlite products.
- b. Dexlite's market segmentation is men over 36 years old and working as entrepreneurs with incomes of Rp 5,000,001 to Rp 10,000,000. Therefore, price is not an issue when balanced with the benefits experienced by consumers. Therefore, it is necessary to guarantee the quality of Dexlite to ensure it continues to meet specifications and meet consumer needs.
- c. Promotions carried out to educate and introduce Dexlite to the public include re-branding to increase public awareness of Dexlite products, making and installing banners and posters in gas station areas, becoming a sponsor for certain activities or communities, providing gifts.
- d. coupons/vouchers, collaborating with automotive media, automotive organizations and influencers in the automotive sector, developing and managing existing social media, and creating advertisements.

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