

The Effect of Product Quality, Price, and Promotions on Gas Purchasing Decisions at PT Pertamina EP Zone 4 Prabumulih

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Keywords

Product Quality;
Price;
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ABSTRACT

This research aims to analyze the influence of product quality, price, and promotion on gas purchase decisions at PT Pertamina EP Zone 4 Prabumulih in the context of business-to-business (B2B). The research uses a quantitative approach with a causal design. The data was collected through a questionnaire distributed to 100 respondents, namely companies that purchased gas from PT Pertamina EP Zone 4 Prabumulih in 2024. The sampling technique used purposive sampling, and ordinal data obtained from the Likert scale were transformed using the Method of Successive Interval (MSI) before being analyzed by multiple linear regression using SPSS. The results showed that product quality had a positive and significant effect on purchase decisions ($\beta = 0.622$; sig. 0.000), price had a positive and significant effect ($\beta = 0.191$; sig. 0.016), while promotion had a positive but insignificant effect ($\beta = 0.118$; sig. 0.065). Simultaneously, all three variables were able to explain 67.2% of the variation in purchasing decisions ($R^2 = 0.672$). Product quality is the most dominant variable, indicating that the consistency of technical specifications and product reliability are the main considerations in the purchase of industrial gas. This study concludes that improving product quality, competitive pricing, and informative promotional strategies can strengthen purchasing decisions and maintain the sustainability of business cooperation in the B2B environment.

INTRODUCTION

An ideal government is a government that is able to provide quality public services with effective and efficient principles. On this basis, the government promotes bureaucratic reform in various fields of the government sector, including the State-Owned Enterprises (SOEs) sector. As a government-owned institution, SOEs are one of the assets of the state's revenue source and become a public service institution that plays an important role in serving the needs of the general public. With the SOE reform, it is hoped that the government will be able to increase the role of SOEs as a component of national development and be able to improve public services to be more guaranteed (Purwanti, 2019).

Business-to-Business (B2B) marketing is a marketing process carried out between business organizations that focuses on creating value through long-term relationships, strategic integration, and the use of technology and innovation in a dynamic business environment. According to Chowdhury & Balaraman (2025) explains that B2B marketing has evolved from a traditional product-oriented approach to an approach that emphasizes relationships,

digitalization, innovation, and sustainability in meeting the needs of customer organizations. Therefore, B2B marketing not only functions as an exchange of goods and services, but also as a strategic mechanism in building collaboration, creating value co-creation, and increasing the company's competitive advantage in the modern business market. PT Pertamina (Persero) is a state-owned company engaged in the energy sector and the largest dividend contributor in Indonesia. Have an integrated business from upstream to downstream, starting from Exploration and Production, Processing, Distribution and Marketing, which is based on AKHLAK values as core values. Pertamina has always upheld its commitment to provide energy and develop new and renewable energy in order to support the creation of national energy independence (pertamina.com, 2025).

The concept of Business-to-Business (B2B) in business run by PT Pertamina (Persero) refers to transaction and cooperation activities between Pertamina and other companies as its main customers, not directly with individual consumers. In practice, Pertamina plays a role as a large-scale energy provider such as fuel oil (BBM), LPG, avtur, and lubricants needed by various industrial sectors, ranging from transportation, manufacturing, to mining. These B2B relationships are usually built through long-term contracts with large purchase volumes as well as services tailored to each client's needs, such as a dedicated distribution system and specific payment schemes. Through this model, Pertamina not only obtains more stable income, but also ensures the sustainability of energy supply for its partners' business operations, so that the role of B2B is very important in supporting economic activities at large.

On June 12, 2020, Pertamina's corporate structure underwent a transformation following the establishment of Pertamina by the Government through the Ministry of SOEs of the Republic of Indonesia as a Holding Company in the energy sector, which oversees 6 Subholdings, namely Upstream Subholding run by PT Pertamina Hulu Energi, Gas Subholding run by PT Perusahaan Gas Negara, Refinery & Petrochemical Subholding run by PT Kilang Pertamina International, Power & NRE Subholding is run by PT Pertamina Power Indonesia, Commercial & Trading Subholding is run by PT Patra Niaga, and Integrated Marine Logistics Subholding is run by PT Pertamina International Shipping.

Operationally, Pertamina's upstream business activities are under the Upstream Subholding managed by PT Pertamina Hulu Energi (PHE). Pertamina's business activities in the upstream sector include, among others, exploration activities and oil and gas production, with coverage of all Pertamina's work areas at home and abroad. PHE in this case leads several other Pertamina subsidiaries, PT Pertamina Hulu Rokan (PHR), PT Pertamina Exploration and Production (PEP), PT Pertamina Hulu Indonesia (PHI), PT Pertamina Exploration and Production Cepu (PEPC) and PT Pertamina International Exploration and Production (PIEP) (Pertamina.com, 2025).

PT Pertamina Exploration and Production or better known as PT Pertamina EP was established on September 13, 2005. In line with the establishment of PT Pertamina EP, on September 17, 2005, PT Pertamina (Persero) has signed a Cooperation Contract (KKS) with BPMIGAS (now SKKMIGAS) which has been retroactive since September 17, 2003 for all Oil and Gas Mining Jurisdictions delegated through legislation based on Law Number 22 of 2001 concerning Oil and Gas. Most of the areas of PT Pertamina (Persero) are separated into the Working Area (WK) of PT Pertamina EP. At the same time, PT Pertamina EP also signed the Pertamina Oil and Gas Contract for the Pertamina EP Working Area on September 17, 2005

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with BPMIGAS (now SKKMIGAS) which has been in effect since September 17, 2005. Thus, the PT Pertamina EP Working Area is a Working Area that was previously managed by PT Pertamina (Persero) and a Working Area managed by PT Pertamina (Persero) through TAC (Technical Assistance Contract) and JOB EOR (Joint Operating Body Enhanced Oil Recovery) (pep.pertamina.com, 2024).

PT Pertamina EP is a company that produces petroleum and natural gas. The petroleum produced is in the form of crude oil that must go through a processing process by PT Kilang Pertamina International before it can be used by consumers. Meanwhile, natural gas can be used directly as fuel, industrial raw materials, and export energy commodities such as Liquefied Natural Gas (LNG). PT Pertamina EP's natural gas sales are not carried out directly to the public, but to companies that process or distribute it, such as the industrial sector, power plants, and oil and gas. Gas distribution is carried out through a network of high-pressure pipelines that are closely monitored to maintain quality and continuity of distribution. As one of the largest gas producers in South Sumatra, PT Pertamina EP Zona 4 Prabumulih has an extensive distribution network with the support of Collection Station (SP), Gas Collection Station (SPG), compressor, and gas handover point equipped with calibrated measuring instruments to ensure gas volume and quality in accordance with contracts with consumers. In the context of business to business (B2B), gas purchase decisions are influenced by various strategic and rational factors involving technical, economic, and interorganizational relationships.

Purchase decisions in the B2B context are complex and involve rational evaluations by organizations, not individuals. Several previous studies have examined the factors influencing B2B purchasing decisions. Chowdhury & Balaraman (2025) emphasized that B2B marketing has evolved toward relationship-based and digitalization-oriented approaches. Johnston & Chandler (2024) introduced the concept of "buying ecosystems" as an extension of the traditional buying center model, highlighting the importance of interconnected organizational networks in modern B2B purchasing. Seebacher (2025) provided a comprehensive guide on B2B marketing strategies, emphasizing the role of value co-creation and long-term partnerships.

In the energy sector context, several empirical studies have been conducted. Pardomuan (2025) examined the effect of product quality, price, and service on purchasing decisions and customer loyalty at PT TCM, finding that product quality had the most dominant influence in B2B industrial purchases. Putri (2025) analyzed the influence of brand equity and price on B2B purchasing decisions at Telkom, concluding that price significantly affects purchase decisions in the telecommunications B2B segment. Farras et al. (2026) studied the effect of personal selling and price on B2B purchasing decisions at PT Catur Adiluhur Sentosa Palembang, finding that both variables significantly influence purchase decisions. Hakiki & Utamaningsih (2023) specifically examined the effect of product quality and price on gas purchasing decisions at PT Perusahaan Gas Negara, Tbk, concluding that both variables have a positive and significant effect. Jamiluddin & Arifianti (2025) found that product quality and price significantly influence purchasing decisions for gasoline at SPBU Indomobil Podorejo. Oktaviani & Senen (2025) examined the effect of price and service quality on LPG purchasing decisions, concluding that price has a significant positive effect.

However, research specifically examining the influence of product quality, price, and promotion simultaneously on gas purchasing decisions in the B2B context at PT Pertamina EP

Zone 4 Prabumulih is still limited. Moreover, previous studies have shown inconsistent results regarding the effect of promotion. Some studies found that promotion has a significant effect (Amanda & Nurseto, 2018; Wangarry et al., 2018; Tyas & Hartelina, 2021; Fransiska & Madiawati, 2021), while others found that promotion has no significant effect (Rosa, 2020; Islam, 2020; Nasution et al., 2019; Ramadan, 2019; Perdana & Nanang, 2018; Novansa & Ali, 2018; Polla et al., 2018; Hendrianti, 2018; Sari et al., 2018). This inconsistency indicates a research gap that needs to be addressed. In addition, most previous studies focused on consumer goods or retail contexts, while studies on industrial goods such as natural gas in the B2B context are still scarce. Therefore, this study aims to re-examine and provide empirical evidence on the influence of product quality, price, and promotion on gas purchasing decisions at PT Pertamina EP Zone 4 Prabumulih in the B2B context. This research is expected to contribute to the B2B marketing literature, particularly in the energy sector, and provide practical recommendations for PT Pertamina EP Zone 4 in formulating strategies to maintain and improve customer relationships and business sustainability.

METHOD

Research Design

This research design was causal research because it aims to examine the causal relationship between independent variables of product quality, price, and promotion to the decision to purchase gas at PT Pertamina EP Zone 4 Prabumulih in 2024.

Types and data sources

1. Data Type

In this study, the author uses qualitative data in the form of questionnaire statements that are quantified using the Likert scale shown to measure attitudes, opinions and perceptions of a person or a group of people about social phenomena (Sugiyono, 2019).

2. Data Source

The data source used in this study is primary data, namely data collected by researchers when conducting research in the form of questionnaire statements that are distributed to all consumers who purchase gas produced by PT Pertamina EP Zone 4 Prabumulih in 2024.

Population and Research Sample

The population in this study is all consumers who purchase gas produced by PT Pertamina EP Zone 4 Prabumulih in 2024, namely 20 companies. The company consists of various sectors, such as oil and gas, energy, electricity, fertilizers, and other industries that are regular customers and customers of PT Pertamina EP Zone 4 Prabumulih's gas distribution cooperation. Some of the companies included in this research population include PT Kilang Pertamina Internasional (KPI) RU III Plaju, PT Perusahaan Listrik Negara (PLN), PT Perusahaan Gas Negara Tbk (PGN), PT PUSRI, PT Medco E&P Indonesia, PT Perta-Samtan Gas, and PT Essa Industries Indonesia Tbk.

Samples are part of a population that has certain characteristics and are considered to be able to represent the entire research population (Sugiyono, 2019). The sampling technique in this study uses nonprobability sampling with the purposive sampling method, which is a sample determination technique based on certain criteria that are in accordance with the research objectives. The sample criteria in this study are customers over 21 years old as well as existing and new customers who purchase PT Pertamina EP Zone 4 Prabumulih gas in 2024. The

determination of the number of samples refers to the opinion of Hair (2010), that the number of samples is at least 5–10 times the number of research indicators. With a total of 20 indicators, the minimum sample number is 100 respondents and a maximum of 200 respondents. Based on these calculations, this study used as many as 100 respondents who were considered to have been able to represent the research population.

Data Collection Methods

The purpose of the research is to obtain data, so the data collection method is one of the most important steps in research. Researchers who conduct research will not get the desired data if they do not know the method of data collection (Sugiyono, 2019). Data collection can be done in a variety of settings, multiple sources, and in a variety of ways. When viewed from the setting, data can be collected in a natural setting, in a laboratory with experimental methods, at home with various respondents, at a seminar, discussion, on the street and others.

When viewed from the data source, data collection can use primary and secondary sources. Furthermore, when viewed in terms of data collection methods or techniques, data collection techniques can be carried out by observation (observation), interview (interview), questionnaire (questionnaire), documentation and a combination of the four. Data collection in this study was through the distribution of questionnaires to all consumers who purchased gas produced by PT Pertamina EP Zone 4 Prabumulih in 2024 as many as 100 respondents.

Research Data Analysis

The data analysis method in this study uses the Method of Successive Interval (MSI) data transformation method. This method is used because the data obtained from the results of the distribution of questionnaires on the Likert scale is still in the form of ordinal data, so it needs to be converted into interval data so that it can be analyzed statistically. The transformation process is carried out by paying attention to the respondents' answers to each question item, determining the frequency of answers, calculating cumulative proportions and proportions, and then determining the scale value based on the normal distribution. The results of the transformation produce interval-scale data that can then be used in the research analysis process. In processing MSI data, the researcher uses the help of additional tools (add-ins) in Microsoft Excel (Sedarmayanti, 2017).

RESULT AND DISCUSSION

Test Results of Research Instruments

Based on the research method used, the results of the questionnaire distributed to 100 respondents were tabulated and then processed using the SPSS statistical analysis computer program, to carry out validity tests and reliability tests. The following are the results of the validity test and reliability test.

1. Validity Test Results

In Table 1 which displays the results of the validity test for 30 respondents in the following research variables:

Table 1. Validity Test Results

Indicator	<i>Product Moment Pearson's</i>	Sig.		<i>a</i>	Remarks
X1.1	0,470	0,009	<	0,05	Valid
X1.2	0,638	0,000	<	0,05	Valid
X1.3	0,800	0,000	<	0,05	Valid
X1.4	0,782	0,000	<	0,05	Valid

X1.5	0,685	0,000	<	0,05	Valid
X2.1	0,732	0,000	<	0,05	Valid
X2.2	0,768	0,000	<	0,05	Valid
X2.3	0,778	0,000	<	0,05	Valid
X2.4	0,438	0,016	<	0,05	Valid
X2.5	0,838	0,000	<	0,05	Valid
X3.1	0,839	0,000	<	0,05	Valid
X3.2	0,414	0,023	<	0,05	Valid
X3.3	0,782	0,000	<	0,05	Valid
X3.4	0,738	0,000	<	0,05	Valid
X3.5	0,884	0,000	<	0,05	Valid
Y.1	0,511	0,004	<	0,05	Valid
Y.2	0,594	0,001	<	0,05	Valid
Y.3	0,698	0,000	<	0,05	Valid
Y.4	0,710	0,000	<	0,05	Valid
Y.5	0,802	0,000	<	0,05	Valid

Data Source: Processed from Questionnaire, 2026

Based on Table 1, it is known that each indicator (item) in each variable of product quality, price and promotion which is an independent variable of the purchase decision which is a dependent variable has the result of *Pearson's product moment value* with a significance value of < 0.05 , so that the indicator (*item*) used in this research variable can be stated as appropriate or relevant and can be used as an item in data collection.

2. Reliability Test Results

The following can be seen the results of the reliability test in Table 2, which are as follows:

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Cutt Off	N of Item	Remarks
Product Quality (X1)	0,704	> 0,60	5	Reliable
Price (X2)	0,769	> 0,60	5	Reliable
Promotions (X3)	0,801	> 0,60	5	Reliable
Purchase Decision (Y)	0,685	> 0,60	5	Reliable

Data Source: Processed from Questionnaire, 2026

Based on the results of the reliability test in Table 2, the results of the reliability test of independent variables of product quality (X1), price (X2) and promotion (X3) show that the data obtained is reliable because the *value of Cronbach's alpha* is 0.704; 0.769; 0.801 while the results of the reliability test of the dependent variable of purchase decision (Y) show that the data obtained is reliable because the *value of Cronbach's alpha* is 0.685.

3. Classical Assumption Test Results

a. Normality Test Results

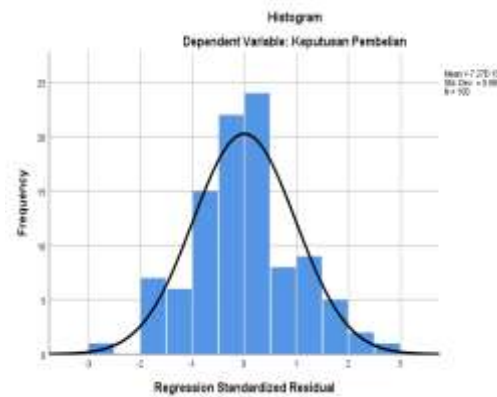
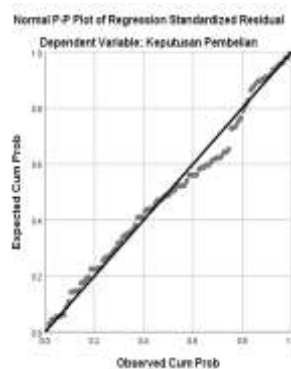


Figure 1. Histogram Graph

Data Source: Processed from Questionnaire, 2026

Based on Figure 1, it can be seen that the distribution pattern is close to normal, but if the conclusion of normal or not the data is only seen from the histogram graph, then this can be misleading, especially for a small sample size. Another method used in graph analysis is to look at a normal *probability plot* that compares the cumulative distribution of the normal distribution. If the residual data distribution is normal, then the line that will describe the actual data will follow the diagonal line.



Gambar 2. Normal Probability Plot

Data Source: Processed from Questionnaire, 2026

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters	Mean	.0000000
	Hours of deviation	.55723030
Most Extreme Difference	Absolute	.096
	Positive	.096
	Negative	-.041
Kolmogrov-Smirnov Z		.096
Asymp. Sig. (2-tailed)		.085

Data Source: Processed from Questionnaire, 2026

Based on the results of the normality test in Table 3, it shows that the data has been distributed normally. This is shown by the *kolmogorov-smirnov* test which shows results that have a significance level of 0.085 which is above 0.05.

b. Multicollinearity Test Results

Table 4. Multicollinearity Test Results

Test Of Multicollinearity	LIVE		Cutt Off	Remarks
Product Quality	1.808	<	10	No Multicollinearity Occurs
Pricing	1.775	<	10	No Multicollinearity Occurs
Promotions	1.218	<	10	No Multicollinearity Occurs

Data Source: Processed from Questionnaire, 2026

Based on the results of Table 4, it is shown that there is no multicollinearity between independent variables because it shows a VIF value of less than 10. Thus, in this model there is no problem of multicollinearity.

c. Heteroskedasticity Test Results

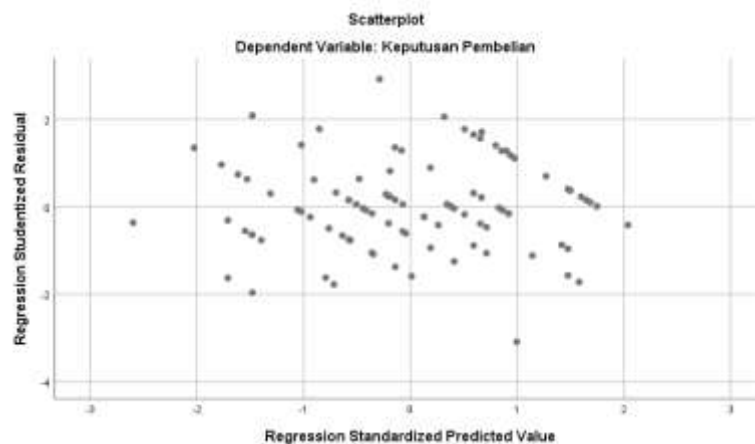


Figure 3. Heteroscedasticity Test Results

Source: Processed from Questionnaire, 2026

Based on Figure 3, it shows that there is no heteroscedasticity, because the distribution of data does not form a specific line or there is no clear pattern, and the points spread above and below the zero on the Y axis.

4. Results of Multiple Linear Regression Analysis

Multiple linear regression analysis was performed to determine the influence of product quality variables (X1), price (X2) and promotion (X3) on customer decisions (Y). Based on the test results, it was obtained as follows:

Table 5. Results of Multiple Linear Regression Analysis

Model	Coefficients			
	Unstandardized Coefficients		Standardized Coefficients	
1	B	Std. Error	Beta	Sig
Constant	.145	.271		
Product Quality	.622	.078	.624	.000
Pricing	.191	.078	.191	.016

Promotions	.118	.063	.121	.065
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Data Source: Processed from Questionnaire, 2026

Based on Table 5, the results of multiple linear regression analysis can be expressed with the following equation:

$$Y = 0,145 + 0,622X_1 + 0,191X_2 + 0,118X_3 + e$$

The above linear regression equation can be explained as follows:

- The results of the study show that product quality has a significant effect on purchasing decisions at PT Pertamina EP Zone 4 Prabumulih. This indicates that in the context of B2B, product quality is not only perceived as a technical attribute, but as a critical factor that is directly related to the company's operational sustainability. In the energy industry, the stability of specifications and product reliability are key factors as any variation in quality can impact production efficiency and customer operational risk.
- Price has proven to have a significant effect on the purchase decision at PT Pertamina EP Zone 4 Prabumulih, which shows that the organization considers the cost efficiency aspect in decision-making. However, in the context of B2B, price is not perceived as a cost alone, but rather as part of an evaluation of economic value related to long-term benefits.
- Promotions have a significant effect on purchasing decisions at PT Pertamina EP Zone 4 Prabumulih, which shows that marketing communication has an important role in reducing information asymmetry. In the context of B2B, promotions serve not only as a persuasion tool, but also as an educational tool that helps customers understand the technical specifications and benefits of the product.
- Based on the value of the regression coefficient, the most dominant variable influencing the decision to purchase gas at PT Pertamina EP Zone 4 Prabumulih is product quality (X_1). This shows that in the context of industrial gas purchases, these factors are the main consideration compared to other variables.

5. Test Results of Correlation Coefficient (r) and Coefficient of Determination (R^2)

Table 6. Test Results of Correlation Coefficient (r) and Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.820	.672	.662	.565870

Data Source: Processed from Questionnaire, 2026

Based on the *output of the summary model* in Table 6, the results of the correlation coefficient (r) test showed that the magnitude of the influence of the variables of service quality and trust on patient satisfaction was 0.820 or 82%. The R square (R^2) number is 0.672 or 67.2%, which is used to see how product quality, price, and promotions affect purchasing decisions at PT Pertamina EP Zone 4 Prabumulih. This figure has the intention of how the variables of product quality, price and promotion in showing what factors can affect the purchase decision and collectively 67.2% while the remaining 32.8% are influenced by other factors. R^2

6. Uji Hypothesis

a. F Test Results

The F test in this study was conducted to identify the regression equation model that is or is not suitable to be used to explain the influence of independent variables on bound

variables. Based on the results of testing and data processing, the following test results were obtained:

Table 7. F Test Results

ANNOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	63.013	3	21.004	65.596	.000a
	Residual	30.740	96	.320		
	Total	93.753	99			

Data Source: Processed from Questionnaire, 2026

Based on the results in Table 7, as significance of 0.000 is obtained because the significance value is $0.000 < 0.05$, so it can be said that the linear regression model obtained is suitable to be used to explain the influence of product quality, price, and promotion on purchase decisions at PT Pertamina EP Zone 4 Prabumulih.

b. Results of the Individual Parameter Significance Test (t-test)

The significance test of individual parameters (t-test) aims to find out how much an individual independent variable affects bound variables. This study has a significance of 5% or $\alpha = 0.05$. The results of the t-test can be seen in Table 8 as follows:

Table 8. Results of the Individual Parameter Significance Test (t-test)

Coefficients					
Model		Unstandardized Coefficients	Standardized Coefficients	t	Say.
1		B	Std. Error	Beta	
	(Constant)	.145	.271		
	Product Quality	.622	.078	.624	7.944 .000
	Pricing	.191	.078	.191	2.457 .016
	Promotions	.118	.063	.121	1.870 .065

Data Source: Processed from Questionnaire, 2026

Based on the results of the analysis calculation in Table 8, it can be described as follows:

- 1) The product quality variable (X1), has a beta value of 0.622 with a significant value of 0.000 which is smaller than 0.05. This shows that product quality variables have a positive and significant influence on purchase decisions at PT Pertamina EP Zone 4 Prabumulih. This proves that the first hypothesis on the product quality variable has a positive and significant effect is acceptable.
- 2) The price variable (X2), has a beta value of 0.191 with a significant value of 0.016 which is smaller than 0.05. This shows that the price variable has a positive and significant influence on the purchase decision at PT Pertamina EP Zone 4 Prabumulih. This proves that the second hypothesis on the price variable has a positive and significant effect is acceptable.
- 3) The promotion variable (X3), has a beta value of 0.118 with a significant value of 0.065 which is smaller than 0.05. This shows that the promotion variable has a positive and insignificant influence on the purchase decision at PT Pertamina EP Zone 4 Prabumulih. This proves that the third hypothesis on the promotion variable has a positive and significant effect is acceptable.

The results of this study are in line with the Stimulus-Organism-Response (S-O-R) approach, where product quality, price, and promotion at PT Pertamina EP Zone 4 play a role as a stimulus (S) received by the buyer company. The stimulus is then processed through the

organism (O), which is an internal evaluation of the organization that includes technical analysis, economic considerations, value perception, and the level of trust in suppliers. This process involves various parties such as procurement, engineering, and management teams, so that the resulting decisions are rational and data-based. Furthermore, the results of the process produce a response (R) in the form of a purchase decision, both in the form of vendor selection, contract determination, and sustainability of cooperation. Thus, it can be concluded that in the context of B2B, purchasing decisions do not occur directly, but rather through complex cognitive and evaluative processes as a form of response to the stimulus given.

The Effect of Product Quality on Gas Purchase Decisions at PT Pertamina EP Zone 4 Prabumulih

Product quality is the ability of a product to demonstrate its function and is one of the most relied on factors by a marketer in marketing a product (Kotler & Armstrong, 2015). According to Tjilptono (2019), quality is a form of formalization as a direct description of a product, nakedness, easy to use, elsteltilka and so on. In strategic art, quality is a cell that can adapt to the needs of consumers in line with what the consumer wants. The quality of the product that is considered good by the consumer will create the purchase decision. Purchase decisions will be made when consumers have chosen products that are suitable to meet their needs (Monalisa et al., 2015).

Product quality has a positive and significant effect on purchasing decisions. These results are in line with the results of research from (Jamiluddin & Arifianti, 2025); (Maryland, 2024); (Kusumawardhana, 2023); (Hakiki & Utamaningsih, 2023); (Haris, 2023); (Fadhilla, 2023); (R. A. Putri, 2022); (Manyu et al., 2022); (Fadlan, 2021); (Herman, 2021); (Aditya, 2021); (Haris, 2021); (Citra & Santoso, 2021); (Ernawati et al., 2021); (Carvalho, 2020); (Setyani & Prabowo, 2020); (S. L. Nasution et al., 2020); (I. Saputra et al., 2020); (Setyani & Prabowo, 2020); (Islam, 2020); (Novita et al., 2019); (Rafdinal & Rafdinal, 2019); (Amron, 2018); showed the same results that product quality had a positive and significant effect on purchasing decisions.

Respondents' responses to the PT Pertamina EP Zone 4 indicator consistently maintain the quality of the gas supplied to the company showing the lowest value. This shows that some respondents said that the quality of gas produced by PT Pertamina EP Zone 4 was inconsistent in maintaining the quality of the gas supplied. This can be a consideration for consumers in choosing gas produced by other companies if PT Pertamina EP Zone 4 cannot improve the quality of gas so that the gas supplied to the company can be consistent. With the increasing number of competitors from other companies that sell similar products, the products produced by PT Pertamina EP Zona 4 Prabumulih can be an alternative choice for consumers to purchase the products offered. There are several factors that are considered for consumers in determining the product they want to buy, one of which is the quality of the product itself. So with the increasing number of competitors with competition, the quality of the products produced is also one of the factors that greatly affect consumers.

Respondents' responses to the gas specification indicators produced by PT Pertamina EP Zone 4 met the standards set by the company. (levels of H₂S, CO₂, H₂O and other chemical content are still within the limits allowed under the agreement) show the highest score. This shows that gas products produced by PT Pertamina EP Zone 4 Prabumulih can meet the

standards set by the company and have gas quality that is in accordance with consumer needs. With gas products that can already meet consumer needs, making the products produced can compete with gas products produced by the private sector.

The Effect of Price on Gas Purchase Decisions at PT Pertamina EP Zone 4 Prabumulih

Price is one of the elements of marketing set by a company that is strategic in nature because price decisions are long-term. Price can be viewed from two aspects, namely the benchmark in determining profit, namely through the level of sales and as a sacrifice made by customers to get a product. Price is also a consideration for consumers to buy, so special consideration is needed to determine the price. Price is the amount of money charged for a product or service or the amount of value that customers exchange to benefit from owning or using a product or service (Kotler & Armstrong, 2019).

Price has a positive and significant effect on purchasing decisions. These results are in line with the results of research from (Oktaviani & Senen, 2025); (Jamiluddin & Arifianti, 2025); (Safitri, 2024); (Febriansyah, 2024); (Watts, 2024); (Kartika, 2023); (Kusumawardhana, 2023); (Hakiki & Utamaningsih, 2023); (Haris, 2023); (Fajar & Samosir, 2022); (Jectendra, 2022); (Manyu et al., 2022); (Fadlan, 2021); (Aditya, 2021); (Ernawati et al., 2021); (Saputra, M.W., Zakaria, W., Muchsin, S.S., Marlina, W., 2020); (Carvalho, 2020); (Anwar & Andrean, 2020); (Setyani & Prabowo, 2020); (Rosa, 2020); (S. L. Nasution et al., 2020); (Setyani & Prabowo, 2020); (Anwar & Andrean, 2020); (Islam, 2020); (Rafdinal & Rafdinal, 2019); (Amron, 2018) shows that prices have a positive and significant effect on purchasing decisions.

The respondents' responses to the gas price indicator offered by PT Pertamina EP Zone 4 in accordance with the specifications needed by the company in carrying out the production process and making profits continuously showed the lowest value. This shows that the gas price offered by PT Pertamina EP Zone 4 is not in accordance with the product specifications provided. So with the number of companies with similar products, where consumers say that several private companies that produce similar products with almost the same product quality sometimes provide cheaper gas product prices when compared to products produced by PT Pertamina EP Zone 4 Prabumulih. Although the gas products produced by PT Pertamina EP Zone 4 Prabumulih are companies that can control gas sales in Indonesia, especially for the South Sumatra region, which makes PT Pertamina EP Zone 4 Pebumulih able to control market share for companies that need gas products.

The respondents' responses to the gas price indicator offered by PT Pertamina EP Zone 4 Prabumulih according to the quantity ordered and the one received showed the highest value. This shows that the gas products produced are in accordance with the price and quality offered. Some respondents also said that the gas price offered provides quite good quality with quality that meets standards which can provide good gas products and according to consumer needs.

The Effect of Promotion on Gas Purchase Decisions at PT Pertamina EP Zone 4 Prabumulih

Promotion is one of the necessary factors for the success of a company or organization. Promotion is an activity carried out by a company to communicate the benefits of its products and to convince consumers to buy (Kotler & Armstrong, 2019). Promotion is an activity that

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is carried out to convey a certain message about a product, whether a good or service, a trademark or company and so on to consumers so that it can help marketing increase sales.

Promotions have a positive and insignificant effect on purchasing decisions. These results are in line with the results of research from (Rosa, 2020); (Islam, 2020); (A. E. Nasution et al., 2019); (Ramadan, 2019); (Perdana & Nanang, 2018); (Novansa & Ali, 2018); (Polla et al., 2018); (Hendrianti, 2018); (Sari et al., 2018) which shows that promotions have a positive and insignificant effect on purchase decisions.

Respondents' responses to indicators in marketing their products, PT Pertamina EP Zone 4 promotes to consumers through newsletters, emails, and other notifications periodically showing the lowest value. Based on interviews conducted by the author with several respondents, respondents said that the absence of PT Pertamina EP Zone 4 Prabumulih provided promo information through a newsletter sent via email. Respondents said that the lack of information provided in providing information on the ongoing promo. So this promotion variable is still considered less able to influence purchase decisions, where consumers who have often made purchases regularly.

The respondents' responses to the PT Pertamina EP Zone 4 indicator provide special prices or discounts to the company if the agreed product quality is not achieved showing the highest value. This shows that consumers who purchase gas products offered by PT Pertamina EP Zona 4 will be given special prices and discounts if they make a purchase in a certain amount. Where this provides a special attraction for the company in attracting consumer interest to purchase gas products at PT Pertamina EP Zone 4, especially with a minimum purchase amount in accordance with the discount promo given.

CONCLUSION

Based on the results of the research and analysis that has been conducted, it can be concluded that product quality and price have a positive and significant effect on the decision to purchase gas at PT Pertamina EP Zone 4 Prabumulih, while promotion has a positive but insignificant effect on the purchase decision. In the context of business to business (B2B), product quality is the main factor because the buyer's company considers quality consistency, suitability of technical specifications, and product reliability in supporting business operations. Price is also an important consideration that is assessed based on the suitability between costs and benefits received, including price stability, product quality, and operational efficiency. Meanwhile, promotion plays a more role as a means of informative and relational communication to build understanding, trust, and long-term cooperative relationships between companies. Based on these findings, several recommendations are proposed. For PT Pertamina EP Zone 4 Prabumulih, product quality improvement should be prioritized as it is the most dominant factor in purchasing decisions ($\beta = 0.622$). The company must ensure gas specification stability, conduct regular quality testing, and address customer complaints promptly. Price competitiveness should be maintained through regular evaluation and flexible pricing for large-volume or long-term customers. As promotion was found insignificant, the company should evaluate its marketing communications by enhancing newsletters, providing technical information, and building two-way communication with customers. Periodic satisfaction surveys are also recommended to monitor perceptions and identify areas for improvement. For future researchers, it is recommended to expand the research object to other

energy sectors or B2B companies, add other variables such as trust, service quality, or relationship quality, employ qualitative approaches like in-depth interviews, and conduct comparative studies between state-owned and private companies. These recommendations aim to enrich the understanding of B2B purchasing behavior and support marketing strategy development in the industrial energy sector.

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