

Predictors of Customers Satisfaction at Petrol Stations in Malaysia

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Abstract

Customer satisfaction is a well-known key that plays a critical part in providing a competitive edge and assuring an organization's success. The study employs a theoretical framework consisting of the SERVQUAL Model, Rational Choice Theory, and Hypodermic Needle Theory as an underlying basis on which the independent variables will be tested. Data for this research was obtained from 400 respondents via an online questionnaire and analyzed using the SPSS software. The overall goal of the study was to gain a better understanding of customer satisfaction while focusing on the underlying factors (service quality, convenience factor, and promotion) and their relationship to customer satisfaction at Malaysian petrol stations. At the same time, the research was meant to help business owners and oil companies improve and grow their operations by giving them useful information.

Keywords: Servqual Model, Rational Choice Theory And Hypodermic Needle Theory, Satisfaction, Petrol Stations, Malaysia

Introduction

Petroleum Nasional Berhad (Petronas), Petron Malaysia (Petron), Shell Malaysia Trading Sdn Bhd (Shell), Boustead Petroleum Marketing Sdn Bhd (BHPetrol), and Chevron Malaysia Ltd (Caltex) are among the petroleum merchants in Malaysia with over 3000 petrol stations across the country (Muller, 2019). The majority of petroleum retail operators employ customer service instead of price as a point of differentiation to increase revenue, as the Weekly Automatic Pricing Mechanism (APM) has dictated the maximum price for gasoline products (Loh, 2017). Nonetheless, petrol dealers have suffered huge losses of up to 60% as a result of the Full Movement Control Order (FMCO) (Karim, Mohammad & Jamaludin, 2021). Each of the oil companies manufactures its own petrol with distinct product differentiations, such as Shell's V-Power high-performance vehicle fuel, Chevron Caltex's Techron premium clean gasoline, BHP's Infinity line of fuels, and local brand Petronas' Primax labels (Inderadi & Setiadi, 2020).

Petrol stations in Malaysia have also undergone dramatic changes as a result of the introduction of bold ideas such as integrating convenience stores with well-known fast-food chains, providing complementary businesses, providing space for banking machines such as cash withdrawals and deposits, as well as postal and delivery services counters (Saad & Wahib, 2017).

Customer satisfaction is an important academic research topic since customer loyalty and trust have long been considered as the petrol station's overall goal, with customer satisfaction serving as the major prerequisite (Saad & Wahid, 2017). Negative customer encounters, on the other hand, might damage the service experience, causing consumers to migrate to a rival or do less business with the company in the future (Afthinos, Theodorakis & Howat, 2017).

Problem Statement

Petrol stations are highly competitive as these establishments offer similar products and services to the same target market, in addition to fuel prices being fixed across the country. Thus, with customer satisfaction at petrol stations in America being dismal, it is noteworthy to conduct research on the sentiment here in Malaysia as customer service, instead of price, acts as a point of differentiation to increase revenue among petrol stations in the country. Findings on customer satisfaction at petrol stations are equivocal as most previous customer satisfaction research focused on different industries such as financial services, departmental outlets, supermarkets, e-commerce, and supply chains. With a certain gap in the literature since the influencing factors on customer satisfaction at petrol stations in Malaysia cannot be shown despite significant research on customer satisfaction, it is paramount for this research to be conducted to bridge the gap.

It is hoped that the findings would enlighten petrol station dealers and petroleum companies to tailor quality-of-service operations to the needs and expectations of customers and recognise the critical factors that contribute to the brand's success in the Malaysian market. This study will also fill the gap in the knowledge on customer satisfaction towards petrol stations, which will contribute to the literature on the management and marketing of petrol stations in Malaysia. To reiterate, customer satisfaction with gasoline stations in America is dismal, and therefore, it is necessary to ascertain whether the same sentiment exists in Malaysia and at the same time examine the factors that have a relationship with customer satisfaction at petrol stations in Malaysia.

Research Objectives

The objectives of research should be directed, observable, and attainable over time using the most effective method. The optimal analysis configuration should be chosen to complement the research purpose and hypotheses (Al-Shukaili & Al-Maniri, 2017).

The broad objective of this study is to gain a better understanding of customer satisfaction with Malaysian petrol stations. The specific objective is to gain an understanding of the underlying factors that have a relationship with customer satisfaction and to gain significant insight that will assist business owners and petroleum companies in growing businesses. Thus, the research objectives is to determine the predictive relationship between service quality, convenience factor and promotion on customer satisfaction at petrol stations in Malaysia.

Literature Review

Malaysia's perspective on Customer Satisfaction

From a sales and marketing perspective, contentment has been demonstrated to be a great indicator of shopping behavior intention, which can help enhance repurchase desire,

customer retention, and optimistic feedback from customers in Malaysia (Yap et al., 2019). Customer satisfaction is crucial in today's highly competitive Malaysian market for acquiring faith and trust factor, which ensures client loyalty and re-patronage opportunities (Ahmed et al., 2020). Retailers can improve consumer happiness by providing guarantees, quality certificates, return warranties, and feedback platforms (Anand et al., 2019).

Moorthy et al. (2018) are convinced that while customer satisfaction does interact positively with consumer loyalty, it does not correlate positively with a business's reputation. Customers in Malaysia, according to Hofstede's theory, are primarily impacted by the need to avoid ambiguity, to have a long-term outlook, and are affected by their ranking in the career chain (Ghazali et al., 2017).

While research has concentrated on customer satisfaction (Anand et al., 2019; Moorthy et al., 2018; Yap et al., 2019), the factors affecting consumer satisfaction may vary. Moreover, because scholars' contexts differ, there is a requirement to consolidate research and understand the feasibility of establishing influencing factors on customer satisfaction, as influencing factors are numerous and diverse (Ahmed et al., 2020; Anand et al., 2019; Ndubisi & Nataraajan, 2018).

Factors having a Relationship with Customer Satisfaction

Customer satisfaction is the most critical part of gaining clients and hence establishing a successful business (Khadka & Maharjan, 2017). According to Arora and Narula (2018), the importance of service quality in influencing customer satisfaction should be recognised positively. On the other hand, Martinez, Blazquez and Pino (2017) discovered that convenience has a direct effect on customer satisfaction and that promotions are particularly effective at retaining customers. Therefore, this research will focus on the variables of service quality, convenience factor, and promotion.

Service Quality and Satisfaction

The term "service quality" refers to the customer's evaluation of the service process's completion (Ahmed et al., 2017). Shoppers anticipate a superior level of service from retail outlets in shopping malls than from traditional merchant channels, owing to the fact that the number of malls keeps on growing and, by that, maximising competition (Chai et al., 2018). To keep clients and earn loyalty, business owners must emphasize improving service quality and customer happiness (Al-dweer et al., 2017). Service quality can also help businesses enhance productivity (Ahmed et al., 2017). Brand recognition by customers has a lengthy bearing on how service quality influences customer satisfaction and loyalty, with the assumption that brand recognition affects the relationship between service quality and customer satisfaction (Chen, Huang & Lee, 2019).

According to Angelia and Miswanto (2017), in an outlet or company that offers locally produced items, the link between customer satisfaction and the characteristics of service quality and store ambiance, as well as the bond between credibility, publicity, and repeat patronage, is crucial. In general, service quality improves customer satisfaction, resulting in enhanced customer allegiance and fulfillment, and this basic structural path pattern persists in Asia (Gong & Yi, 2018). Corporate profitability has increased in recent years as a result of tough global rivalry and increased customer migration (Chen et al., 2019).

In addition, communication is critical in assessing service quality, particularly in commercial environments such as fuel stations that involve engagement in a variety of relationship settings, including those between coworkers, superiors, and customers (Safarrudin,

2016). At fuel stations, service quality should also include staff members being nice, dressing cleanly, wearing the proper uniform, patiently and correctly addressing client questions, and being accurate and honest when fueling customers' vehicles (Maharsi et al., 2021). Meanwhile, Karim et al. (2021) claim that the expectations of petrol station customers are significantly higher across all dimensions than the perceptions of service supplied. At gas stations in Tanzania, service quality is also influenced by the presence of current equipment and expanded customer care services provided through routine personnel training and the provision of more consumer equipment (Msenga, 2019).

Convenience and Satisfaction

According to Aziz and Omar (2018), the presence of convenience at a business creates a pleasant atmosphere for customers that reminds them of home. The availability of convenience enables an attractive environment to be cultivated that will positively influence customer satisfaction and enable the recommendation of the business to others (Uddin, 2019). Meanwhile, Moghavvemi, Lee & Lee (2018) state that commodious facilities are key to improving customer satisfaction as it is crucial to the overall buying experience. This finding coincides with the study by Watanabe, Patitad and Suto (2018) that also focuses on accessible amenities, improving the services afforded to customers, thereby increasing satisfaction. The necessity of convenience should be addressed by any industry offering services, to accommodate clients to the highest level possible, thereby assuring satisfaction and encouraging return visits (De Guzman, Abanilla & Abarquez, 2020).

Furthermore, Ali and Bisht (2018) argue that businesses can have more satisfied customers and are only able to retain them by offering better conveniences compared to other competitors. On the other hand, Semegn and Alemkere (2019) insist that the absence of suitable conveniences at a retail outlet will jeopardize customer happiness. Ranjan (2020) believes that the factor of convenience plays a significant role with customers in favour of maximal amenities and a healthy purchasing environment. Retailers should also lay out conveniences in such a way that it expedites the customer's purchasing process, product discovery, and easy movement, as well as impresses the customer the first time, in addition to ensuring that these facilities are updated on a regular basis to stay current (Tran & Le, 2020).

Besides that, Galankashi et al. (2018) indicate that the number of cashiers and pump dispensers at fuel stations is a significant factor of customer convenience. Accessibility features such as speed limits, turn limitations, and enough visibility are also critical in ensuring that petrol station consumers rate convenience highly (Mwenda & Oloko, 2017). Functional car washes and car service centres are significant selling points for the convenience factor at fuel stations in Nigeria (Uzochukwu et al., 2018). Sharif and Lwee (2017) reiterate that conveniences such as restrooms and rest areas, food on the go such as sandwiches and hot and cold beverages, and public services such as auto-teller machines and free Wi-Fi are all necessary, as customers also visit petrol stations for purposes other than refuelling.

Promotion and Satisfaction

Promotion is a type of communication that aims to affect customer satisfaction and direct these customers toward acquiring goods and services (Tamilselvan & Kumaresan, 2020). Deshpande, Rokade & Darda (2019) examined the importance of customer happiness when influenced by an innovative and well-executed promotional campaign. Promotion also soared to new heights in the late nineteenth and early twentieth centuries, owing to the growth of mass industry (Priya, 2019). Consumers are frequently better satisfied following exposure to promotions as a result of the mix of

unique text, sound, and visual aspects that make recalling easy. These findings corroborate Aqsa and Risal's (2015) finding that promotion improves consumers' perceptions of items and has a significant impact on consumers' contentment after acquiring products.

According to Giao and Young (2020), promotion not only informs the client about the product or service but also makes the customer pleased and engaged in the campaign. Customer satisfaction is contingent upon the product's public marketing and hence plays a critical role in a business's success (Manna, Dey & Mondal, 2017). Promotion can assist in achieving a variety of objectives, including increasing customer awareness, developing consumer knowledge; shaping customer opinion, and inspiring customers to be fulfilled by purchase (Alalwan, 2018).

In the petrol retail industry of Gambia, promotion is the most important determinant of petrol consumption (Manneh, Kozhevnikov & Chazova, 2020). According to Purohit (2022), the promotion of various payment methods for fuel at petrol stations in India results in enhanced customer experience and satisfaction. The availability of loyalty card programs as a form of promotion in Thailand's petrol stations was positively correlated with customer satisfaction (Chaiwong & Koontawee, 2019). Promotion in the petrol-retail industry is also effective at influencing the customer's psychological and behavioral state to be more satisfied and pleased (Mgiba & Madela, 2020).

The adoption of the three variables of service quality, convenience factor, and promotion is critical in determining if these three factors have the same level and extent of influence on consumer satisfaction as described in the preceding literature review. Service quality, convenience factor, and promotion are all considered input or cognitive variables that have the potential to influence the process or contribute to customer satisfaction (Saad & Wahid, 2017).

Gaps in the Literature

Previous works on customer satisfaction as well as the factors that have a relationship with it featured contextual gaps as a result of the shortage of journal papers devoted completely to this study subject (Mohammed et al., 2017). This was further stressed by Jain and Aggarwal (2017), who stated that most previous customer satisfaction research focused on financial services, departmental outlets, supermarkets, e-commerce, and supply chains.

Dinesh, et al. (2018) suggest that future research could cover other locations and sectors in Malaysia to gain a better knowledge of the factors affecting customer satisfaction and retention. Thus, given the disparities in the academic literature discussed previously, there is certainly a gap in the literature, since the influence of service quality, convenience factor, and promotion cannot be shown despite significant research (Kango, Kartiko & Zamawi, 2021). There is still a need for current research to place a premium on service quality, convenience factor, and promotion.

Despite much research on customer satisfaction having been undertaken globally in a multitude of industries, those conclusions cannot be assumed to be applicable in the Malaysian environment (Baghestani & Williams, 2017). Yi and Nataraajan (2018) concur with this finding by adding that the overwhelming majority of customer satisfaction theoretical approaches were established in Western countries; hence, it is unknown whether the ideology, concepts, metrics, and correlations between components are applicable to Malaysia as well.

Underlying Models and Theories

Servqual Model

SERVQUAL is a widely used and validated tool for assessing service quality (Lee, 2017). According to Parasuraman, Zeithaml and Berry (1985), SERVQUAL is a diagnostic method for defining service quality and identifying service providers' strengths and weaknesses based on the difference between expectations and performance perceptions. Despite the fact that service quality and customer satisfaction are distinct concepts, SERVQUAL believes that service quality directly correlates with customer satisfaction (Lizarelli et al., 2021).

SERVQUAL has been the most widely used generic model for measuring and managing service quality across multiple service sectors and is highly regarded by academics and practitioners because it is capable of not only measuring but also highlighting an organization's customer satisfaction and service quality performance (Lee, Zhao & Lee, 2019). It consists of five generic service quality dimensions (reliability, assurance, tangibility, empathy, and responsiveness) and 22 attributes that define service quality as the degree to which customer expectation and actual service performance differ (Kim, 2021).

Numerous studies in the literature employ the extended SERVQUAL method to assess service quality in a variety of systems; Baber (2019) used this model to examine the influence on customer perceptions of the current relationship and prospective scope of business with a bank in order to determine the bank's performance. Asiamah et al. (2021) assessed service quality using the model, which incorporates pertinent indicators of hospital hygiene and sanitation. Meanwhile, Suria, Ahmad and Siti (2019) developed a bus performance measure for existing public transportation systems. Farooq et al. (2018) explored the role of service quality dimensions on customer satisfaction for Malaysian Airlines using this model as well.

Ishfaq, Al Hajieh and Alharthi (2020) reiterate the model's five gaps that exist between the customer's desire and the firm's offer. As a result, the SERVQUAL model enables an examination of the service quality variable in the context of this study in order to ascertain its relationship with customer satisfaction with petrol stations.

Rational Choice Theory

The rational choice theory is an economic approach that explains how individuals make choices when confronted with numerous alternatives. It is predicated on the following assumptions: (1) human beings are rational and self-interested; (2) when making choices, human beings seek more favourable outcomes through cost-benefit analyses (Zhang et al., 2017). Additionally, the theory assumes that before making a choice, individuals will weigh the potential benefits and costs of each alternative and then choose the one that produces the best outcome (Fan, Han & Gao, 2022). Arawomo (2017) continues by stating that in order to balance the costs and benefits of numerous options, consumers must have information about the various actions or items available in order to make reasonable decisions.

On the other hand, Chen et al. (2019) assert that the theory emphasizes rational rather than impulsive behaviour, as rational behaviour occurs when a balance between perceived benefits and risks associated with the behaviour is achieved, whereas impulsive behaviour is motivated by a stimulus such as individual trait tendency or normative judgement. Additionally, the theory explains that individuals choose a course of action that maximises utility by

weighing individual preferences, the cost of the action, and the relative utility of alternative courses of action based on factors such as power, love, respect, grace, spirituality, prestige, and honour (Wang, Ryan & Yang, 2019).

Hence, applying rational choice theory as a testbed for the convenience factor variable would be an appropriate way to ascertain the relationship between convenience and customer satisfaction with petrol stations in Malaysia. The degree of convenience offered and its impact on customer satisfaction provide valuable insights into the consumer's behaviour and decision-making.

Hypodermic Needle Theory

According to Ebia and John (2019), the Hypodermic Needle Theory, also known as the Magic Bullet Theory (hypodermic syringe model or transmission-belt model), was developed by Harold Lasswell in the 1920s as a linear model of communication. It discusses the media's power over audiences as a magic bullet that enters minds and injects a specific message. Meanwhile, Prilyantinasari and Mulyana (2020) assert that people are susceptible to mass communication messages such as promotions, which are compared to a large syringe with the capacity to act as a very strong stimulant and elicit a strong response, even spontaneously, automatically, and reflectively.

The audience cannot reject the message received from the media, which culminates in a uniform way of thinking among people, resulting in a fixed mindset and perception. Even a single nugget of evidence can induce numerous brain changes and subconsciously modify beliefs (Ebia & John, 2019). Thus, businesses may directly and persistently affect a large group of people through the use of mass media by "shooting" or "injecting" powerful and direct messages designed to elicit a desired response (Al-Obaidi, 2018).

On the other hand, Okon and Ekpang (2021) state that this theory is characterised by behaviourist stimulus-response rhetoric in which the mass media are argued to have direct impacts on audiences, most notably behavioural effects that make people malleable and susceptible to manipulation. Sarbini (2018) continues by stating that the application of the theory has enormous implications for influencing society's cognition, affection, and conation to the point of becoming a guide, which could prove extremely useful in the promotion of services and goods. By implementing strategically created messages to elicit intended comments from consumers, businesses are poised to increase sales and turnover, as customers are powerless to escape the influence (Nwabueze & Okonkwo, 2018).

Thus, applying the hypodermic needle theory as a model for promotion would be an appropriate method for determining the relationship between promotion and customer satisfaction at petrol stations in Malaysia.

The Proposed Research Framework

In line with the research objectives and questions, the theoretical framework is presented in Figure 1 hereunder. It is the basis for the development of this research framework. The research framework is used to denote independent and dependent variables and to establish relationships.

Independent Variables (IVs) Dependent Variable (D)

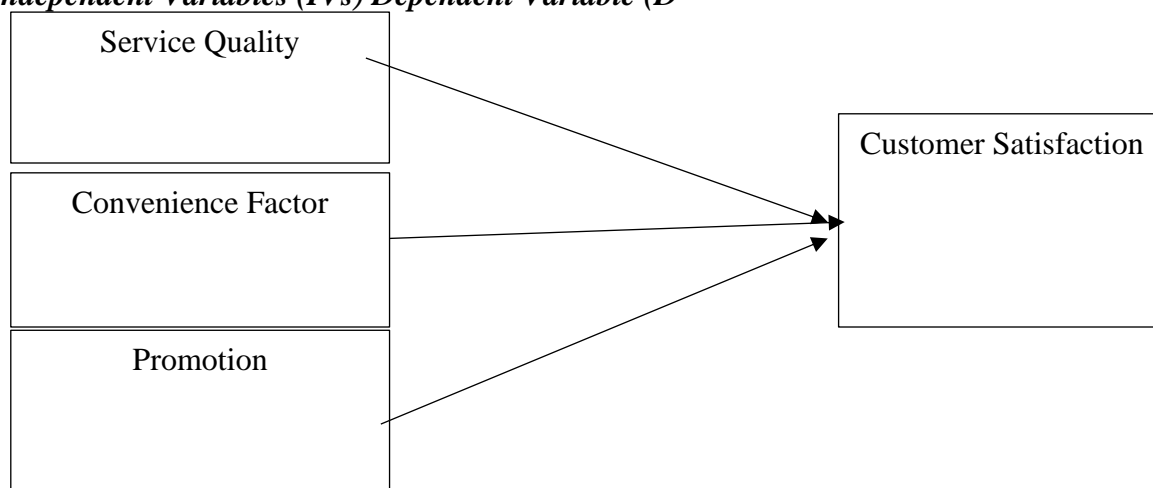


Figure 1: Proposed Research Framework

Research Hypotheses

The following sub hypotheses have been developed for the research study:

H1a: Service quality has a positive, significant relationship with customer satisfaction at petrol stations in Malaysia.

H1b: Convenience factors have a positive significant relationship with customer satisfaction at petrol stations in Malaysia.

H1c: Promotion has a positive, significant relationship with customer satisfaction at petrol stations in Malaysia.

Research Methodology

Research Design and Sampling Plan

In order to achieve the research objectives above, a quantitative research design using an online questionnaire survey was adopted. This was a cross-sectional study where the unit of analysis was comprised of individuals. Since there is no sampling list for the petrol station users, a convenience sampling technique was selected mainly due to the study's larger population. A convenience sampling method as well as a non-probability sampling method will be used. Moreover, due to time limits and cost considerations, it would be impossible to reach a large proportion of the sampling population to complete the questionnaire. Thus, convenience sampling would be the proper sampling approach if the samples were chosen and easily reachable. This indicates that respondents in the survey are acquainted with the researcher, which makes the process easier, reduces the cost, and requires the least amount of time (Saunders et al., 2016).

According to Sekaran and Bougie (2019), the target population is the group of people who share the study's required qualities and nature. When the target population is large, an appropriate sampling procedure must be used for sample analysis (Schindler, 2018). Malaysia's population, as depicted in Figure 2, is 32.45 million, according to statistics from the Malaysian Department of Statistics (2020).

The questionnaire was created electronically and then distributed to the target group

using Google. Malaysian drivers and riders are the intended audience. When a variable is classified into three categories in this questionnaire, the nominal scale is frequently employed (Nassaji, 2015).

Meanwhile, the widely accepted method for determining the sample size for research is to consult Krejcie and Morgan's (1970), which contains sample sizes for various population sizes. Given that this study is assessing consumer satisfaction at petrol stations in Malaysia, the population is undoubtedly more than 1 million, necessitating a sample size recommendation of 384.

Multiple linear regression, multicollinearity (ANOVA), and beta-coefficient testing will be used to test all theories and analyze the relationship between customer satisfaction and service quality, convenience factor, and promotion (independent variables).

Multiple regression analysis is a statistical technique used to ascertain the relationship between independent factors (service quality, convenience factor, and promotion) and the dependent variable (customer satisfaction). The beta coefficient specifies the range over which the dependent variable varies by the value of the beta coefficient, for each unit of the independent variable (Babin et al., 2013). When the p-value is less than 0.05, the discovery is regarded as statistically significant; when the p-value is less than 0.01, it is considered extremely significant (Sekaran & Bougie, 2019).

Research Findings

A total of 400 questionnaires were sent over various social media sites via an online Google form. There were 400 responses, which is a 100% response rate with all the data collected being usable and valid. The total number of respondents is 400, with females accounting for 34.8 percent (n = 143) and males accounting for the majority (64.3 percent, n = 257). The table above indicates that the total number of respondents is 400, with the majority of respondents between the ages of 31 and 40 (37.0%, n = 148), followed by 50 years and above (25.8%, n = 103), followed by 21–30 years old (20.0%, n = 100), followed by 41–50 years old (11.8%, n = 47), and lastly, respondents under 20 years old (0.5%, n = 2). Based on Table 1, the majority of the 400 respondents earn more than RM 8,001 monthly (24.8%, n=99), followed closely by a monthly income of between RM 2,001–RM 4,000 (23.3%, n=93) and RM 4,001–RM 6,000 (22.8%, n=91), subsequently RM 6,001–RM 8,000 (18.0%, n=72) and finally less than RM 2,000 (11.3%, n=45).

Reliability Analysis

The reliability test results for the dependent variable, independent variables, and all variables included in the current investigation. The dependent variable has a Cronbach's alpha of 0.930, while the independent variables of service quality, convenience factor, and promotion have reliability ratings of 0.832, 0.750, and 0.845, respectively. Cronbach's alpha value for all variables is 0.931. According to Hair et al. (2019), the dependent variable of customer satisfaction has an excellent reliability value, the independent variables of service quality and promotion are both good, and lastly, the reliability value for the independent variable of convenience factor is acceptable. This confirms that all objects are consistent and ready for further investigation and analysis.

Multiple regression is used to examine whether there is a relationship between the variables and whether the framework can adequately describe the observed event. If the R2 value is more than 0.4, the model is considered fit and capable of explaining the occurrence,

with the fit being stronger the closer the R² value is to 1. (Hair et al., 2019). The purpose of this study is to determine the effect of customer satisfaction on three independent variables: service quality, convenience factor, and promotion.

Table 1 : Regression Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775 ^a	.600	.597	.49471

a. Predictors: (Constant), Promotion, Service_Quality, Convenience_Factor

Table 1 summarises the study's R and R² results. According to the findings, R equals 0.775 and R² equals 0.600. This means that the independent variables of the study influence 77.5% of customer satisfaction, and the model has a positive linear pattern with 60.0% (0.600) variation within the data, exceeding the rule of thumb of more than 0.400. Other variables not included in this report explain 40.0 % of the variances (Sekaran & Bougie, 2019). As a result, this model is suitable for investigation.

Table 2: Regression Anova

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	145.366	3	48.455	197.986	<.001 ^b
	Residual	96.918	396	.245		
	Total	242.284	399			

a. Dependent Variable: Customer_Satisfaction

b. Predictors: (Constant), Promotion, Service_Quality, Convenience_Factor

According to Table 2, the regression ANOVA demonstrates the degree of significance, or F-value, for both the dependent variable and the three independent variables computed means, which is 197.986. Additionally, the table reveals that a P-value of less than 0.001 meets the thumb rule of being less than 0.05. The investigator may therefore conclude that the model is appropriate for the analysis, demonstrating the critical nature of the F-value in research (Lockings, 2020). Following the evaluation of the F and R squares, it is imperative to establish the regression's beta coefficients (Konalingam, 2017).

Saunders et al. (2016) establish that the range of coefficients should be between +1 and

-1, and it indicates the direction of interaction, while the number indicates the intensity of the relationship, with the correlation being stronger as the coefficient number approaches 1.0. Additionally, Sekaran and Bougie (2019) stated that a p-value of less than 0.05 should be satisfied in the research.

Table 3: Beta Coefficients Result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.792	.128		6.178	<.001
	Service_Quality	.488	.040	.526	12.314	<.001
	Convenience_Factor	.209	.042	.215	4.948	<.001
	Promotion	.123	.036	.141	3.459	<.001

a. Dependent Variable: Customer_Satisfaction

According to Table 3, service quality has been found to be the main influencing factor towards customer satisfaction at petrol stations in Malaysia at 0.526, followed by the convenience factor at 0.215 and lastly, promotion at 0.141. All three p-values are also in line with the rule of thumb of being less than 0.05. Thus, all 3 variables play a significant role in the satisfaction of customers at petrol stations in Malaysia.

Bayliss (2020) suggested that a variance inflation factor analysis (VIF) should be conducted to rule out multicollinearity issues. It is acceptable to assume that variables with VIFs of less than 10 and tolerance levels greater than 0.1 do not exhibit multicollinearity (Saunders et al., 2016).

Table 4: Multicollinearity Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.792	.128		6.178	<.001		
	Service_Quality	.488	.040	.526	12.314	<.001	.553	1.807
	Convenience_Factor	.209	.042	.215	4.948	<.001	.536	1.865
	Promotion	.123	.036	.141	3.459	<.001	.612	1.635

a. Dependent Variable: Customer_Satisfaction

Based on Table 4, it is observed that all three independent variables' tolerance levels were more than 0.1 and the VIF levels were less than 10. With these findings, it is justified that the independent variables do not react negatively to one another, generating skew, and that the amount of uncertainty contained within a single independent variable is not explained by other

factors, implying collinearity (Ong & Puteh, 2017).

A Summary of the Findings

Table 5: Summary of the Findings

Hypotheses	Result
H1a: Service quality have positive significant relationship with customer satisfaction at petrol stations in Malaysia.	Accepted
H1b: Convenience factor have positive significant relationship with customer satisfaction at petrol stations in Malaysia.	Accepted
H1c: Promotion have positive significant relationship with customer satisfaction at petrol stations in Malaysia.	Accepted

Conclusion And Recommendations

The conclusions and implications of this report are addressed to academics and practitioners in this chapter, in which the findings will be analysed in depth in relation to existing literature, and recommendations to the industry and marketers are provided based on the research findings. Finally, but certainly not least, study limitations are discussed, as well as some recommendations for future research.

Discussion Of The Findings And Results

The purpose of this analysis is to determine if service quality, convenience, and promotion have a significant and positive influence on customer satisfaction. Literature study serves as the foundation for developing the conceptual framework. Three hypotheses have been constructed to address the research questions and objectives. The previous section contains the test findings, and the following paragraph has a detailed explanation of the report's conclusions.

H1a: Service quality has a positive, significant relationship with customer satisfaction at petrol stations in Malaysia.

According to Table 6, the strongest positive significant link exists between service quality and customer satisfaction at petrol stations in Malaysia (p-value: 0.001; β : 0.526). The findings indicate that service quality is a critical component of customer satisfaction. This result is consistent with earlier research (Angelia & Miswanto, 2017; Gong & Yi, 2018) indicating that service quality has a major impact on customer satisfaction. Thus, H1 is supported.

H1b: Convenience factors have a positive significant relationship with customer satisfaction at petrol stations in Malaysia.

Numerous studies conducted globally have discovered a strong correlation between convenience and customer satisfaction (De Guzman, Abanilla & Abarquez, 2020; Ranjan, 2020). With a p-value less than 0.001 and a beta of 0.215, H2 is likewise supported, demonstrating that convenience does indeed have a substantial positive association with customer satisfaction at Malaysian petrol stations.

H1c: Promotion has a positive, significant relationship with customer satisfaction at petrol stations in Malaysia.

The results of promotion (p-value: 0.001, β : 0.141) also reveal a positive significant relationship on customer satisfaction at Malaysian petrol stations. This finding is consistent with Aqsa and Risal's (2015) observation that advertising improves consumers' views of

products and has a significant effect on consumer satisfaction. As a matter of fact, effective and well-packaged promotions are able to influence and elicit a favorable response and gratification from customers, contributing to increased sales and turnover (Nwabueze & Okonkwo, 2018). Therefore, H3 is supported.

Recommendations To The Industry

Petrol Station Dealers

Based on the data collected, only 50.5 percent of respondents agreed that petrol station employees demonstrate a high level of concern for resolving issues and complaints. Petrol station dealers should invest more in training employees to improve communication skills, as communication is critical when evaluating service quality, even more so in commercial environments such as fuel stations, where engagement in a variety of relationship settings is required (Safarrudin, 2016). Furthermore, only 57.6 percent of respondents felt that the queueing process at petrol stations was efficient. Customers' expectations are much higher than the perception of the service provided (Karim et al., 2021). By expanding employees to direct traffic to available petrol pumps, petrol station owners can improve customers' view of the service given, which will undoubtedly assist in satisfying expectations.

Petroleum Companies

The obtained data indicated that just 63.1 percent visited petrol stations that offered Automated Teller Machine (ATM) facilities and agreed that frequented petrol stations offered high-quality convenience stores and fast-food outlets. Sharif and Lwee (2017) assert that comforts such as restrooms and rest spaces, food on the go such as sandwiches and hot and cold beverages, and public services like auto-teller machines and free Wi-Fi are all important, as people visit petrol stations for reasons other than refuelling. In this regard, oil companies ought to strengthen ties with banks and fast-food conglomerates to enable the installation of more of these facilities at petrol stations nationwide.

Contributions to Academia

The research has aided in the closure of a knowledge gap in the field of consumer satisfaction, specifically with regard to fuel stations in Malaysia, as the majority of past studies lacked a Malaysian context (Manneh, Kozhevnikov & Chazova, 2020; Purohit, 2022; Uzochukwu, Lilian & Uchenna, 2018). This research has established key fundamentals that will assist future analysts in gaining a better grasp of the elements that affect consumer happiness at Malaysian petrol stations. Besides that, the customer satisfaction data has contributed to the existing literature on petrol station management and marketing in Malaysia. In a nutshell, the research led to closing gaps in the literature and also provided a better understanding and beneficial information for future researchers in this field of study.

Limitations of the Study

This study collected data solely through an online questionnaire, which may jeopardize respondents' cooperation. There is a danger that, under time constraints, respondents did not respond honestly but rather hurriedly and without appropriate attention to the questions. Finally, statistical inaccuracy in the root variance of an independent variable was detected, which could be attributable to the small sample size.

Future Directions of Research

Prospective studies can be expanded to consider the relationship between customer satisfaction and consumer loyalty. By including more loyalty questions in the questionnaire, a deeper insight into customer behavior can be obtained. Future analysis should be carried out

on other variables not included in this report, as this would offer a clearer understanding of the main factors influencing customer satisfaction at petrol stations in Malaysia. For example, the independent variable of location could be tested as it plays an important role in customer satisfaction at petrol stations (Saad & Wahid, 2017). Perceived value is another variable that should be studied more closely as it has been shown to have a relationship with customer satisfaction (Cetină et al., 2015).

Conclusion

The broad purpose of the research was to gain a better understanding of customer satisfaction while specifically investigating the underlying factors (service quality, convenience factor, and promotion) and the relationship these factors have towards customer satisfaction at petrol stations in Malaysia. All three factors were found to have a conclusive positive association towards customer satisfaction, with these results providing support and alignment in relation to previous studies. Concurrently, the research was also intended to provide business owners and petroleum corporations with useful information that would be crucial towards the improvement and expansion of operations.

The synergy between petrol station dealers and the oil companies has to improve as the refinements that are needed to be made require effort from both sides of the industry. Through the hopeful contribution of future research in the same context while probing other contributing variables, it is anticipated that a more comprehensive understanding of customer behaviour as a whole towards petrol stations in Malaysia can be acquired. In short, this study supports the use of SERVQUAL Model, Rational Choice Theory, and Hypodermic Needle Theory to understand customer satisfaction at petrol stations in Malaysia.

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