

The Influence of Service Quality, Facilities and Trust on Customer Satisfaction

Jhonny Mangaraja Silalahi^{1*}, Sugeng Wahyudi¹

¹ Universitas Diponegoro, Semarang, Indonesia

jhonny.mangaraja.s@gmail.com

Abstract

This study aims to analyze the impact of service quality, facilities and trust on customer satisfaction at PT Opsico. The urgency of conducting the study is the long queues of gas transport vehicles, delays in LPG delivery due to infrastructure constraints, and the less-than-optimal utilization of available facilities. This condition indicates a mismatch between what customers expect and the quality of service by Opsico. This study implies the importance of managing the LPG supply chain efficiently and sustainably to address the challenges of reliable and environmentally friendly public energy services. The research method was carried out through a quantitative approach. Data collection techniques were carried out through surveys with questionnaires. The total respondents in this study were 85 SPBE/SPPBE. Utilizing the intricate dance of Structural Equation Modeling—Partial Least Squares—the analysis unveiled a profound truth: that service quality, the amenities provided, and the sense of trust weave together to shape the tapestry of customer satisfaction. As these elements ascend in excellence, so too does the contentment of those they serve, suggesting a delicate yet powerful correlation between quality, trust, and the fulfillment found therein.

Keywords

Service Quality, Facilities, Trust, Customer Satisfaction.

1. Introduction

Liquefied Petroleum Gas (LPG) is one of the oil and gas sector commodities produced by PT Pertamina (Persero) which is fully subsidized by the government so that kerosene consumers can switch to LPG. The increasing demand for LPG will have an impact on the current distribution process which includes distribution facilities and distribution networks. In order to maintain the stability of supply and market demand, a maximum distribution configuration is needed so that it can be used effectively & efficiently, PT. Pertamina Patra Niaga Central Java Region provides 3 (three) supply points spread across Rembang and Semarang. Semarang with the OPSICO supply point and Temporary Terminal PEL. The Temporary LPG Terminal (PEL) located at Tanjung Emas Port is a place for refueling LPG from tankers to tank cars with a ship receiving capacity of up to 3,500 DWT. LPG distribution can reach 1,000 MT per day. OPSICO is a joint venture company formed by the CPO Consortium (CPM-Pertainsana-Opsico) and is located in the Cipta Guna Industrial Area, Semarang, Central Java. This company operates in the service sector which includes receiving, storing, and distributing Pertamina LPG. The mixed LPG marketed by Pertamina is a combination of propane LPG and butane LPG, with the addition of a fragrance in the form of mercaptan. The distribution terminal facility at OPSICO has a distribution capacity of 3,400 MT per day, which serves SPBE/SP(P)BE and Industrial Agents in the Central Java region, including 124 SPPBE and 9 Industries. The summary of LPG supply and distribution in 5 months of 2023.

Tabel 1. Supply and Distribution Opsico Semarang

No	Period	January	February	March	April	May
1	Receipts (MT)	45.371	39.815	43.220	37.326	37.225
2	Number of Vessels	20	21	20	20	20
3	Distribution	42.862	40.243	39.247	39.247	34.454
4	Daily Average	1.382	1.437	1.329	1.111	1.097

As one of the fuel providers in Indonesia in Table 1, OPSICO PT Pertamina must continue to adapt and improve its services to meet increasing customer expectations. Conducting an analysis related to the quality of service, facilities and trust in customers at OPSICO PT Pertamina is important in understanding how these aspects contribute to influencing the level of customer satisfaction and loyalty (Kubangun & Kalidupa, 2020). In the delicate interplay of service quality, facilities, and the trust bestowed by customers, lies the true essence of satisfaction. Within the realm of SPPBE, the presence of products alone does not suffice to fulfill the customer's heart; rather, it is the harmony of attentive service and dependable support that truly shapes their contentment. Excellent service quality, such as responsiveness, reliability, and empathy of officers, will create positive customer perceptions. Adequate facilities, such as comfortable places, complete equipment, and easy access, will also increase customer satisfaction. In addition, high customer

trust in the accuracy of measurements and reasonable prices will drive customer satisfaction. Customer satisfaction is greatly influenced by its quality, because it can create a strong relationship between sellers and their customers. In the long term, this kind of relationship makes it easy for business entities to gain a deeper understanding of their customers' expectations and needs. A brand's image is expected to be improved by improving the quality of service. The essence of a brand—its image—stands as a silent yet potent force, forging the very confidence that customers place in it (Tahir et al., 2024). This image, woven from threads of meaning, attributes, and associations, shapes the tapestry of perceptions and molds the beliefs about the brand's worth. In the bustling marketplace, the most celebrated names cast long shadows; their reputation, like an echo in the mind, holds sway, anchoring their presence in the collective consciousness of consumers. The presence of a brand image with a good reputation can potentially create customer satisfaction (Rivai & Zulfitri, 2021; Hetiyasari et al., 2024).

PT. Pertamina is the sole LPG distributor company and has no competitors in Indonesia. However, there is always an opportunity for the emergence of new companies engaged in the LPG sector in the future. Therefore, PT. Pertamina must maintain its performance and existence in order to maintain customer satisfaction. Customer satisfaction is a feeling of pleasure or disappointment for people caused by the suitability of a product (result) or performance to expectations (Kotler & Keller, 2009; Herienda et al., 2024). However, there are customer complaints regarding the use of facilities that have not been maximized by OPSICO PT Pertamina because not all filling stations are actively used in operations which causes queues to accumulate. Another problem that arose was that access to and from LPG tanks at the temporary LPG terminal at Tanjung Emas Port was blocked due to flooding in 2022 and the area is also an area prone to flooding, LPG distribution can still be done from the Opsico LPG Terminal but will affect the distribution time although not significantly. The flood that occurred certainly affected the delay in distribution time although not significantly. Customers expect timely LPG delivery, especially when they need it for daily needs, but flood conditions that occur can disrupt the LPG delivery schedule, so that customers need more time than they should to get supplies. Based on initial observations, another phenomenon that has also occurred is the queue of gas transport tanks being crowded at OPSICO, the Figure 1 shows the density that occurs in the queue of gas transport tanks at OPSICO.



Figure 1. Gas Tanker Queue at OPSICO

This condition is related to the quality of service provided by OPSICO to customers. The phenomenon of long queues of gas transport vehicles at OPSICO can indicate several fundamental problems related to the quality of service, facilities, and trust. Long queues reflect the long waiting time for gas transport vehicles to fill up. This is clearly a poor indicator of service quality, because customers (in this case, the gas transport company) do not get efficient service. Limited parking areas can also cause obstacles in managing vehicle queues, and this is related to the problem of facilities provided by OPSICO. Furthermore, these long queues can cause doubts about the availability of supply, long queues can cause concerns among customers about the availability of gas supplies. The challenges outlined possess the power to shape the very fabric of customer fulfillment, casting shadows that could jeopardize the enduring vitality of PT. Pertamina's enterprise. In light of this, the present investigation endeavors to explore how the facets of service excellence, the quality of facilities, and the bonds of trust intertwine to influence the degree of customer satisfaction among OPSICO clients within the Central Java region of PT. Pertamina Patra Niaga. This study is expected to produce important suggestions for managers to formulate corrective actions to improve customer satisfaction.

2. Literature Review

Kinderis et al. (2023) elucidate that the essence of service quality resides in the delicate balance between the expectations held by the customer and the judgment they render upon the service received—a true measure of how faithfully the provision aligns with their anticipations. Service quality is the perceived difference between the actual service experienced by customers and the expected expectations, which in the future can potentially provide added value in the form of what is basically intangible attention from their first buyers (Okoro & Akande, 2025). Good service quality can generate customer trust, which then has an impact on customer satisfaction (Adinugroho, 2024). Indicators of service quality consist of five aspects, based on Parasuraman, namely 1) Reliability, which includes the company's commitment to providing services, solving problems, and certainty of the promised price. 2) Responsiveness focuses on the importance of attention and appropriate response in handling requests, questions, and complaints from its customers. 3) Assurance related to the sense of trust and confidence that arises from the knowledge, ethics, and competence of the service provider. 4) Empathy which is defined as giving a feeling that customers are understood and appreciated. 5) Physical evidence describes how consumers view service quality based on the physical appearance of the facilities used, including cleanliness, comfort of the transaction room, and neatness of the serving staff (Yesitadewi & Widodo, 2024).

Facilities are elements prepared by service providers to support comfort and make it easier for customers to access services (Maulidiah et al., 2023). Facilities

include various infrastructures and surrounding conditions that are arranged in such a way as to introduce and make it easier for consumers to enjoy services, including buildings and equipment used. Facilities are everything that is consciously offered by service providers to be used and enjoyed, namely in the form of buildings used in the company's industry, as well as other aspects contained in the building, which can be utilized by users, such as castings, equipment, furniture, and so on (Utari et al., 2024). Lamasi & Santoso (2022) stated that strategies related to facilities usually include considerations regarding the amount of capacity, capacity needs, and determination of capacity locations in the long term. This is influenced by several factors, including demand, facility acquisition prices, competitor behavior, and business strategy. In their comprehensive analysis, Samosir et al. (2024) delineate six pivotal aspects: firstly, the spatial arrangement; secondly, the selection and placement of equipment or supplies; thirdly, the use of graphics as communicative messages; fourthly, considerations pertaining to the location itself; fifthly, the calibration of colors to suit lighting conditions; and finally, the provision of supporting facilities that underpin the entire framework.

Trust is a psychological condition that is a desire to accept what is based on expectations of a stimulus from a particular object (Darmawan, 2019). Trust according to Suranto (2011) is defined as a feeling that there is no danger from others in a relationship, in other words that when someone can predict that others will betray them and work well together, then a sense of trust can be created in that person (Anggraini, 2024). In the field of marketing or management, trust is defined as a customer's assessment of the honesty and integrity of a company, which refers to the customer's perception and belief that the company will not disappoint them and will work hard to achieve their benefits (Yesitadewi & Widodo, 2024). Companies can continue to strengthen their trust in customers, can provide results that are seen in the long term. Because it can enable a high sense of customer trust, so that it is able to provide satisfaction to customers and continue with the services provided by the company. Trust that is built can foster integrity, where integrity is how much trust is given to the company to uphold and implement agreements made with customers (Barusman, 2024). Indicators of trust consist of 3 components, namely ability, integrity, and predictability (Yesitadewi & Widodo, 2024). Ability is the ability of an individual in solving problems that arise from their consumers and fulfilling all their needs, Integrity is defined as the customer's view of the application of generally accepted principles, such as fulfilling commitments, acting in accordance with ethical norms, and being honest by the company, and predictability is the individual's consistency in providing services, which is based on a commitment to serving.

Customer satisfaction emerges as an emotional response—joy or disillusionment—that follows a comparison between the actual performance of a product and the anticipated standards held by the customer (Kotler & Keller, 2009; Nasution et al., 2022). It can be understood as the customer's sense of delight or

disappointment, a sentiment rooted in the alignment or mismatch between their perceptions and expectations. When perceptions affirm the anticipated quality, satisfaction is born—a positive confirmation that resonates through the customer's experience of the product's performance (Dananjoyo & Udin, 2023). In the pursuit of fostering enduring bonds with customers, it becomes evident that their satisfaction stands as a pivotal element—an essential cornerstone upon which every company's strategic endeavors must be built. Factors that can influence customer satisfaction include quality, comfort, trust, price, convenience, and other aspects that have the potential to create reliability for the products and services offered to customers (Albarq, 2023). The indicators of customer satisfaction according to Keiningham include 1) Creation of consumer expectations, namely the level of match between the service performance felt by the consumer himself and what is expected by the consumer. 2) Behavior and willingness to use products (Behavior and willingness to use products), namely behavior and willingness to use products are the consumer's desire to buy products/services and then use them. 3) Loyalty (Loyalty), which is the customer's willingness to make repeat purchases, carry out repeated use of related services, and recommend services to friends or family. 4) Interest in making a return visit, namely the consumer's willingness to carry out repeated use of related services or make a return visit. 5) Willingness to make recommendations, namely the consumer's willingness to provide recommendations for services that have been felt by the consumer himself to friends or family (Samosir et al., 2024).

3. Methods

Employing a quantitative methodology, the study endeavors to rigorously examine the proposed hypothesis. The selected research approach is explanatory in nature, designed to elucidate the causal interplay between variables through systematic hypothesis testing. The population of the study was all SP(P)BE registered with Pertamina Patra Niaga Central Java Region, which is 123 SP(P)BE. The technique used to conduct sampling is probability sampling with the specified sample criteria being 1) All SP(P)BE that have been operating in the last 3 months totaling 121 people and 2) All SP(P)BE that have a maximum distance of 166 KM from PT opsico, totaling 80 people. The determination of the research sample was carried out through the census method, by determining 80 SPBE/SPPBE respondents.

Data collection techniques were carried out through primary data and secondary data. Primary data through statement surveys, and secondary data carried out through documentation studies, namely collecting data through documents related to customer logarithmic data at the LPG filling station Opsico PT. Pertamina Patra Niaga Central Java Region, as well as collecting documentation data in the form of photos of filling station conditions, as well as journal data or previous research that has a relationship or relevance to the research being carried out. The data analysis technique uses Structural Equation Modeling (SEM) based on variants or

Partial Least Squares (PLS). The stages of data analysis include validity tests, reliability, measurement models, structural models, and hypothesis testing..

4. Results

In the realm of outer model evaluation, the phase of analysis is conducted through rigorous validity and reliability assessments. This process aims to elucidate the intricate connections between latent constructs—those intangible variables that resist direct measurement—and their observable indicators, employing the sophisticated methodology of the PLS Algorithm to unveil these hidden relationships.

In the quest to establish the robustness of our measurement model, the validity assessment unfolds in two distinct stages: the convergent validity test and the discriminant validity test. The former endeavors to ascertain the degree to which each indicator accurately reflects its corresponding construct or latent variable. This is achieved through the scrutiny of the loading factor and the Average Variance Extracted (AVE), serving as the compass guiding us toward genuine and meaningful relationships within the data. The results of the convergent validity test through the loading factor show that all indicators in the study have a value above 0.7, meaning that each indicator has a strong contribution in explaining the latent variable being measured. Based on the criteria put forward by Ziarani et al. (2023) a loading factor value greater than 0.7 indicates that the variation in an indicator can be well explained by the construct being measured. Thus, all indicators in this study can be declared valid and can be used in further analysis. The convergent validity assessment, as evidenced by the Average Variance Extracted (AVE), reveals that each variable surpasses the threshold of 0.5. This signifies that every construct effectively accounts for the variance within its indicators, affirming their coherence and robustness. A high AVE value indicates a good level of convergent validity, which means that the indicators in each variable have similarities in measuring the same concept.

Table 2. AVE Test Results

Variable	AVE
Facilities	0.645
Trust	0.721
Service Quality	0.721
Customer Satisfaction	0.714

The findings of the AVE test in Table 2 reveal that each of the research variables possesses a commendable degree of validity, lending confidence to the model employed in deciphering the intricate dance between service quality, facilities, and trust—elements that together weave the fabric of customer satisfaction. With a keen understanding of which factors cast the longest shadow on the hearts of patrons, the

management of OPSICO LPG Filling Station can direct their efforts more judiciously, honing in on the service aspects that wield the greatest influence. In doing so, they not only nurture loyalty among their customers but also fortify the station's standing amidst a competitive landscape as unpredictable and vibrant as the market itself.

Furthermore, the results of the discriminant validity test conducted through cross loading found that each indicator had a higher correlation with the variables it measured compared to other variables. This indicates that each variable in the study has clear differences from each other and there is no overlap between constructs. Thus, the measurement model used in this study can be said to have good discriminant validity. Overall, the results of this cross loading test confirm that the measurement model used in this study has clarity in distinguishing between variables. With good discriminant validity, the results of this study can be used to understand how service quality, facilities, and trust contribute to customer satisfaction at the OPSICO LPG Filling Station PT. Pertamina Patra Niaga Central Java Region, so that it can be the basis for strategic decision making to improve customer service and loyalty.

In the pursuit of truth within the data, the reliability test emerges as a steadfast guardian—affirming the precision, consistency, and unwavering integrity of the instrument in capturing the essence of the construct. This evaluation unfolds through the twin pillars of composite reliability and Cronbach's alpha, guiding us to a standard: each variable must surpass the threshold of 0.7. The findings from this rigorous scrutiny reveal that all variables in the study's framework stand firm, each exceeding that mark, thus affirming their dependable nature and the robustness of the research model.

Table 3. Composite Reliability Test

Variable	Composite Reliability	Cronbach's alpha	R-Square
Facilities	0.922	0.921	
Trust	0.931	0.920	
Service Quality	0.959	0.956	
Customer Satisfaction	0.943	0.942	0.921

High reliability values in Table 3 indicate that the research instrument has a strong level of consistency in measuring each construct, so that the research results can be trusted and relied on for decision making. These results indicate that the variables of Service Quality, Facilities, Trust, and Customer Satisfaction have high consistency in measuring the aspects to be studied. Moreover, the reliability assessment, conducted via Cronbach's alpha, revealed that every variable surpassed the threshold of 0.7, signifying a commendably high degree of dependability within the research instrument. A robust Cronbach's alpha indicates that each indicator within the variables resonates with a harmonious internal consistency, faithfully capturing the essence of the intended construct. Consequently, the findings of this

study stand on a solid foundation of trustworthiness, serving as a reliable springboard for deeper exploration into the nuances of customer satisfaction. The results in Table 3 provide evidence that the instruments used in the measurement are appropriate and can be used to test the effect of service quality, facilities, and trust on customer satisfaction. This provides a strong foundation for the OPSICO LPG Filling Station of PT. Pertamina Patra Niaga Central Java Region in formulating service improvement strategies to strengthen customer trust and increase their satisfaction.

The Analysis of Variance (R^2) or Determination Test assesses the extent to which exogenous (independent) variables influence endogenous (dependent) variables. A higher R^2 value indicates a stronger impact of a specific exogenous latent variable on its corresponding endogenous variable. In this study, the R-squared (R^2) value for the Customer Satisfaction variable is 0.883. The high R-Square value reflects that customers pay close attention to aspects of service quality, such as speed of service, friendliness of officers, and clarity of information related to LPG. In addition, comfortable and adequate facilities are also important factors that contribute to positive customer experiences. Trust in services also plays an important role in building customer loyalty, especially in the energy industry which is highly dependent on safety and reliability of supply. This finding explains that the OPSICO LPG Filling Station of PT. Pertamina Patra Niaga can use the results of this study as a basis for developing a service improvement strategy. Given that 88.3% of customer satisfaction is influenced by the factors that have been studied, efforts to improve aspects of service quality, facilities, and trust can have a significant impact on increasing overall customer satisfaction.

The inner model serves as a delicate framework—a blueprint crafted to unveil the unseen threads that bind latent variables, those elusive entities beyond direct measurement. Through the meticulous process of structural model testing, employing the nuanced techniques of SMART PLS bootstrapping and blindfolding, one seeks to discern the subtle interplay between these hidden constructs. In essence, the structural model becomes a lens, illuminating the intricate relationships that weave the fabric of latent structures, revealing truths concealed beneath the surface of observable data.

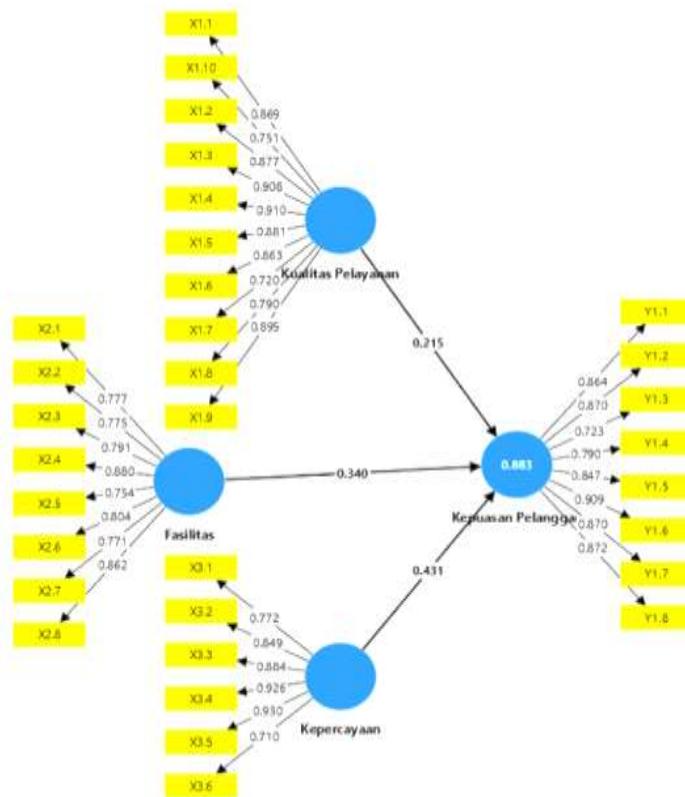


Figure 2. Research Path Diagram

Hypothesis testing involves examining the t-statistic and p-value. A hypothesis can be accepted if the p-value is less than 0.05. To evaluate the results of the direct influence hypothesis, one can analyze the path coefficient obtained through bootstrapping.

Table 4. Hypothesis Test Results

Variable	Original Sample	Sample Mean	Std. Deviation	T statistics	P values
Facilities > Customer Satisfaction	0.340	0.343	0.082	4.123	0.000
Trust > Customer Satisfaction	0.431	0.424	0.072	5.992	0.000
Service Quality > Customer Satisfaction	0.215	0.220	0.079	2.727	0.006

Hypothesis Test Results in Table 4 show a direct influence of the variables Facilities, Trust, and Service Quality on Customer Satisfaction. The relationship between Service Quality and Customer Satisfaction shows a path coefficient value of

0.215, a t-statistic of 2.727, and a p-value of 0.006. Factors related to service quality, which can affect customer satisfaction include speed, professionalism of officers, and service reliability.

The quality of facilities yields a profound influence upon the tapestry of customer satisfaction. The empirical evidence reveals a path coefficient of 0.340, accompanied by a t-statistic of 4.123 and a p-value of 0.000, underscoring the certainty of this relationship. In essence, enhancements to the amenities—be it comfort, accessibility, or completeness—at the OPSICO LPG Filling Station of PT. Pertamina Patra Niaga, are destined to markedly elevate the patrons' sense of contentment and loyalty.

In the delicate dance of commerce, trust emerges as a most influential partner, shaping the very fabric of customer satisfaction. The evidence reveals a noteworthy connection: with a path coefficient of 0.431, accompanied by a t-statistic of 5.992 and a p-value of 0.000, the bond between trust and contentment is both evident and profound. Patrons place their confidence in the services rendered by the OPSICO LPG Filling Station, and this trust, when cultivated through transparency, security, and unwavering quality, invariably cultivates loyalty and elevates the overall sense of satisfaction.

In summation, the findings of this inquiry lend robust support to the proposition articulated within the study titled "The Effect of Service Quality, Facilities, and Trust on Customer Satisfaction at the OPSICO LPG Filling Station PT. Pertamina Patra Niaga Central Java Region." The evidence—manifested through a notably high t-statistic and an exceedingly diminutive p-value—illuminates the profound and consequential influence of these three elements on the satisfaction of customers. Such insights are not merely academic; they bear significant weight in shaping strategic endeavors aimed at elevating the standards of service at the OPSICO LPG Filling Station, affirming the essential role of facilities, trust, and service quality in the delicate art of customer fulfillment.

5. Discussion

5.1. Service Quality Has a Significant Influence on Customer Satisfaction

Service quality is a vital factor in assessing customer satisfaction across various industries, including the service provided at the OPSICO LPG Filling Station operated by PT. Pertamina Patra Niaga Central Java Region. The findings of this study indicate that service quality significantly impacts customer satisfaction. The hypothesis test results indicate that the path coefficient between Service Quality and Customer Satisfaction is 0.215, accompanied by a t-statistic of 2.727 and a very low p-value of 0.006. This demonstrates a significant relationship between the two variables. In other words, the quality of service provided significantly influences the level of customer satisfaction at the LPG filling station.

The most influential indicator in Service Quality on Customer Satisfaction is the speed of service. Speed in filling LPG is very important for customers, because they tend to want efficient and fast service to meet their needs without waiting too long. This speed of service is often the first indicator evaluated by customers and plays a major role in assessing the overall quality of service. In addition, the professionalism of officers and the reliability of services are also important indicators in determining the quality of service. In this study, the cross-loading results show that indicators such as Y1.6 (service reliability) have a fairly high loading factor value, which is 0.909, which indicates that the accuracy and reliability of the services provided are highly valued by customers. Customers are more likely to feel satisfied if the service they receive is in accordance with their expectations, namely reliable services and do not cause problems such as delays or errors in the LPG filling process. Another factor that influences service quality is the ease of access to services. For example, how easy it is for customers to access the LPG filling station, whether the station is located in a strategic location, or whether the facilities at the station are quite complete and comfortable.

All of these factors contribute to customer perceptions of the quality of service they receive. Overall, the influence of service quality on customer satisfaction at the OPSICO LPG Filling Station PT. Pertamina Patra Niaga Central Java Region shows that service quality is a very important element in increasing customer satisfaction. Speed, professionalism, and reliability of service are the main indicators that contribute to customer satisfaction.

5.2. Facilities Have a Significant Influence on Customer Satisfaction

Drawing upon the findings of the hypothesis test, it becomes evident that a meaningful relationship exists between Facilities and Customer Satisfaction. The path coefficient of 0.340, complemented by a t-statistic of 4.123 and an exceedingly small p-value of 0.000, underscores the strength of this connection. In essence, the evidence suggests that as the quality of facilities improves, so too does the level of customer satisfaction—an affirmation that better amenities invariably lead to happier customers. The facilities referred to in the study include various elements that can affect customer comfort and convenience in using the service, such as the availability of adequate parking areas, station cleanliness, the availability of comfortable waiting rooms, public facilities such as clean and well-maintained toilets, and the availability of easy and fast payment facilities. All of these factors contribute to the overall customer experience while at the LPG filling station.

The most influential indicators in the relationship between facilities and customer satisfaction are the availability of adequate parking areas and the cleanliness of the facilities. Customers who visit LPG filling stations tend to prioritize comfort and ease of access, one of which is a large and orderly parking area. In the context of this study, the cross loading results show that X2.4 (parking facilities) has a fairly high

loading factor value, which is 0.880, which indicates that adequate and well-organized parking facilities can significantly affect the level of customer satisfaction. Cleanliness is also an important factor that is highly valued by customers. Customers who find LPG filling stations that are clean, tidy, and well-maintained tend to feel more comfortable and satisfied, because this shows that the company pays attention to overall service quality. In addition, good cleanliness in public areas and supporting facilities (such as waiting rooms and toilets) can increase customer perceptions of the company's professionalism and attention to their comfort. Therefore, X2.6 (cleanliness of facilities) is a very influential indicator in increasing customer satisfaction in this study, with a fairly significant loading factor value, which is 0.804.

Overall, the results of this study indicate that the facilities available at the OPSICO LPG Filling Station of PT. Pertamina Patra Niaga greatly affect the level of customer satisfaction. Therefore, the company needs to ensure that the existing facilities are always in good condition, well-maintained, and meet customer needs, in order to continue to increase their satisfaction. By improving facilities, companies will not only improve customer experience but can also strengthen loyalty and enhance their reputation in the market.

5.3. Trust Has a Significant Influence on Customer Satisfaction

The findings of the hypothesis test compellingly demonstrate that Trust exerts a substantial influence upon Customer Satisfaction. With a path coefficient of 0.431, a t-statistic soaring to 5.992, and an insignificantly small p-value of 0.000, the evidence leaves little doubt: as customers' trust in the company deepens, so too does their likelihood of experiencing genuine satisfaction with the services rendered. In essence, trust is not merely a fleeting sentiment but a vital cornerstone shaping the very fabric of customer contentment. Customer trust in the study covers several dimensions, including the company's ability to provide promised services, integrity in carrying out operational activities, and the company's ability to provide consistent and predictable results. In the service industry such as LPG filling, trust is highly dependent on aspects such as safety, comfort, and reliability of the service process. Customers who feel that they can trust the company will be more likely to feel satisfied with the services received.

The most influential indicators in the influence of trust on customer satisfaction are the company's integrity and ability to fulfill service promises. Customers who feel that the company has high integrity, namely doing what is promised honestly and transparently, will feel more confident and satisfied with the services received. In the cross-loading results of the study, the X3.4 indicator (integrity) shows a fairly high loading factor value, which is 0.926, which indicates that customers prioritize the honesty and openness of the company in maintaining their trust. In addition, the company's ability to fulfill service promises is also a very important aspect in building trust. Customers tend to be more satisfied if the company always provides services

that are in accordance with the expectations and commitments that have been promised, both in terms of service time and service quality. Customer trust is also influenced by the predictability of the company's services. This predictability refers to the company's ability to provide a consistent experience in every interaction with customers. If customers always get quality service and according to their expectations, they will feel more confident and satisfied. In this study, the X3.5 indicator (predictability) shows a fairly high loading factor value, which is 0.930, which indicates that service predictability plays an important role in building trust and increasing customer satisfaction.

Overall, the results of this study indicate that trust has a significant impact on customer satisfaction. Customers who have high trust in a company are more likely to be satisfied with the services provided by the company. This study provides implications for the importance of managing the LPG supply chain efficiently and sustainably, in order to answer the challenges of reliable and environmentally friendly public energy services.

6. Conclusion

Based on the research results presented, it can be concluded that service quality has a significant influence on customer satisfaction at the OPSICO LPG Filling Station PT. Pertamina Patra Niaga, with a p-value of 0.006. Key factors in service quality that play an important role in influencing customer satisfaction include speed, officer professionalism, and service reliability. This indicates that customers highly value fast, professional, and dependable service. Furthermore, facilities also have a significant influence on customer satisfaction, with a p-value of 0.05. Comfort and completeness of the available facilities are the main factors affecting customer perceptions. Adequate facilities can enhance the overall customer experience during the LPG filling process, thereby increasing satisfaction levels. In addition, trust has a very significant influence on customer satisfaction, with a p-value of 0.000. Elements such as transparency, security, and service quality are crucial in building customer trust. The higher the level of trust customers have in the services provided, the more likely they are to feel satisfied with their experience at the OPSICO LPG Filling Station PT. Pertamina Patra Niaga. These findings emphasize the importance of establishing trust-based relationships as a key factor in improving overall customer satisfaction.

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