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Research Article

Influence Location and Quality Service to Consumer Satisfaction at the Dedy Jaya Losari Brebes Gas Station

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Abstract. The low level of consumer satisfaction at SPBU Dedy Jaya Losari Brebes is suspected to be influenced by location and service quality factors. This study aims to analyze the simultaneous effect of location and service quality on consumer satisfaction at SPBU Dedy Jaya Losari Brebes. The population of this study consisted of 13,019 people, and the sample was determined using Slovin's formula with a 10% margin of error, resulting in 100 respondents selected through incidental sampling. Primary data were collected through questionnaires distributed to the respondents and analyzed using SPSS software. The results indicate that partially, location does not have a significant effect on consumer satisfaction, whereas service quality has a significant effect. Simultaneously, location and service quality significantly influence consumer satisfaction at SPBU Dedy Jaya Losari Brebes. This study implies that improving service quality should be the main priority to enhance consumer satisfaction. Further research could examine additional factors that may influence satisfaction and use broader samples or other fuel stations to assess whether these findings apply in different settings.

Keywords: Consumer Satisfaction; Location; Service Quality; Slovin's Formula; SPSS.

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1. Introduction

Fuel oil (BBM) is a fairly basic form of energy for humans today. With the advancement of science and technology, fuel has become a primary need, essential for various human activities. Fuel is a strategic necessity for both household and commercial use. ladder, sector industry as well as transportation and is also needed for the smooth running of the increasingly growing economy.

Land transportation itself has developed and is a very important need, making the need for fuel increasingly high. Retail Fuel Marketing is a Directorate General of Marketing and Commerce that handles retail fuel marketing for the transportation and household sectors. Pertamina available through retail fuel /fuel distribution agents currently spread throughout Indonesia, including gas stations. The Indonesian fuel retail industry has enter era competition free. If in the past there was no choice but to fill in the material burn in gas station Pertamina, Now consumers have several choices.

Since period 2005, market retail Fuel in Indonesia is no longer monopolized by Pertamina. This is because fuel retail markets worldwide have begun to introduce its products to Indonesia that year. This also presents Pertamina with new competition in fuel sales in Indonesia (Pranata, 2022). In addition to Indonesia's gas station players, other gas station

companies such as Shell, Vivo, and Total are also competing. Each company has its own fuel product under a different name. Prices depend on the octane rating.

Increasingly tight competition in the business world moment This sue the perpetrator Businesses or companies maximize their performance to remain competitive. Companies must strive to understand and study their consumers' wants and needs. Companies must be able to place an orientation on customer satisfaction as the main goal. Consumers can experience one of three levels of satisfaction general, namely if product or services provided meet expectations. Satisfied consumers are those who perceive the value of the product or service they use as meeting their expectations.

Consumer satisfaction is a feeling that is reflected after Consumers feel the performance of a product and compare it with consumer expectations (Yusnanto et al., 2024). This feeling can be either happy or disappointed, depending on the level of conformity. obtained. Objective main g as station service is about achieving customer satisfaction, as indicated by a reduction in customer complaints. Gas stations are required to compete to create customer satisfaction, not only in terms of product but also in many other aspects, including strategic location and high-quality service.

Given the large number of gas stations in Indonesia, competition is currently high. This is because they are already overcrowded, even though the number of vehicles will continue to grow. For gas stations to survive and thrive, location selection is crucial and key to all marketing aspects. Location refers to various marketing activities that seek to expedite and simplify the delivery or distribution of goods and services from producers to consumers (Tjiptono, 2019).

Location in business concept is a place where the business operates or a place where the business carries out activities to market goods or a place where the business operates, then the selection Location must be determined carefully in a business decision (Mone Mau AP & Wisang, 2023) . Location selection something businesses must consider the principles, namely that the area to be selected as a trading location has sufficient potential, has location in current business, The location has easy access, has growth potential, has strong appeal, is in an environment with minimal competition and smooth traffic.

Choosing the right and strategic location for a gas station will be more successful than one that's less strategic. A business's location also determines its success; It's best to locate it strategically, close to busy areas, and with easy access. One gas station Which There is in B r e b e s Regency , namely the Dedy Jaya gas station with the number gas station 4452218 Which located in Jl. Jend. Sudirman No. 1, Losari Kidul Village, Losari District, Brebes Regency. This location is on the Pantura Route (Losari-Brebes), which is a busy traffic route. However, its location is right at the Losari Brebes traffic light intersection, so it has easy access. difficult and slow for vehicles at red lights.

Location is a crucial factor and must be considered at gas stations, as it will be a key consideration for consumers when choosing which station to visit. Location selection can be assessed through public transportation, meaning the location is easily accessible to consumers. The type of business offered, such as a gas station, is strategically located for this business, it must be close to a busy vehicle route, but the convenience Vehicle access and exit also need to be considered to ensure customer satisfaction. Beyond location, customers can experience satisfaction if the service they receive exceeds their expectations (Riono et al., 2020) .

Quality is a measure of the perfection of a product or service, which includes two main dimensions, namely design quality and conformance quality (Sundari et al., 2020) . In the service context, service defined as an action or deed given by one party to another party, is intangible, and does not result in ownership of goods. So service quality can be defined as ability company.

The results of other research show that business location and service quality have a positive influence and significant impact on customer satisfaction (Ismanto et al., 2021b). Likewise, research (Maharani & Wijaya, 2024) states that service quality and location has a positive and significant influence to consumer satisfaction . However, there is research that is not in line, namely research Muhajir & Ratnasari (2021) stated that service quality has a partial negative and significant effect on customer satisfaction. Research by Izzuddin & Muhsin (2020) and Valentino et al. (2024) found that location has no significant effect on customer satisfaction.

Service quality is a basic business strategy or specification that produces goods and services that make it easy for consumers to fulfill their desires and needs (Riono & Harini, 2020) . Through good, fast, thorough, and accurate service, it can create satisfaction with gas stations, which ultimately will make consumers remain loyal to that gas station. Land transportation itself has developed and is a very important need, especially motorcycles. This is seen by the increasing number of vehicles, in this case specifically motorcycles. The following is the number of consumers using motorcycles at the Dedy Jaya Brebes gas station in 2025:

Table 1. Amount Average Consumer (Bicycle Motor) Year 2025.

No	Month and Year	Average / Day	Amount / Month
1	January 2025	350	10,850
2	February 2025	319	9,251
3	March 2025	625	19,375
4	April 2025	420	12,600
	Average	428.5	13,019

Source: Dedy Jaya Gas Station, 2025.

Based on Table 1, the number of customers, particularly motorcyclists, at the Dedy Jaya gas station in January was 350, decreasing to 319 in February. Meanwhile, in March 2025, the number of customers increased to 625, but the number of customers returned to 319 in February. experience decline to 420. Looking at the data, the number of consumers at the Dedy Jaya gas station experiencing fluctuations, this can be caused by various factors such as changes in fuel prices, location, image of gas stations, quality of service, competition between gas stations, existence of promotions, seasonal consumer needs, and so on. The entry of foreign retailers or new gas stations can increase competition, so in addition to location factors, gas stations need to improve service quality to create customer satisfaction and retain customers.

Business location is a crucial factor influencing the success of a service, as location is closely linked to potential markets. With the proliferation of businesses and gas stations offering similar products, even subtle differences in location can have an impact. Strong market share and customer satisfaction. One of the advantages of choosing the right location is that it can improve customer satisfaction with the service provided. The decision to choose a location reflects a company's long-term financial commitment, as changing a poor location can be difficult and expensive. Therefore, in addition to location, improving service quality can also improve customer satisfaction.

The location of the Dedy Jaya gas station is in Road The main thing is track Pantura (Lorasi-Brebes) which congested However, its location is right at the Losari Brebes traffic light intersection, making it difficult and slow for vehicles to enter and exit. Fluctuations in the number of customers entering the gas station also indicate instability in maintaining consistency of customer service.

2. Literature Review

Satisfaction Consumer

Consumer satisfaction is a key concept in marketing and service management, as it directly influences customer loyalty and long-term business success. Consumer satisfaction can be defined as the outcome of a specific consumption experience, including cognitive, emotional, and psychological reactions to a product or service (Oliver, 1997). Cognitively, consumers assess whether a product or service meets or exceeds their expectations, while emotionally, satisfaction arises from positive or negative feelings related to the experience of using the product or service (Kotler & Keller, 2016). Psychological states before and after product use also influence consumer satisfaction perceptions (Anderson & Fornell, 2000).

Furthermore, consumer satisfaction is often viewed as an emotional response after a consumer has made a purchase or used a service, arising from a comparison between initial expectations and the actual performance of a product or service (Oliver, 1999). In other words, if product performance meets or exceeds expectations, consumers will feel satisfied;

conversely, if product performance falls short of expectations, consumers tend to experience dissatisfaction (Fornell et al., 1996).

Several indicators are frequently used in research. Key indicators include the congruence between product expectations and actual performance , intention to revisit, and willingness to recommend a product or service to others (Kotler & Keller, 2016; Parasuraman, Zeithaml, & Berry, 1988). Congruence indicates the extent to which a consumer's experience matches their expectations, while intention to revisit and recommendation represent consumer behavior influenced by their perceived level of satisfaction (Oliver, 1997).

Location

Location is a crucial element in determining the effectiveness of product and service distribution from producers to consumers. Location serves not only as a physical location for operations but also as a strategic tool that can influence a company's performance and profitability (Kotler & Keller, 2016). Selecting the right location allows companies to facilitate consumer access to products, increase brand visibility, and maximize market potential (Berman & Evans, 2013).

Strategic location also relates to broader business decisions, including business expansion and operational optimization. With a favorable location, companies can tailor their offerings to the needs of consumers in the area and increase their competitiveness (Levy & Weitz, 2012). Furthermore, location plays a crucial role in creating a positive customer experience, as easily accessible business premises, adequate parking facilities, and a comfortable environment can enhance customer comfort and satisfaction (Inman, 2014).

Key indicators include accessibility , which reflects the ease with which consumers can reach a location; visibility , which indicates how easily a location is seen by the target market; traffic , which relates to the number of people passing by the location; parking , which increases visitor convenience; expansion potential , which indicates the location's ability to support business growth; and the surrounding environment , which influences consumer perceptions of a business's image (Kotler & Keller, 2016; Berman & Evans, 2013).

Quality Service

Service quality is a crucial aspect of a marketing strategy focused on achieving customer satisfaction (Valentine et al., 2023) . Service quality can be defined as all activities undertaken by a company to meet customer expectations, both through service provision and direct interactions between service providers and consumers (Kotler & Keller, 2016). Good service encompasses ease of access, speed of service, staff competence, interpersonal relationships, and a friendly attitude demonstrated in every interaction with customers (Zeithaml, Bitner, & Gremler, 2018).

According to Parasuraman, Zeithaml, and Berry (1988), service quality can be measured through five main dimensions: responsiveness , which reflects the readiness of staff to help customers; reliability, which is the company's ability to provide consistent and accurate service; assurance, which shows the knowledge, competence, and ability of staff to build trust; empathy, which is attention and concern for individual customer needs; and tangibles, which include facilities, equipment, staff appearance, and other supporting facilities.

3. Methods

This research was conducted at the Dedy Jaya gas station (gas station number 4452218), located at Jalan Jend. Sudirman No. 1, Losari Kidul Village, Losari District, Brebes Regency. This gas station operates in the fuel retail market, acting as an institution that distributes fuel to the wider community. The research was conducted from April to June 2025. This research uses a quantitative method, which is based on the philosophy of positivism and is used to examine certain populations or samples with the aim of testing predetermined hypotheses. This study aims to analyze the influence of location and service quality on customer satisfaction at the Dedy Jaya gas station, Losari, Brebes.

The population of this study was all fuel consumers, particularly motorcyclists, with an average of 13,019 people per month. The sample was determined using the Slovin formula, with the sample size rounded to 100 respondents. Data collection was conducted through a questionnaire, with the research instrument tested for validity and reliability before use. Data

analysis was performed using multiple linear regression, supplemented by classical assumption tests. Hypothesis testing was conducted through t-tests, F-tests, and coefficient of determination analysis to determine the strength and significance of the relationship between variables.

4. Results and Discussion

Test Validity And Reliability

Validity testing is carried out by connecting the answer scores for each statement given to respondents. For the purposes of the test validity on study This, as much as 100 respondents were used with a significant level 0.05 so that known r table = 0.195.

Table 2. Validity Test Results.

Questionnaire	Index (Y)	Index (X_1)	Index (X_2)
Item 1	.690	.706	.602
Item 2	.718	.722	.784
Item 3	.649	.716	.802
Item 4	.626	.785	.756
Item 5	.609	.741	.601
Item 6	.680		

Source: Results exercise data (2025)

Based on Table 2, it can be seen that the research instrument consists of 6 question items about location and 5 question items about service quality and customer satisfaction. From the results of the validity test analysis, it can be seen that all items have a calculated r value > r table. Therefore, all data generated from the questionnaire variables X1 , X2 , and Y are valid. Therefore, the research instrument is suitable for use as a data collector in the study, and all data generated is valid.

Table 3. Results Reliability Test.

Variables	Cronbach 's Alpha	N of Item	Note
Price (X_1)	.735	6	Reliable
Service Quality (X_2)	.779	5	Reliable
Consumer Satisfaction (Y)	.757	5	Reliable

Source: Data processing results, 2025

Based on table 3, it can be seen that *the Cronbach's* value *Alpha* of variable X_1 (location) is 0.735, variable X_2 (service quality) is 0.779, and the Y variable (consumer satisfaction) is 0.757. All three variables have a *Cronbach's Alpha value* ≥ 0.70, so the data generated from the questionnaire about location, service quality, and customer satisfaction are declared reliable. All items in the questionnaire about location, service quality, and customer satisfaction are said to be reliable so that the research data on the location, service quality, and customer satisfaction variables can be trusted or reliable.

Statistics Descriptive

Descriptive statistics in this study were conducted to present information about the characteristics of respondents and the characteristics of the variables studied.

Table 4. Respondents Based on Type Sex.

		Gender			
		F	%	Valid Percent	Cumulative Percent
Valid	L	67	67.0	67.0	67.0
	P	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

Source: Data processing results, 2025

Based on table 4, it is obtained that the total data used is 100 data. Respondent characteristics based on gender, according to the results of descriptive statistical tests, show that 67% of respondents are male. totaling 67 people, while 33% of respondents were women, totaling 33 people.

Table 5. Respondents Based on Age.

		Age			
		F	**%**	**Valid Percent**	**Cumulative Percent**
Valid	16-26	57	57.0	57.0	57.0
	26-35	32	32.0	32.0	89.0
	36-45	7	7.0	7.0	96.0
	>45	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Source: Results exercise data , 2025

Based on table 5, it can be explained that amount overall The data used was 100 data. The characteristics of respondents based on age, according to the results of descriptive statistical analysis, showed that 57% or as many as 57 respondents aged between 16-25 year, 32% or 32 respondents aged between 26- 35 year, 7% or 7 respondents aged between 36-45 years, and 4% or 4 respondents were over 45 years old. Most of the respondents in this study, namely 57%, were in the age range between 16 to 25 years.

Table 6. Respondents Based on Purchase fuel.

		Fuel Purchase			
		F	**%**	**Valid Percent**	**Cumulative Percent**
Valid	1-3	36	36.0	36.0	36.0
	>3	64	64.0	64.0	100.0
	Total	100	100.0	100.0	

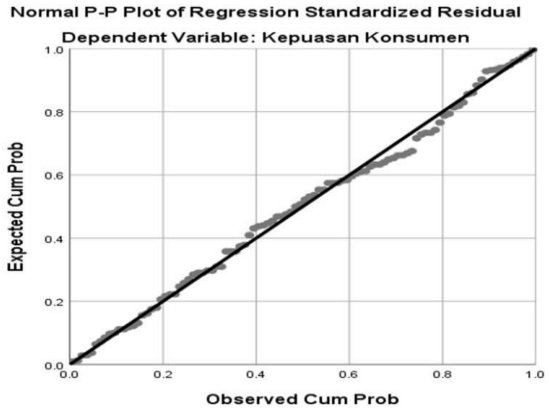
Source: Results exercise data, 2025

Based on Table 6, it is clear that the total data used is 100 data. The characteristics of respondents based on fuel purchases at the Dedy Jaya Losari Brebes gas station, according to the results of descriptive statistical tests, show that 36% of respondents made purchases 1-3 times, namely 36 people, while 64% of respondents made purchases 1-3 times. make purchases more than 3 times, namely 64 person. So in research The majority of respondents have purchased fuel at the Dedy Jaya Losari Brebes gas station more than 3 times, namely 64%.

Test Classical Assumptions

Normality Test

Normality test using histogram graph and P-Plot spread curve, which is depicted as follows.



Picture 1. Graphics Histogram And Curve Spread P- Plot.

Based on Figure 1, the histogram graph and P-Plot distribution curve can be observed. Based on the PP Plot graph above, it can be seen that the points are spread around the diagonal line and follow the pattern of the line, so that a pattern can be seen. The distribution is normal. The graph above shows that the regression model in this study meets the requirements for normality. This result is supported by the following Kolmogorov-Smirnov normality test.

Table 7. Test Results Normality Kolmogorov- Smirnov

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		**92**
Normal Parameters [a,b]	Mean	,0000000
	Standard Deviation	1 , 79260053
Most Extreme Differences	Absolute	,0 63
	Positive	,0 63
	Negative	-,0 40
Test Statistics		,0 63
Asymp. Sig. (2-tailed)		, 200 [c .d]

Source: Results exercise data , 2025

Looking at the data in table 8 above, the normality test uses *Kolmogorov*- Smirnov shows the *Probability* Sig value (2 *tailed*) with *asymp. sig* of 0.200. This value is greater than 0.05 indicating that the data is normally distributed or normally distributed.

Multicollinearity Test

The multicollinearity test showed that financial literacy and tax literacy were free from multicollinearity, as indicated by the value *tolerance* > 0.10 or VIF value < 10.

Table 8. Test Results Multicollinearity

Coefficients [a]			
		Collinearity Statistics	
Model		**Tolerance**	**VIF**
1	(Constant)		
	Price (X_1)	.324	3,082
	Service Quality (X_2)	.324	3,082
a. Dependent Variable: Y			

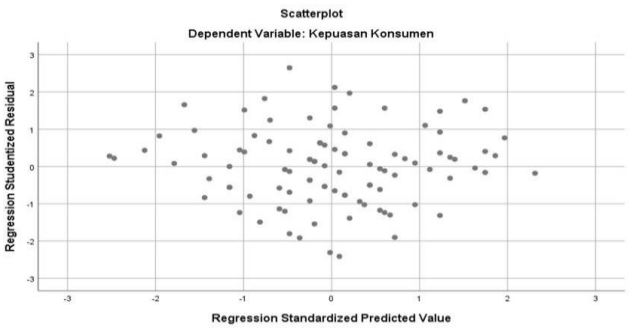
Source: Results exercise data, 2025

Looking at the data in table 8, the results of the multicollinearity test on part *Collinearity Statistics* shows that both independent variables have a *Tolerance value of* X_1 (location) and X_2 (service quality) of 0.324, which is greater than 0.1. The VIF value of X_1 (location) and X_2 (service quality) of 3.082 is less than 10. So, these results do not exceed the permissible *Tolerance and VIF* values, so it is concluded that the resulting regression model there is no problem of multicollinearity.

The heteroscedasticity test has the aim is to check whether there is a difference *in the variance* of the residuals between one observation and another in the regression model. A good regression model is one that has homoscedasticity, meaning there is no heteroscedasticity. One method for identify the existence of heteroscedasticity in a multiple linear regression model is determined by analyzing a *scatterplot graph* that shows the relationship between the predicted value of the dependent variable, called SRESID, and the *residual error*, namely ZPRED. If there is no specific pattern And dot, dot, dot spread in on and below the number 0 on the Y axis, then heteroscedasticity does not occur.

Heteroscedasticity Test

The heteroscedasticity test in this study uses a *scatterplot graph* as follows:



Picture 2. Graphics Test Heteroscedasticity *Scatterplot.*

Scatterplot graph above, it can be seen that the results of the heteroscedasticity test using the scatterplot graph show that the points are spread randomly and are spread both above and below the number 0 on axis y. So model regression in this study was stated as not heteroscedasticity symptoms occur.

Autocorrelation Test

To be able to detect The presence or absence of autocorrelation was determined using the Durbin Watson Test (DW Test). The results of the SPSS data processing for the autocorrelation test are as follows:

Table 9. Autocorrelation Test Results.

Model Summary [b]					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
	, 712 [a]	, 507	, 497	1,811	1,927

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Source: Data processing results, 2025

Table 9 data shows that the dw value is 1.927. The du value at k (variable x = 2 and n = 100) is as big as 1,7152 so that 4- du (4 - 1.7053 = 2.2848). The criteria for no autocorrelation problem is if du < d < 4-du. If observed 1.7152 < 1.927 < 2.2848, then the DW value = 1.927 is between the values 1.7152 and 2.2848, which means that the regression equation does not experience autocorrelation or is free from autocorrelation problems.

Analysis Regression Linear Multiple

Data analysis in this study used multiple linear regression.

Table 10. Partial Test Results **(t -** Test).

Coefficients a				
Model	**Unstandardized Coefficients**		**t**	**Sig.**
	B	**Std. Error**		
(Constant)	5.125	1,313	3,905	.000
Price (X_1)	. 210	.118	1.771	.080
Service Quality (X_2)	. 515	.124	4.148	.000

a. Dependent Variable: Y

Source: Data processing results, 202 5

Based on Table 10, the *constant value* is 5.125, the coefficient X1 = 0.210, and the coefficient X_2 = 0.515. Therefore, the multiple linear regression equation in this study is $Y = 5.125 + 0.210X_1 + 0.515X_2$. Results From the multiple linear regression model equation, we can obtain the following conclusions:

1. Constant value = 5.125. This figure shows that if the location (X_1) and quality of service (X_2) the value is 0 or does not exist, then the consumer satisfaction value (Y) is 5.125.
2. The location variable (X_1) has a regression coefficient value of 0.210. This coefficient value indicates a positive relationship between location and consumer satisfaction. This means If happen increase if the location value is 1%, then consumer satisfaction will also increase by 0.210, assuming that the other independent variables are considered constant.
3. Service quality variables (X_2) has a regression coefficient value of 0.515. This coefficient value indicates a positive relationship between service quality and customer satisfaction. This means that if there is a 1% increase in service quality, customer satisfaction will also increase by 0.515, assuming the other independent variables are held constant.

Hypothesis Testing

The results of the F statistical test analysis carried out using SPSS are as follows .

Table 11. F Test Results

ANOVA [a]					
Model		df	Mean Square	F	Sig.
1	Regression	2	163,831	49,953	,000 [b]
	Residual	97	3,280		
	Total	99			

a. Dependent Variable: Y
b. Predictors: (Constant), X_2, X_1

Source: Data processing results, 2025

Table 11 shows a sig. F value of 0.000. The testing criteria determine that if the probability value (Sig) < 0.05, then the hypothesis is accepted. So because 0.000 < 0.05, it means that the independent variables X_1 and X_2 simultaneously have a significant effect on *the* dependent variable Y. The conclusion is that the third hypothesis is accepted, that location and service quality simultaneously have a significant effect on consumer satisfaction at the Dedy Jaya Losari Brebes gas station.

The t-test was conducted partially to identify whether location and service quality had an effect on consumer satisfaction.

Table 12. Partial Test Results (t - Test).

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	t	Sig.
1	(Constant)	5.125	1,313	3,905	.000
	Price (X_1)	. 210	.118	1 . 771	.080
	Service Quality (X_2)	. 515	.124	4 . 148	.000

a. Dependent Variable: Y

Source: Data processing results, 2025

Based on table 12, the results of the t-test are:

1. Significant value of price variable (X_1) = 0.080 > 0.05, then Ho is accepted and H_1 is rejected, meaning that location partially or individually does not have a significant effect on consumer satisfaction.
2. The significant value of the t variable (X_2) = 0.000 < 0.05, so Ho is rejected and H_2 is accepted, meaning that service quality partially or individually has a significant effect on consumer satisfaction.

The coefficient of determination (R^2) aims to assess how far the regression model can explain variations in the dependent variable. The R^2 value indicates that location capability and service quality have an influence on customer satisfaction.

Table 13. Coefficient of Determination.

Model Summary [b]				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,712 [a]	,507	,497	1,927

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Source: Data processing results, 2025

Based on table 13, the coefficient of determination shows that the *R Square value* = 0.507 or 50.7%. This indicates that the total variation of the satisfaction variable consumer Which caused by or influenced by location and service quality variables, amounting to 50.7%. The remaining 49.3% is influenced by other factors not explained in this study, such as product quality, product availability, consumer experience, and so on.

Discussion

Influence Location to Customer Satisfaction

Location in the business concept is the place where the business operates or the place where the business carries out activities to market goods or the place where the business operates, so the selection of location must be carefully determined in a business decision. The first hypothesis states that location, partially or individually, has a significant effect on

consumer satisfaction. Based on the research results, the location variable (X_1) has a coefficient value of the regression coefficient is 0.210. This coefficient value indicates a positive relationship between location and consumer satisfaction. This means that if the location value increases by 1%, consumer satisfaction will also increase. will experience improvement of 0.210 with the assumption that other independent variables are considered constant or fixed. The results of the t-test show a significant value of 0.080 > 0.05, meaning that the first hypothesis (H_1) is rejected, which states that location has no effect. significant to consumer satisfaction at the Dedy Jaya Losari Brebes gas station.

The results of this study support the research of Izzuddin & Muhsin (2020) and Valentino, Chandra, & Puswati (2024) which state that location does not have a significant effect on consumer satisfaction. However, the results of this study do not align with the results of research by Ismanto, Zulkifli, Munzir, Tanjung, & Anggraini. (2021) And study Maharani & Wijaya (2024), who proved that business location has a significant influence on customer satisfaction. Where the opinion Tjiptono (2019) stated that location is very important and is the key to all aspects of marketing. Location refers to various marketing activities that seek to expedite and facilitate the delivery or distribution of goods and services from producers to consumers.

The selection of a business location must take into account the principles, namely that the area to be selected as a trading location has sufficient potential, has... location in current business, The location has easy access, growth potential, strong appeal, and is in a low-competition environment with smooth traffic. Location is a crucial factor for gas stations, as it will be a key consideration for consumers when choosing which gas station to visit. However, this situation differs from the location of the Dedy Jaya gas station. on the road The main route is the route Pantura (Lorasi-Brebes) is densely populated with vehicles, but its location is right at the Losari Brebes red light intersection, so it has difficult and slow access for vehicles to enter and exit, which means the location of this gas station has no effect. significant to customer satisfaction .

The Influence of Service Quality on Consumer Satisfaction

Service quality can be defined as the company's ability to provide services that meet needs, desire, and consumer expectations (Qomariah et al., 2023) . Hypothesis The second hypothesis states that service quality, either partially or individually, has a significant effect on customer satisfaction. Based on the research results, the service quality variable (X2) has a regression coefficient value of 0.515. This coefficient value indicates a positive relationship between service quality and customer satisfaction. This means that if there is a 1% increase in service quality, customer satisfaction will also increase by 0.515, assuming the other independent variables are considered constant. The t-test results show mark significant Also of 0.000 < 0.05, meaning that the second hypothesis (H_2) in this study is accepted, which states that service quality has an effect significant to customer satisfaction

The results of this study are in line with Research by Ismanto, Zulkifli, Munzir, Tanjung, & Anggraini (2021) demonstrated that service quality significantly impacts customer satisfaction. Similarly, research by Maharani & Wijaya (2024) demonstrated that service quality significantly impacts customer satisfaction. Furthermore, good service quality positively impacts the company, resulting in loyal customers and increased customer satisfaction (Liung & Syah, 2017) .

The role of quality customer service in any business is crucial and influences customer satisfaction when purchasing a product or service. The Dedy Jaya Losari Brebes gas station boasts high-quality human resources. This is evident in the prompt and accurate service provided in accordance with standard operating procedures (SOPs). Gas station attendants are always well-groomed and polite, and they instill confidence in customers by demonstrating the process of filling up their fuel tank starting at zero (0), thus increasing customer satisfaction.

The Influence of Location and Service Quality on Consumer Satisfaction

Consumer satisfaction is a feeling that is reflected after Consumers feel the performance of a product and compare it with consumer expectations. The main objective of gas station services is to achieve customer satisfaction. marked with reduced complaints from customers. The third hypothesis states that Location and service quality simultaneously have a significant influence on consumer satisfaction.

The results of the study showed a sign value of F = 0.000. The criteria The test determines that if the probability value (Sig) < 0.05, then the hypothesis is accepted. So because 0.000 < 0.05, then the third hypothesis (H_3) in this study is accepted, which states that The independent variables of location and service quality simultaneously (at the same time) have a significant effect on the dependent variable of consumer satisfaction. Dedy Jaya Losari Brebes Gas Station. The coefficient of determination shows that *R* value *Square* = 0.507 or 50.7%. This indicates that the total variation in customer satisfaction variables influenced by location and service quality is 50.7%. The remaining 49.3% is influenced by other factors not explained in this study, such as product quality, product availability, customer experience, and so on.

The results of this study are in line with the research of Ismanto, Zulkifli, Munzir, Tanjung, & Anggraini (2021) which proves that business location and quality service influential significant to satisfaction customer. So also with research (Putri, 2020) , which states that service quality and location have a significant influence on consumer satisfaction.

Consumer satisfaction is the goal of every marketing, namely targeting consumers who are satisfied based on the services they have provided and providing positive impact in the long term. There are several factors that influence consumer satisfaction according to (Indrasari, 2019) , including product quality, price, cost, emotional, and service quality. The location of the Dedy Jaya gas station is located on the main road, namely the Pantura route (Lorasi-Brebes), which is busy with vehicles, but its location is right at the Losari Brebes traffic light intersection so it has easy access. It's difficult and slow for vehicles to enter and exit, making the gas station location difficult. This can reduce customer satisfaction. However, the Dedy Jaya Losari Brebes gas station strives to compensate for this by providing high-quality service to maintain customer satisfaction.

5. Conclusion

Based on the results of the research and discussion that has been conducted, it can be concluded that location does not have a significant effect on customer satisfaction at the Dedy Jaya Losari Brebes gas station. Although this gas station is located on the main Pantura route which is busy with vehicles, its position at the intersection of four red lights makes access to get in and out of vehicles difficult and slow, so that the location factor plays a less important role in increasing customer satisfaction. On the other hand, service quality has a significant influence on customer satisfaction. This is evident from professional human resources, fast and accurate service in accordance with standard operating procedures, the neat and polite appearance of officers, and transparency in service such as showing zero (0) to consumers, which directly increases customer satisfaction. Simultaneously, location and service quality have a significant effect on customer satisfaction, indicating that service quality is able to overcome the limitations of the gas station location so that customer satisfaction is maintained. Service quality is the main factor in creating customer satisfaction, while location plays a supporting factor in the gas station operational management strategy.

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