

DAFTAR PUSTAKA

- Aditya, A., Windasari, N., & Mussry, J. (2022). Enhancing Customer Satisfaction Through Optimized Fast Track Lines: A Case Study Of Pertamina Fuel Stations. *JURNAL LOCUL: Penelitian & Pengabdian*, 4(8), 8003–8020.
- Ali, H., Zainal, V., & Ilhamalimy, R. (2021). Determination Of Purchase Decisions And Customer Satisfaction: Analysis Of Brand Image And Service Quality (Review Literature Of Marketing Management). *Dinasti International Journal of Digital Business Management*, 3(1), 141–152.
- Arifin, D., Nisaa, C., Pratiwi, S., Azzahra, N., & Rafidah, P. (2025). Tinjauan Yuridis Implikasi Monopoli Pertamina Dalam Kebijakan Satu Pintu Terhadap Investasi Sektor Hilir Migas. *Jurnal Ilmiah Multidisiplin Ilmu*, 2(5), 269–276.
- As Shidiq, A., & Lin, Y. (2024). The Influence Of Service Quality, Brand Trust And Customer Perceived Value On Costumer Satisfaction Study Of Amaris Hotel Customer In Indonesia. *International Student Conference On Business Education, Economics, Accounting, and Management*, 2(1), 1–12.
- Aswara, D. (2025, February 28). *Dugaan Pertamina Mengoplos BBM Pertamina: Ragam Protes Konsumen*. Tempo.Com. <https://www.tempo.co/ekonomi/dugaan-pertamina-mengoplos-bbm-pertamax-ragam-protes-konsumen-1213282>
- Aulia, N., Akib, H., Kasmita, M., & Syarifuddin. (2025). Effect of Product Quality on Brand Switching (Studies In Consumers Handbody Marina at the Faculty of Social Sciences and Law, Makassar State University). *Pinisi Business Administration Review*, 111–120. <http://ojs.unm.ac.id/index.php/pbar/index>
- Awalia, S. N., & Setiawan, A. (2022). Kepuasan Sebagai Mediasi Pengaruh Brand Image, Service Quality dan Experintal Marketing Terhadap Loyalitas Nasabah. *Journal of Management and Digital Business*, 2(3), 176–191. <https://doi.org/10.53088/jmdb.v2i3.155>
- Badan Pusat Statistik Indonesia. (n.d.). Retrieved May 10, 2026, from <https://www.bps.go.id/id>
- Baines, P., Rosengren, S., & Antonetti, P. (2022). Product: New Proposition Development and Innovation. In *Marketing*. Oxford University Press. <https://doi.org/10.1093/hebz/9780192893468.003.0014>
- Bangkit, H., Nursanti, A., Wildah, S. W., & Syamsuri, Abd. R. (2025). Pengaruh Kualitas Produk dan Electronic Word of Mouth (e-WOM) terhadap Keputusan

Pembelian melalui Brand Trust pada Sneakers Merek VANS di Kota Pekanbaru. *Jurnal Bisnis Mahasiswa*, 5(4), 2147–2162. <https://doi.org/10.60036/jbm.733>

Berahab, R. (2026). *Whats 2025-2026 Tells Us About The Future of Global Energy*.

BP Indonesia. (n.d.). *Lokasi SPBU BP*. BP Indonesia. Retrieved June 16, 2026, from https://www.bp.com/id_id/indonesia/home/produk-dan-layanan/spbu/lokasi-bp.html

Cahyani, P. D., Welsa, H., & Aji, G. K. (2022). The Effect Of Social Media Marketing, Perceived Quality On Brand Loyalty, With Brand Trust As Intervening Variables (Study on Tokopedia E-commerce in Yogyakarta). *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 6(2), 677–696.

Chigwende, S., & Govender, K. (2021). Customer Satisfaction, Loyalty and Switching Behaviour: A Conceptual Model of Mobile Telecommunications Consumers. In *Turkish Journal of Computer and Mathematics Education* (Vol. 12, Number 2).

CNN Indonesia. (2024, December 13). *Konsumsi BBM 505 Juta Barel per 2023, Terbanyak Buat Transportasi*. CNN Indonesia.

Daengs Gs, A., Istanti, E., Pandin, M. J. R., Susanti, R., & Firmansyah, M. R. (2023). Repercussion of the Price and the Trust on Brand Switching Through Customer Satisfaction on Indonesian Gadget User. *Migration Letters*, 20, 667. www.migrationletters.com

Damayanti, A., & Mardiana, S. (2025). Analisis Rasio Likuiditas, Profitabilitas dan Solvabilitas untuk Mengukur Kinerja Keuanganpad PT AKR Corporindo TBK Periode 2014-2023. *Journal of International Accounting Research*, 4(1), 1.

Dani, E., Safri, H., & Hendry, R. (2023). Pengaruh Kualitas Produk, Harga, dan Promosi Konsumen Belanja Kebutuhan Di Grosir Sembako Ibu Ervina Kelurahan AEK Paing Tengah. *COSTING: Journal of Economic, Business and Accounting*, 7(1), 1810–1823.

Daniati, R., & Rahadhini, M. (2026). Pengaruh Kualitas Pelayanan, Store Atmosphere, dan Harga Terhadap Kepuasan Konsumen Mie Bangka 25 Surakarta. *Jurnal Akademik Ekonomi Dan Manajemen (JAEM)*, 3(1), 736–747. <https://doi.org/10.61722/jaem.v3i1.9340>

- Diputra, A. W., & Yasa, N. N. (2021). The Influence Of Product Quality, Brand Image, Brand Trust On Customer Satisfaction And Loyalty. *American International Journal of Business Management (AIJBM)*, 4(01), 25–34.
- Ertiasaniy, M. K., Respati, H., & Singgih, M. N. (2026). Is Brand Image Enough? The Pivotal Role of Customer Satisfaction in Driving Retail Loyalty. *Cross Current International Journal of Economics, Management and Media Studies*, 8(1), 1–9. <https://doi.org/10.36344/ccijemms.2026.v08i01.001>
- Estianti, Nuryati, & Kaimuddin, E. (2023). Pengaruh Harga dan Brand Image Terhadap Kepuasan Konsumen Produk Air Mineral Merek Aqua (Studi Kasus Di Kelurahan Watulea Kecamatan Gu Kabupaten Buton Tengah). *GALANGI (Jurnal Ekonomi Manajemen Dan Bisnis)*, 1(1), 12–19. <https://ejournal.lppmunidayan.ac.id/index.php/manajemen>
- Fadillah, Suhud, U., & Wibowo, S. (2025). Analysis of Consumer Behavior and Purchase Decisions in the Phenomenon of Pertamina Fuel Adulteration: A Case Study on the Shift to Shell Fuel in Urban Areas of Indonesia. *Greenation International Journal of Economics and Accounting*, 3(1), 82–92. <https://research.e-greenation.org/GIJEa/article/view/372/322>
- Fatima, R., & Billah, U. I. (2022). Contributors of Brand Switching: The Mediating Role of Brand Image and Customer Satisfaction. *JISR Management and Social Sciences & Economics*, 20(2). <https://doi.org/10.31384/jisrmsse/2022.20.2.9>
- Firdaus, L., & Andarini, S. (2024). Pengaruh Social Media Marketing , Brand Image, dan Brand Trust Terhadap Brand Loyalty Produk Skintific. *Jurnal Administrasi Bisnis*, 14(1), 86–94.
- Gaffar, N. R., & Rusdianto, R. Y. (2025). The Effect of Price and Product Quality toward Brand Switching through Consumer Satisfaction (Study on Local Skincare Product Users Who Switched to Korean Skincare Products). *BASKARA : Journal of Business and Entrepreneurship*, 7(2), 190–202. <https://doi.org/10.54268/baskara.v7i2.26793>
- Grace, E., Girsang, R., Simatupang, S., Candra, V., & Sidabutar, N. (2021). Product Quality And Customer Satisfaction And Their Effect On Consumer Loyalty. *International Journal of Social Science*, 1(2), 69–78. <https://doi.org/10.53625/ijss.v1i2.138>
- Güney, A. E., & Uslu, A. (2026). A Study on the Mediating Role of Brand Trust in the Impact of Omnichannel Integration Quality on Brand Loyalty. *Sosyal Mucit Academic Review*, 7(1), 60–90. <https://doi.org/10.54733/smar.1808797>

- Hafsari, P. (2024). Analisis Pengaruh Brand Image dan Brand Awareness Terhadap Brand Loyalty dan Dampaknya Terhadap Brand Equity. *Dinasti Information and Technology*, 12(2), 103.
- Haidar, I. (2024). Pengaruh Persepsi Harga, Kualitas Pelayanan, Dan Kualitas Produk Terhadap Kepuasan Pelanggan Pada Pelanggan SPBU SHELL Pandegiling Surabaya. *Repository Universitas 17 Agustus 1945 Surabaya*, 1–25. <https://repository.untag-sby.ac.id/30527/8/JURNAL.pdf>
- Hair, J., Hult, T., Ringle, C., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Third Edition* (L. Fargotstein, N. Tiwari, G. Mahindra, & T. Paulsen, Eds.; Third Edition). SAGE Publications, Inc.
- Hansend, R. (2025, February 28). *SPBU Shell Ramai Diserbu Warga, Antrean Mengular di Jalur Motor*. Gridoto.Com. <https://www.gridoto.com/read/224222431/spbu-shell-ramai-diserbu-warga-antrean-mengular-di-jalur-motor>
- Haya Malau, A. F., Nurbaiti, & Syahbudi, M. (2023). Pengaruh Customer Satisfaction, Brand Trust dan Image Terhadap Brand Switching Ke Provider By.U Dalam Ekonomi Islam. *INNOVATIVE: Journal Of Social Science Research*, 3(4), 8694–8706.
- Herman. (2022, September 23). *Pertamina: Harga Peralite Naik, Konsumsi BBM Turun 12%*. Berita Satu. <https://www.beritasatu.com/ekonomi/980275/pertamina-harga-pertalite-naik-konsumsi-bbm-turun-12>
- Hidayat, K., & Idrus, M. I. (2023). The Effect Of Relationship Marketing Towards Switching Barrier, Customer Satisfaction, And Customer Trust On Bank Customers. *Journal of Innovation and Entrepreneurship*, 12(1), 29. <https://doi.org/10.1186/s13731-023-00270-7>
- Huzaema, M., Dermawan, R., & Azhar, R. M. (2024). The Influence Of Brand Image And Variety Seeking On Dana E-Wallet Brand Moving Through Consumer Satisfaction As An Intervening Variable In Feb Upn “Veteran” Jawa Timur Students. In *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)* (Vol. 7, Number 3).
- Idrees, M. A., Arman, A., Akhtar, S., & Hussain, S. (2023). Examining the Factors Affecting Customer’s Brand Switching in Telecom Sector of Pakistan. *Journal of Business and Social Review in Emerging Economies*, 9(3), 169–180. www.publishing.globalcsrc.org/jbsee

- Idris, M. (2025, February 9). *Siapa Pemilik Pom Bensin Vivo?* KOMPAS.Com. <https://money.kompas.com/read/2025/02/09/084736826/siapa-pemilik-pom-bensin-vivo>
- Ika, A., & Uly, Y. (2025, October 1). *Harga Seluruh BBM SPBU Vivo Naik Per 1 Oktober* 2025. KOMPAS.Com. <https://money.kompas.com/read/2025/10/01/094004926/harga-seluruh-bbm-spbu-vivo-naik-per-1-oktober-2025>
- Irmal, I., Al-Malkawi, H.-A. N., Sarea, A., & Aziz, S. (2025). Religiosity, Web Quality, Trust, and Commitment as Drivers of Repurchase Intention in Halal E-Commerce: An Extended Trust and Commitment Model. *BELGI: Journal of Islamic Business and Decision Sciences*, 1(1), 46–64. <https://doi.org/10.31893/BELGI.2025116>
- Khairullah, Puspaningrum, A., & Yuniarinto, A. (2025). The Effect of Brand Experience on Brand Loyalty with The Mediation of Brand Love and Trust. *The International Journal of Accounting and Business Society*, (1), 151–170.
- Kotler, Philip., Armstrong, Gary., & Balasubramanian, S. (2024). *Principles of Marketing* (19th Edition). Pearson Education.
- Kotler, Philip., & Keller, K. Lane. (2016). *Marketing management*. Pearson Education Ltd.
- Laksono Andrian, & Suryadi, N. (2020). Pengaruh Citra Merek, Kepercayaan Merek, Dan Kualitas Produk Terhadap Loyalitas Merek Pada Pelanggan Geprek Benu Di Kota Malang. *Holistic Journal of Management Research*, 1(1), 8–16.
- Lassoued, R., & Hobbs, J. E. (2015). Consumer confidence in credence attributes: The role of brand trust. *Food Policy*, 52, 99–107. <https://doi.org/10.1016/j.foodpol.2014.12.003>
- Lestari, A. (2022). *Pengaruh Product Attribute, Variety Seeking Dan Advertising Terhadap Brand Switching Pada AMDK Aqua Ke Le Minerale (Studi Pada Masyarakat Kabupaten Kebumen)*.
- Li, Y., & Chen, X. (2025). Can Corporate ESG Practices Promote Consumers' Purchase Intention of Green Food? The Mediating Role of Brand Trust. *Frontiers in Sustainable Food Systems*, 9, 1–11. <https://doi.org/10.3389/fsufs.2025.1622653>

- Lokito, S., & Laimena, G. (2022). Analisa Pengaruh Product Quality dan Service Quality Terhadap Customer Satisfaction ke Customer Loyalty di LoccaHands Dining Club Surabaya. *Library Petra*, 1–17.
- Mardhiyah, A., & Safrin, F. A. (2023). The Influence of Marketing Mix and Trust on Smartphone Brand Switching. *Research Horison*, 3(4), 258–274.
- Maulidy, A., & Suharto, B. (2024). Marketing Battle and Digital Campaign Analysis of PT. Shell Indonesia. *Business UHO: Jurnal Administrasi Bisnis*, 9(1), 444–451.
- Mehra, A., & Jain, V. (2021). A Review Study on the Brand Image on the Customer's Perspective. *Journal of Contemporary Issues in Business and Government*, 27(3). <https://doi.org/10.47750/cibg.2021.27.03.108>
- Muhamad, N. (2025, September 19). *Perbandingan Jumlah SPBU Pertamina dan Swasta Kuartal I 2025*. Databoks. <https://databoks.katadata.co.id/utilitas/statistik/68ccbdb8595b1/perbandingan-jumlah-spbu-pertamina-dan-swasta-kuartal-i-2025#>
- Muliawati, F. (2025a, March 3). *Pertamina Kuasai 96% Pangsa Pasar BBM Bensin RI*. CNBC Indonesia.
- Muliawati, F. (2025b, October 1). *Ramai Warga Pindah ke BBM Non Subsidi, Negara Hemat Rp12,61 T di 2025 Baca artikel CNBC Indonesia "Ramai Warga Pindah ke BBM Non Subsidi, Negara Hemat Rp12,61 T di 2025*. CNBC Indonesia. <https://www.cnbcindonesia.com/news/20251001155127-4-671995/ramai-warga-pindah-ke-bbm-non-subsidi-negara-hemat-rp1261-t-di-2025>
- Mulyandi, M. R., & Tjandra, R. H. (2023). The Influence of Product Quality and Brand Image on repurchase Intention of Halal Cosmetic Products in e-Commerce. *Journal of Industrial Engineering & Management Research*, 4(1). <https://doi.org/10.7777/jiemar>
- Munawaroh, N. A., & Sudarmiati. (2024). What's Behind Brand Switching Among Indonesian Customers: Is It All About Brand Image And Customer Satisfaction? *Social Sciences And Business (JHSSB) JHSSB | VOLUME*, 3(3), 695–715. <https://ojs.transpublika.com/index.php/JHSSB/>
- M.V. N, N., Sai Sri Charan, Y. V. N., Farooq, B., Gaur, S., Saxena, R., & Soni, D. D. (2025). The Role of Brand Image Strategy. *Advances in Consumer Research*, 2(5), 623–625. <https://acr-journal.com/>

- Naini, N. F., Sugeng Santoso, Andriani, T. S., Claudia, U. G., & Nurfadillah. (2022). The Effect of Product Quality, Service Quality, Customer Satisfaction on Customer Loyalty. *Journal of Consumer Sciences*, 7(1), 34–50. <https://doi.org/10.29244/jcs.7.1.34-50>
- Ningrum, M. K., Setyowati, T., & Murtaliningtyas, W. (2022). Kualitas Produk, Kualitas Layanan, dan Harga terhadap Kepuasan Pelanggan. *BUDGETING : Journal of Business, Management and Accounting*, 3(2), 389–399. <https://doi.org/10.31539/budgeting.v3i2.3963>
- Olatomiwa, L., Idakwo, H., Olusola, W., & Ezech, C. (2025). Global Energy Consumption Trends. *Majlesi Journal of Electrical Engineering*, 19(1), 1–15.
- Pahlepi, R., Ahiruddin, Pujiati, A., & Faithya, K. (2024). Pengaruh Harga Terhadap Penjualan Pertamina Turbo Pada SPBU 123.354.61 Kalianda Kabupaten Lampung Selatan. *Jurnal Ekonomi, Keuangan Dan Bisnis*, 9(2), 182–190.
- Pertamina. (2025). *Sekilas Pertamina*. Pertamina. <https://pertamina.com/tentang-kami>
- Pramelani, P. (2023). Efek Kenaikan Harga Terhadap Perilaku Konsumen Dalam Pembelian Bahan Bakar Minyak Kendaraan Pribadi. *Jurnal Disrupsi Bisnis*, 6(2), 211. <https://doi.org/10.32493/drj.v6i2.28477>
- Pratisthita, D. A. A. P., Yudhistira, P. G. A., & Agustina, N. K. W. (2022). Effect of Brand Positioning, Brand Image, and Perceived Price on Consumer Repurchase Intention Low-Cost Carrier. *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, 15(2), 181–195. <https://doi.org/10.20473/jmtt.v15i2.35715>
- Pratiwi, I., Ukia, R., Pratama, A., & Jalil, E. (2026). Investigating Actual Fuel Switching Behaviour among Consumers in Indonesia using the Push-Pull-Mooring Framework. *Journal of Marketing Innovation*, 6(1), 1–15.
- Prayudi, Z. A. A., & Usman, O. (2025). The Impact of Brand Image, Product Quality, and Price on Brand Switching Behavior in iPhone Smartphone Among Generation Z in DKI Jakarta. *International Student Conference On Business Education, Economics, Accounting, and Management*, 3(1), 1755–1766.
- Priansa, D. (2021). *Perilaku Bisnis Dalam Persaingan Bisnis Kontemporer* (7th ed., Vol. 1). Alfabeta.
- Priyantoro, D., & Ferdian, A. (2025, February 27). *Dampak Pertamina Oplosan, Ramai Pengendara Antre di Shell*. Kompas.

<https://otomotif.kompas.com/read/2025/02/27/160100815/dampak-pertamax-oplosan-ramai-pengendara-antre-di-shell>

- Purmonen, A., Jaakkola, E., & Terho, H. (2023). B2B Customer Journeys: Conceptualization And An Integrative Framework. *Industrial Marketing Management*, 89–102.
- Purnama, N. I., Siswadi, Y., & Mujiatun, S. (2021). Model Perilaku Brand Switching Konsumen Dalam Pembelian Produk Otomotif di Kota Medan. *Jurnal Ilmiah Manajemen Dan Bisnis*, 22(2), 151–163. <https://doi.org/10.30596/jimb.v22i2.7305>
- Putra, Y. M., & Wati, L. (2022). Pengaruh Ketidakpuasan Konsumen dan Citra Merek Terhadap Perpindahan Merek Ban Dunlop (Studi Kasus Perpindahan Merek Ban Dunlop ke Merek Lain di Indonesia). *Kumpulan Executive Summary Mahasiswa Prodi Manajemen Wisuda Ke 77 Tahun 2022*, 20(2), 1–3.
- Putri, N. S. M., Rinuastuti, B. H., & Mulyono, L. E. H. (2023). Pengaruh Kebutuhan Mencari Variasi Dan Brand Image Terhadap Brand Switching Behavior Dengan Mediasi Kepuasan Konsumen (Studi Pada Pelanggan the Body Shop di Indonesia). *Jurnal Sosial Ekonomi Dan Humaniora*, 9(1), 74–81.
- Rahardjo, K., & Widayadi, W. (2026). Pengaruh Kualitas Produk dan Pengalaman Merek Terhadap Keputusan Pembelian Bahan Bakar Pertamina Di Jakarta Timur. *DVLOP: Jurnal Inovasi Mahasiswa*, 1(2), 1–0.
- Rahmawati, E., & Nurhadi. (2023). Pengaruh Atribut Produk, Harga dan Iklan Terhadap Perpindahan Merek pada Konsumen Viva Cosmetics di Surabaya. *Jurnal Administrasi Bisnis*, 13(1), 1–8.
- Rainer, P. (2023, August 29). *Sensus BPS: Saat ini Indonesia Didominasi Oleh Gen Z*. GoodStats. <https://data.goodstats.id/statistic/sensus-bps-saat-ini-indonesia-didominasi-oleh-gen-z-n9kqv>
- Rantung, E., & Harianto, E. (2024). Pengaruh Kepercayaan dan Kualitas Pelayanan Terhadap Minat Beli Ulang Melalui Kepuasan Pelanggan Sebagai Variabel Mediasi Pada SPBU di Makassar. *As-Syirkah: Islamic Economics & Financial Journal*, 3(3), 1406–1423. <https://doi.org/10.56672/assyirkah.v3i3.253>
- Rather, R. A., & Holleebeek. L. D. (2021). Customers' Service-Related Engagement, Experience, And Behavioral Intent. *Journal of Retailing and Consumer Services*, 61, 102564.

- Ridwan, A. (2026, March 18). *Pertumbuhan Jumlah Kendaraan Bermotor di Indonesia Periode 2023-2025*. Databoks. <https://databoks.katadata.co.id/transportasi-logistik/statistik/69b3c0e222e17/pertumbuhan-jumlah-kendaraan-bermotor-di-indonesia-periode-2023-2025>
- Rosada, A., & Setiawan, W. (2025). Peran Brand Trust pada Pengaruh Online Customer Review dan Perceived Value terhadap Purchase Intention. *Jurnal Ilmiah Manajemen, Ekonomi, Dan Akuntansi*, 5(3), 384–395.
- Sambo, E., Sunday, U. I., Mary, A. M., & John, F. (2022). Impact of Product Quality on Customer Satisfaction and Loyalty. *Nigeria Academy of Management Journal*, 17(2), 145–155.
- Santos Neto, A. S., Reis, M. R. C., Coimbra, A. P., Soares, J. C. V., & Calixto, W. P. (2022). Measure of Customer Satisfaction in the Residential Electricity Distribution Service Using Structural Equation Modeling. *Energies*, 15(3). <https://doi.org/10.3390/en15030746>
- Sari, E. N., Sanjaya, V., & Fachri, A. (2025). Pengaruh Dissatisfaction Customer Dan Service Failure Terhadap Brand Switching Dengan Variety Seeking Sebagai Variabel Mediasi Dalam Perspektif Bisnis Islam (Studi Pada Pengguna Smartphone Android Ke Iphone di Kota Bandar Lampung). *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 8, 1–50. <https://repository.radenintan.ac.id/id/eprint/37315>
- Savitru, P., & Salim Agus. (2025, September 3). *ESDM catat konsumen BBM subsidi pindah ke nonsubsidi capai 1,4 juta KL*. ANTARA News.
- Seth, U., & Soch, H. (2026). Demystifying the Role of Personality Traits on Brand Switching in the E-commerce Sector: Mediating Role of Negative (Brand Hate) and Positive (Brand Forgiveness) Emotions Using SOR Theory. *Services Marketing Quarterly*, 47(1), 52–85. <https://doi.org/10.1080/15332969.2025.2512690>
- Setiawan, V. (2026, February 6). *Turun! Ini Daftar Harga BBM di Semua SPBU RI, Berlaku 6 Februari 2026*. CNBC Indonesia.
- Shakeel Ahmed, M., Adnan, M., & Haider Khan, S. (2025). Customer Satisfaction and Customer Loyalty Optimization by Improving Product Quality: Mediating Role of Customer Satisfaction. *Journal of Social Psychology & Social Works*, 3(2), 539–558. <http://socialworksreview.com>

- Shell Indonesia. (n.d.). *Shell Fuel Station Locations in Indonesia*. Shell Indonesia. Retrieved April 22, 2026, from https://find.shell.com/id/fuel/locations/id_ID
- Singh, V., Sharma, M. P., Jayapriya, K., Kiran Kumar, B., Raj, M. A., Chander, N., & Kumar, B. R. (2023). Service Quality, Customer Satisfaction And Customer Loyalty: A Comprehensive Literature Review. In *Journal of Survey in Fisheries Sciences* (Vol. 10, Number 4S).
- Solin, A., & Curry, A. (2023). Perceived Quality: In Search Of A Definition. *The TQM Journal*, 35(3), 778–795. <https://doi.org/10.1108/TQM-09-2021-0280>
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R & D* (M. Dr. Ir. Sutopo. S. Pd, Ed.; 2nd ed., Vol. 5). ALFABETA. www.cvalfabeta.com
- Sulaeman, Z., & Akhsan, F. (2026). Pengaruh Business Model Canvas, Digital Marketing Terhadap Daya Saing UMKM Kabupaten Barru. *Journal of Artificial Intelligence and Digital Business (RIGGS)*, 4(4), 9493–9501.
- Sumardi, R. S., Mahomed, A. S. B., & Aziz, Y. A. (2025). Bibliometric Analysis of Stimulus-Organism-Response Theory: Past Developments, Current Applications, and Future Trends. *International Journal of Academic Research in Business and Social Sciences*, 15(1). <https://doi.org/10.6007/ijarbss/v15-i1/23784>
- Syahputra, D., & Pambudi, A. (2022). The Determining Factors of Consumer Behavior to Substitute RON-88 (Premium) Fuel Consumption to Peralite and Pertamina Fuel. *Proceedings of the ICONIC-RS 2022*, 1–14. <https://doi.org/10.4108/eai.31-3-2022.2320752>
- Taherdoost, H. (2019). What is the Best Response Scale for Surveu and Questionnaire Design: Review of Different Lengths of Rating Scale, Attitude Scale, Likert Scale. *International Journal of Academic Research in Management (IJARM)*, 8(1), 1–10. <https://hal.science/hal-02557308v1>
- Tahir, A. H., Adnan, M., & Saeed, Z. (2024). The Impact Of Brand Image On Customer Satisfaction And Brand Loyalty: A Systematic Literature Review. *Heliyon*, 10(16). <https://doi.org/10.1016/j.heliyon.2024.e36254>
- Tarabieh, S., Gil, I., Galdón-Salvador, J. L., & AlFraihat, S. F. A. (2024). The New Game of Online Marketing: How Social Media Influencers Drive Online Repurchase Intentions Through Brand Trust and Customer Brand Engagement. *Intangible Capital*, 20(1), 103–125. <https://doi.org/10.3926/IC.2515>

- Taroreh, N., Jannang, A., & Haji, S. (2024). The Impact of Product Quality on Brand Switching with Customer Dissatisfaction as a Mediating Factor (A Study on Acer Laptop Users in Ternate City). *Jurnal Manajemen Sinergi*, 12(2), 37–50.
<https://ejournal.unkhair.ac.id/index.php/JMS37JMS:JURNALMANAJEMEN SINERGI><https://ejournal.unkhair.ac.id/index.php/JMS>
- Tim, G., Jun, T., & Jemima, S. (2024). *Southeast Asia Energy Outlook 2024* (G. Tim, T. Jun, & S. Jemima, Eds.). International Energy Agency.
<https://iea.blob.core.windows.net/assets/ac357b64-0020-421c-98d7-f5c468dadb0f/SoutheastAsiaEnergyOutlook2024.pdf>
- Triputra, Y., Bagus, I., Aditya, P., Nurfitriana, S., & Krishnamurti, I. (2023). The Influence of Brand Image and Customer Satisfaction Towards Customer Loyalty in Fore Coffee Summarecon Mall Serpong. *LIAISON JOURNAL OF BEST*, 2(1).
- Utama, S. Y., & Susila, I. (2024). The Effect Of Product Quality And Wardah Skincare Brand Trust On Customer Loyalty Mediated By Customer Satisfaction. *International Journal of Global Accounting, Management, Education, and Entrepreneurship*, 4(2), 282–297.
- Utarsih, H., & Sidik, F. A. S. (2025). Mengungkap Dampak Citra Merek Dan Pengalaman Pelanggan Dalam Fenomena Peralihan Merek. (Studi Kasus Di Kalangan Pengguna Smartphone). *Journal of Innovation in Management, Accounting and Business*, 4(2), 448–455.
<https://doi.org/10.56916/jimab.v4i2.2247>
- Vivo Energy Indonesia. (n.d.). *Informasi Ketersediaan Stok BBM SPBU Vivo*. Vivo Energy Indonesia.
- Wahyuarini, T., Elida, S. S., Sofiana, E., Listiyawati, L., Novieyana, S., & Sayuti, A. J. (2022). Determinants of Consumer's Brand Switching Behavior of Automotive Products. *INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT*, 12(11), 1–8.
<http://ijrcm.org.in/>
- Wang, Y., & Xiao, Z. (2022). The Dual Effects of Consumer Satisfaction on Brand Switching Intention of Sharing Apparel. *Sustainability (Switzerland)*, 14(8).
<https://doi.org/10.3390/su14084526>
- Warseno, Sunarya, P., & Rafika, A. (2024). Faktor yang Mempengaruhi Masyarakat Berpindah Provider Brand Kartu Seluler. *Indonesian Journal Accounting*, 5(2), 87–97.

- Widargo, S. A., & Dermawan, R. (2023). Pengaruh Citra Merek, Ketidakpuasan Pasca Konsumsi dan Persepsi Harga Terhadap Keputusan Perpindahan Merek Produk Indihome. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(2), 4051–4163. <https://doi.org/10.47467/alkharaj.v6i2.4246>
- Yamin, S. (2026). Smartpls 4 Structural Equation Modeling Berbasis Kovarian Alternatif Amos & Lisrel: Singkat Padat Paham. Dewangga Energi Internasional Publishing.
- Yunita Alifia, & Siti Mabur Rachmah. (2025). Pengaruh Kualitas Pelayanan dan Kualitas Produk terhadap Kepuasan Pelanggan Shell di DKI Jakarta. *Jurnal Manajemen Dan Akuntansi*, 5(3), 901–913. <https://doi.org/10.56910/gemilang.v5i3.2609>
- Yunus, K., Gani, R. A., & Julianti, R. R. (2021). Persepsi Siswa Terhadap Pembelajaran Aktivitas Air. *Jurnal SEGAR*, 9, 69–78. <https://doi.org/10.21009/Segar/0902.02>
- Yuwono, D., & Usman, B. (2024). The Effect of Expectations Disconfirmation and Employee Expertise on Revisit Intention and Recommendation through Tourists' Satisfaction: EDT Lens. *Jurnal Bisnis Dan Manajemen*, 11(2), 226–238. <http://jurnal.unmer.ac.id/index.php/jbm>
- Zulhijja, L., & Surachman, S. (2023). Customer Satisfaction as a Mediator of Price and Service Quality in Spa's Customers Brand Switching Behavior. *Jurnal Aplikasi Manajemen*, 21, 830–841. <https://doi.org/10.21776/ub.jam.2022.021.03.19>