



The Influence of Customer Experience, Service Quality, and Green Product on Repurchase Intention of Pertamina Green 95 with Customer Satisfaction as a Mediating Variable

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ABSTRACT

This research investigates the impact of customer experience, service quality and green product perception toward repurchase intention of Pertamina Green 95 which is mediated by the satisfaction. The quantitative study was done with 200 respondents in Greater Jakarta (Jabodetabek) and it was analyzed via SmartPLS 4.1.1.6. The findings demonstrate that customer experience, service quality, and green product perception have significant positive effects on customer satisfaction. Repurchase intention is still heavily influenced by customer satisfaction. Moreover, the three determinants also exert both direct and indirect influences on repurchase intent through customer satisfaction, suggesting partial mediation. The empirical evidence provides support for the influence of customer satisfaction in enhancing the relationship between consumer perceptions and repurchase intention towards Pertamina Green 95.

INTRODUCTION

The move toward low carbon electricity consumption has been promoted as a strategic goal of local economic development in the face of serious pollution, climate change and CO₂ emissions. In many emerging countries, like Indonesia, the transportation sector is responsible for a substantial consumption of fossil fuel and pollutes the air. Based on Badan Pusat Statistik (BPS, 2024), at the end of 2023 Indonesia had a total of 157,080,504 roads vehicles registered; around 83–84% of these were motorcycles. This quick motorization increases the consumption of fuel, it also reinforces—not feel despite there being dependency on fossil fuels. Repurchase intention is therefore an important dependent variable in this context, as prolonged consumer adoption of eco-friendly fuel innovations is required for long-term environmental viability. Without that repeat purchase, green energy products risk not making a significant positive difference in the environment and business.

Despite prior market introduction of Pertamina Pertamina Green 95 in July 2023 as part of its sustainability commitment and effort to cut greenhouse gases, the penetration level is still limited. Information collected from the Directorate General of Oil and Gas (ESDM, 2024) indicates that RON 95 consumption is significantly less as compared to the RON 90 and RON 92 range. And, that's not counting competitors like Shell (V-Power) and VIVO (Revvo 95), who are still leading the RON 95 segment based on comparative figures. This inconsistency indicates a gap between environmental innovation and customer repurchase behavior in practice. Although the product is positioned as environmentally friendly (made with 5% bioethanol from molasses), this has not led to the development of strong repurchase intentions. This void indicates that the high adoption potential of green fuel cannot be attributed only to product formulation, but also towards experiential and service-related aspects.

In order to clarify the case, a presurvey was conducted with 30 answers in July 2025. The findings show Service Quality (73.33%), Customer Satisfaction (70%) and Green Product perception (63.33%) as the most positive responses. On the other hand, affirmative responses percentages for Knowledge (23.33%), Perceived Behavioral Control (33.33%), and Attitude (40%) showed low values. The results indicate that the experiential and service dimensions of the restaurant environment may be more important drivers of consumer evaluation than cognitive or attitudinal dimensions. Thus, customer experience, service quality and green product perception were considered as the constructs predominant to explain the identified gap in phenomenon.

Experience with customers does have an important impact on consumer behavioral intentions. Zayyan et al. (2024) point out that customer experience has a direct and positive impact on repurchase intention by satisfaction formation. In terms of fuel consumption, experiential aspects such as engine power and smooth acceleration could strengthen positive attitudes in direction of purchase by experiencing a reduced perceived emissions. In addition, customer satisfaction is a psychological mechanism which has a mediating role in this relationship. As stated by Zayyan et al. (2024), customer satisfaction has

a positive effect on repurchase intention. This makes the linkage from customer experience to repurchase intention theoretically and empirically supported.

Another important factor is the quality of service. Front-line contact, transaction processing rate and outlet neatness are crucial to fuel retailing consumer perception. Lubis et al. (2022) reinforce that service quality has positive impact to customers' satisfaction in SPBU situation. Customers are more inclined to show behavioral loyalty, such as repurchase intention when they reach satisfaction. service quality thus indirectly affects repurchase intention by building satisfaction.

Perception toward green product is also the strategic variable. Pertamina Green 95 supports Sustainable Development Goals (SDGs) 7, 12, and 13 by contributing to affordable clean energy, sustainable consumption and production and climate action. Winarni (2024) substantiates that attributes of green product have a significant effect on green purchase intention. This is because according to Setyabudi and Adialita (2020), Green product knowledge without mediating trust does not have a direct effect on green purchase intention. This apparent discrepancy draws attention to a lack of research on why the green aspects lead to behavioral responses, especially in the energy field. Although there is huge amount of research that have been conducted on green purchase intention in consumer goods, few if any study that focuses on repurchase intention in fuel retailing with customer satisfaction as the mediating variable.

Empirical inconsistencies arise as well with the previous literature. Reggiana and Nurul (2025) focus on the perception of price and product quality in repurchase intention while Pramuditha et al. (2025) emphasize the importance of attitude. According to Amanda and Marsasi (2024) perceived control is proven to influence purchase intention. It can be concluded from these differences that there may be different repurchase intention predictors across industries and business landscape. Nevertheless, few integrated models consider customer experience, service quality and green product perception all together as well in a mediating mechanism model for the fuel industry. This is indeed a research gap.

From above theoretical and empirical rationale, the primary objective of this paper is to investigate the integrated model by including customer experience, service quality, and green product perception on repurchase intention with customer satisfaction as mediating role. The purpose of the study is to enrich marketing and sustainability research by combining experiential, service and environmental dimensions under one unified structural framework.

LITERATURE REVIEW

Customer Experience

Hendra, Djawahir and Djazuli (2017) revealed that the customer experience has significant impact to both customer satisfaction and customer loyalty. Pranoto and Subagio (2017) identified that the consumer experience can increase motivation of customers leading to improved value perception on products and services.

H1: Consumer experience has a positive influence on repurchase intention

H5: Consumer experience has a positive and significant influence on consumer satisfaction.

Service Quality

According to Suzanto (2011), service quality can be categorized into five (5) dimensions, as follows:

- a. Tangibles refer to equipment, physical facilities, and employees.
- b. Reliability refers to the process of providing prompt, accurate, and satisfactory service.
- c. Responsiveness refers to the willingness of employees to assist customers and provide responsive service.
- d. Assurance refers to the courtesy, knowledge, competence, and trustworthiness of employees or staff.
- e. Empathy refers to the ease of providing personal attention, relationships, and understanding customer needs.

H2: Service quality has a positive and significant effect on repurchase intention.

H6: Service Quality has a positive and significant influence on consumer satisfaction.

Green Product

According to Kotler & Armstrong (2018), "From a marketing perspective, green products are part of a green marketing strategy that emphasizes products with minimal environmental impact, the use of recyclable materials, and energy efficiency."

H3: Green products have a positive and significant effect on repurchase intention.

H7: Green products have a positive and significant effect on consumer satisfaction.

Customer Satisfaction

According to Kotler & Keller (2019), satisfaction is generally a person's feeling of pleasure or disappointment that arises after comparing the perceived performance (result) of a product to the expected performance (or outcome). Sin et al. (2012) defines consumer satisfaction as the extent to which a product's perceived benefits match consumer expectations.

H4: Consumer satisfaction has a positive and significant effect on repurchase intention.

H8: Consumer experience has a positive and significant effect on repurchase intention, mediated by consumer satisfaction.

H9: Service quality has a positive and significant effect on repurchase intention, mediated by consumer satisfaction.

H10: Green products have a positive and significant effect on repurchase intention, mediated by consumer satisfaction.

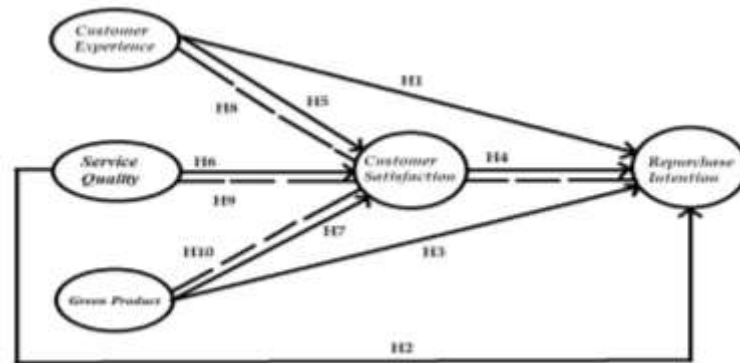


Figure 1 Conceptual Framework

METHODOLOGY

This study employed a quantitative approach using a causal-descriptive research design to examine the structural relationships among customer experience, service quality, green product perception, customer satisfaction, and repurchase intention of Pertamina Green 95. A causal design was selected to test theoretically grounded hypotheses and to explain predictive relationships among latent constructs (Hair et al., 2022). The research was conducted in the Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, and Bekasi), representing an urban market characterized by relatively higher environmental awareness and accessibility to Pertamina Green 95 distribution. The selection of this location was justified by product availability and the relevance of environmentally conscious consumers within metropolitan areas. Data collection was carried out during the 2024 research period through structured online questionnaires.

The population comprised consumers aged at least 17 years who have used Pertamina Green 95 and operate two- or four-wheeled vehicles. A non-probability sampling method, specifically purposive sampling, was applied to ensure that respondents met predefined criteria relevant to the research objectives. In SEM-PLS research, sample size adequacy depends on model complexity and the number of indicators (Hair et al., 2022). Following the minimum requirement of five times the number of indicators and recommendations for structural equation modeling (Kline, 2005; 2016), a total of 200 respondents were determined as sufficient to ensure statistical robustness for predictive modeling. The instrument was developed based on validated constructs from previous studies, including Gentile et al. (2007) for customer experience, Kotler and Keller (2022) for service quality dimensions, Rath (2023) for green product attributes, Rohwiyati et al. (2019) for customer satisfaction, and Jayasingh et al. (2021) and Dutta and Hwang (2021) for repurchase intention. Measurement items were assessed using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The questionnaire was distributed electronically via Google Forms through social media and messaging platforms to ensure broader reach and efficiency in data collection.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. PLS-SEM was selected due to its suitability for predictive research, ability to handle complex models

with multiple latent constructs, and robustness in situations involving non-normal data distributions and moderate sample sizes (Hair et al., 2022). The analysis followed a two-step approach: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The measurement model assessment included tests of convergent validity, discriminant validity, and composite reliability to ensure instrument adequacy. The structural model assessment involved examining path coefficients, coefficient of determination (R^2), predictive relevance (Q^2), and bootstrapping procedures to evaluate hypothesis significance and mediation effects (Hayes, 2013). Descriptive statistics were also used to present respondent characteristics and variable distributions (Sekaran & Bougie, 2019). Through this analytical framework, the study aimed to provide robust empirical evidence regarding the mediating role of customer satisfaction in explaining repurchase intention of environmentally friendly fuel products.

RESEARCH RESULT

Measurement Model Evaluation

Evaluation of the measurement model was conducted prior to hypothesis testing to ensure the validity and reliability of the constructs. In accordance with the guidelines of Hair et al. (2022), the assessment includes convergent validity, discriminant validity, and internal consistency reliability.

1. Convergent Validity

Convergent validity was assessed using outer loading values and Average Variance Extracted (AVE). An indicator is considered valid if it has an outer loading above 0.70 and an AVE value above 0.50.

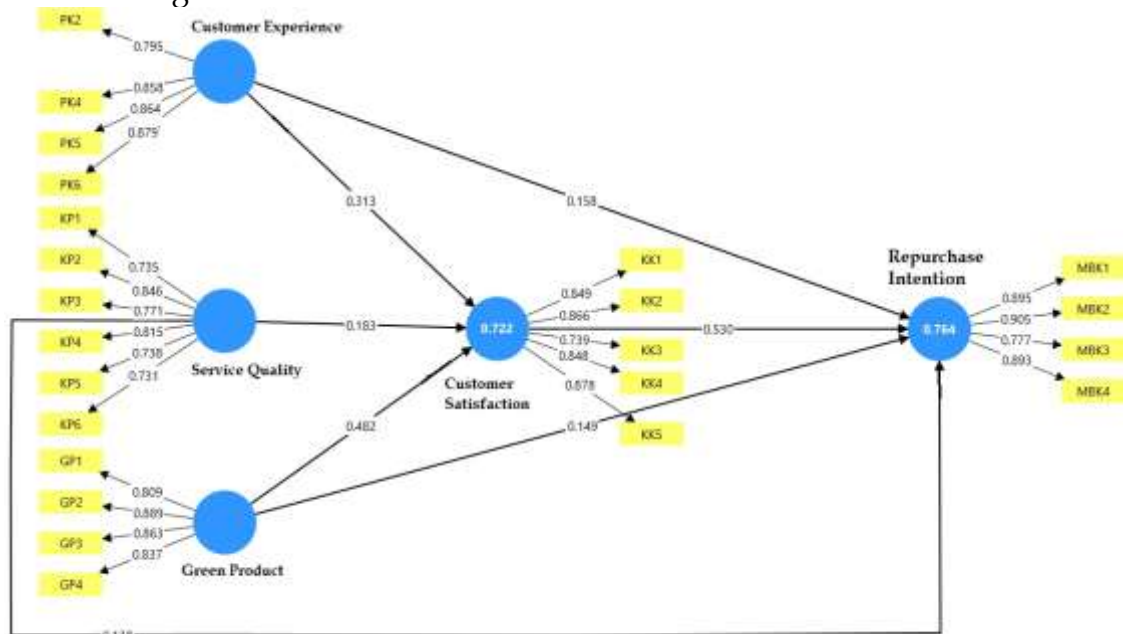


Figure 2 Convergent Validity Model of Test

In accordance with the results of convergent validity testing via outer loading values, all indicators in each construct has exceeded more than 0.70, hence they were declared as valid to measure its representing latent constructs.

Following the indicator validity through the outer loading value, the following step is to test evidence of a convergent validity on the latent construct by using AVE.

Table 1. Average Variance Extracted (AVE) Test Results

	<i>Average variance extracted (AVE)</i>	Result
Customer Experience	0.722	<i>Valid</i>
Service Quality	0.599	<i>Valid</i>
Green Product	0.723	<i>Valid</i>
Customer satisfaction	0.701	<i>Valid</i>
Repurchase Intention	0.755	<i>Valid</i>

Referring to Hair et al. (2022), a good AVE value is ≥ 0.50 , indicating that more than 50% of the indicator's variance is explained by the construct it measures. Therefore, the Average Variance Extracted (AVE) values generated for all constructs meet the Convergent Validity requirement, which is > 0.50 .

2. Discriminant Validity

Discriminant validity is tested using cross-loading values. An indicator is considered to have discriminant validity if the cross-loading value of the indicator on its variable is greater than that of the other variables.

Table 2. Cross Loading Value

Variable	Green Product	Customer satisfaction	Service Quality	Repurchase Intention	Customer Experience
GP1	0.809	0.550	0.386	0.533	0.415
GP2	0.890	0.667	0.466	0.626	0.576
GP3	0.863	0.674	0.422	0.601	0.612
GP4	0.836	0.692	0.452	0.684	0.593
KK1	0.675	0.866	0.483	0.653	0.645
KK2	0.669	0.885	0.556	0.730	0.666
KK3	0.533	0.744	0.406	0.571	0.462
KK4	0.674	0.850	0.530	0.701	0.595
KP1	0.297	0.413	0.736	0.449	0.379
KP2	0.475	0.553	0.845	0.586	0.569
KP3	0.367	0.412	0.773	0.443	0.449
KP4	0.397	0.461	0.814	0.496	0.519
KP5	0.382	0.436	0.739	0.442	0.443
KP6	0.427	0.457	0.729	0.486	0.490
MBK2	0.661	0.742	0.582	0.896	0.689
MBK3	0.602	0.644	0.484	0.819	0.508
MBK4	0.633	0.698	0.581	0.907	0.662
PK2	0.500	0.523	0.454	0.572	0.794
PK4	0.505	0.594	0.542	0.551	0.859
PK5	0.628	0.650	0.524	0.651	0.864
PK6	0.573	0.644	0.577	0.641	0.879

In addition to testing the cross-loading value, researchers also tested each indicator using the Fornell-Larcker method. The following values are from the Fornell-Larcker table:tructs.

Table 3. Fornell-Larcker test results

	Green Product	Customer satisfaction	Service Quality	Repurchase Intention	Customer Experience
Green Product	0.850				
Customer satisfaction	0.764	0.838			
Service Quality	0.510	0.593	0.774		
Repurchase Intention	0.723	0.796	0.630	0.875	
Customer Experience	0.652	0.712	0.619	0.713	0.850

Based on discriminant validity testing using the Fornell-Larcker criteria, all constructs in this research model were found to meet good discriminant validity criteria. This is indicated by the value of each construct being greater than the correlation between the other constructs.

3. Reliability Test

Internal consistency reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR). All constructs exceeded the threshold of 0.70, confirming satisfactory reliability.

Table 4. Composite Reliability and Cronbach's Alpha Test Results

	Cronbach's alpha	Composite reliability (rho_c)	Hasil
Green Product	0.872	0.912	Reliabel
Customer satisfaction	0.858	0.904	Reliabel
Service Quality	0.865	0.899	Reliabel
Repurchase Intention	0.846	0.907	Reliabel
Customer Experience	0.871	0.912	Reliabel

Structural Model Evaluation

After confirming the measurement model, structural model analysis was conducted to evaluate predictive power and hypothesis testing.

1. R-Square Value Test

The R-Square test is conducted to determine how much the independent variable is able to explain the dependent variable in the research model.

Table 5. R-Square Test Results

	<i>R-square</i>	<i>R-square adjusted</i>
Customer satisfaction	0.679	0.674
Repurchase Intention	0.710	0.705

The R² value for Customer Satisfaction (0.67) indicates that 67% of its variance is explained by Customer Experience, Service Quality, and Green Product. Meanwhile, 70% of the variance in Repurchase Intention is explained by the model, indicating strong predictive accuracy.

2. Model Fit Test

According to Hair et al. (2021), Model Fit is declared good or suitable if the value is less than 0.08.

Table 6. Model Fit Test Result

	<i>Saturated model</i>	<i>Estimated model</i>
SRMR	0.063	0.063

The model estimation result is 0.063, which means the model has an acceptable fit. Empirical data can explain the influence between variables in the model.

3. Q-Square Value Test

According to Hair et al. (2022), a Q-Square value greater than 0 indicates that the model has predictive relevance, while a value ≤ 0 indicates that the model has no predictive ability for that construct. Furthermore, Q-Square values can be categorized as: 0.02 (small), 0.25 (medium), and 0.50 (large). The higher the Q-Square value, the better the model's ability to predict the dependent variable.

Table 7. Q-Square Test Results

	<i>Q²predict</i>
Customer satisfaction	0.663
Repurchase Intention	0.638

Both constructs can be said to have good predictive ability, because the Q-Square values of each are far above the minimum threshold.

Structural Model Test (Hypothesis Testing)

To determine the significance of the relationship between variables in the structural model, a bootstrapping test was performed. This procedure is a resampling technique used in Partial Least Squares (PLS) to estimate parameter accuracy and test the statistical significance of path coefficients in the model.

Mediation Analysis

To determine the mediating role of Customer Satisfaction, indirect effects were examined.

Table 9. Results of Indirect Relationship Hypothesis Test

Hypothesis	Relationship	Path Coefficient	T statistics (O/STDEV)	P values	Mediation Type
H8	Customer Experience -> Customer satisfaction -> Repurchase Intention	0.118	3.532	0.000	Partial Mediation
H9	Service Quality -> Customer satisfaction -> Repurchase Intention	0.066/	2.841	0.005	Partial Mediation
H10	Green Product -> Customer satisfaction -> Repurchase Intention	0.200	3.971	0.000	Partial Mediation

Because both direct and indirect effects are significant, Customer Satisfaction acts as a partial mediator.

DISCUSSION

The purpose of this study is to provide an explanation over the factors that drive repurchase intention toward self-service Pertamina Green 95 by applying consumer behavior in experiential and sustainability contexts. Theoretically, the results support Richard L. Oliver's framework of Expectancy Disconfirmation Theory (i.e., satisfaction occurs when perceived performance exceeds consumer expectation and in turn influences post-purchase behavior).

The findings suggest the significance of experiential information as a determinant of satisfaction and repeated purchase intention. In the case of green energy products, experience is about more than just driving function and includes emotional attitudes, use comfort and perceptions of product innovation. These positive experiences correlate with earlier studies such that positive experience creates Emotional Attachment to Brand (EAB) and also Repeat Purchase Intention (RPI). In the case of fuel, experience is even more important as purchases are regular and repeated encounters that affect both cognitive and affective judgments of the product.

Service quality was also observed as having significant influence on customer satisfaction and repurchase intention. In the fuel station business, service quality is combined from fastness and accuracy, but also includes depot appearance, cashier friendliness, and ambiance. This corresponds to A.

Parasuraman, Valarie A. Zeithaml and Leonard L. Berry's service quality theory that indicates the role of reliability, responsiveness, assurance, empathy, and tangibles as fundamental dimensions forming customers' value perceptions. In the case of green energy products, professional service also increases product legitimacy while reducing consumers' perceived risks toward newly introduced products such as Mix-X bioethanol blend gasoline.

Another significant determinant was perception as a green product. Belief that a product is environmentally friendly and supports sustainability will lead to the satisfaction with the product, repurchase intention. This indicates that end-users are becoming more and more aware of environmental factors when they buy energy. Conceptually, this result is consistent with PEB theoretical counter points which suggest sustainable value can be a potential basis for competitive advantage. And then in Pertttamax Green 95, green is not just added value but it represent the story of the brand and product which if properly managed will gain consumer preference better.

In addition, customer satisfaction was validated as a mediating role between the antecedent variables and repurchase intention. Satisfaction acts as a psychological process to bridge experience, service performance and green product perception to continued behavioral intention. In conceptual terms, evidence of the relationship between performance evaluation and behavioural loyalty exhibits the intermediary role of satisfaction. Satisfied customers are more likely to repeat purchase and exhibit loyalty over time.

The mediation results suggest that while customer experience, service quality and green product perception have a significant direct effect on repurchase intention, satisfaction acts as a strengthener and deepener of these relationships. Enhancements in experience, service and green attributes are more likely to drive repeat purchases if they produce high levels of satisfaction. In the larger picture of energy transition towards cleaner fuels, increased customer satisfaction is a driver for speeding up market introduction.

Practically, the results suggest that both fuel station operators and energy companies need to develop experiential marketing strategies and service quality improvement as well as sustainability value communication simultaneously. If you only center on product innovation but not pay enough attention to the support of experience and service, then its influence on customer loyalty will be weakened. As such, an overarching and "winning" strategy is required to gain a competitive edge under the increasing competition of the environmental-friendly energy market.

Academically, this study adds to the body of literature about consumer behaviour in energy sector and it is especially on environmental friendly fuel that is significant in Indonesia. Existing studies on the theme mainly focus on general consumer products, and fewer studies address issues in the energy sector. The addition of satisfaction to the model (as a mediating variable) provides conceptually interesting understanding with respect to psychological processes leading toward repurchase intentions in SCE products.

As a whole, the results indicate that the success of green energy products does not just rely on technological innovation but also on company's capacities

in customer experience management, service quality control, and credible sustainability perception creation. When these contributing factors create high satisfaction, they reinforce repurchase intention and contribute to the viability of business in a long-term perspective.

CONCLUSION AND RECOMMENDATION

This study concludes that customer experience, service quality, and green product perception each have a positive and significant effect on the repurchase intention of Pertamina Green 95. In addition, these three variables also positively and significantly influence customer satisfaction. Customer satisfaction itself plays a crucial role in enhancing repurchase intention. Furthermore, the findings reveal that customer satisfaction partially mediates the relationships between customer experience, service quality, and green product perception and repurchase intention. These results indicate that while experiential, service-related, and environmental attributes directly encourage repeat purchasing behavior, their impact becomes stronger when they successfully generate customer satisfaction. Therefore, improving customer satisfaction remains a strategic pathway to strengthening long-term repurchase intention in the context of environmentally friendly fuel products.

Based on the bootstrapping results presented in Figure 3, the researcher provides recommendations for each independent variable by focusing on the indicator with the lowest loading value:

1. **Customer Experience** (PK2, loading = 0.794).

The statement indicates that the aroma of Pertamina Green 95 is perceived as more comfortable compared to other fuels (e.g., V-Power and Revo 95). This suggests that consumers' perception of fuel aroma has not yet formed a strong experiential differentiation or has not been perceived as significantly distinct. Therefore, it is recommended to strengthen product benefit communication, such as developing educational content explaining the bioethanol composition and its advantages. In addition, enhancing sensory differentiation—for instance, by refining the formulation to produce a lighter and more pleasant aroma—may help create a more memorable consumption experience.

2. **Service Quality** (KP6, loading = 0.729).

The statement refers to the cleanliness and tidiness of supporting facilities such as toilets and prayer rooms. The result implies that facility cleanliness is not perceived as strongly as other service dimensions. It is possible that the facilities exist but lack consistency in quality maintenance. Accordingly, it is recommended to improve facility cleanliness standardization through structured cleaning schedules (e.g., every one to two hours), daily supervisory checklists, and routine monitoring. Enhancing physical and visual comfort—such as better lighting and maintaining a fresh room scent—may also improve overall service perception.

3. **Green Product** (GP1, loading = 0.809).

The statement concerns the ethanol blending (bioethanol derived from sugarcane molasses) in Pertamina Green 95 and its role in reducing dependence on fossil fuels. The relatively lower loading suggests that consumers may not

fully understand or personally perceive macro-level benefits such as reducing fossil fuel dependence or strengthening national energy security. This indicates that the issue may lie more in a knowledge gap rather than in the product itself. Therefore, it is recommended to enhance public education regarding renewable energy benefits, shift communication from macro-level narratives to more personal and tangible benefits, and simplify technical messages through clearer and more consumer-friendly labeling, such as emphasizing “bio-based fuel” attributes.

ADVANCED RESEARCH

Several implications for future studies can be suggested in light of the results and limits of this investigation.

Firstly, draw from this study other relevant variables that could form part of the model for environmentally friendly fuels, such as brand trust, perceived value, environmental awareness or price perception.

Second, longitudinal research might investigate that consumer behavior under the influence of time dynamics can be changed over time (e.g., energy transition: from fossil to renewable fuels).

Third, subsequent studies may consider extending the study area beyond Greater Jakarta (Jabodetabek) or into other regions.

Fourth, mixed methods were also possible in future work by including depth interview to explore consumer perception and psychological factor which could not be fully covered in the quantitative survey.

Lastly, subsequent studies can test this model in other green energy products to determine the robustness of the results and enhance generalizability within sustainable energy category.

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