

## ABSTRAK

Melalui milestone yang panjang, tidak mengubah visi dan misi Pertamina untuk senantiasa memegang teguh komitmen untuk menyediakan energi dan mengembangkan energi baru dan terbarukan dalam rangka mendukung terciptanya kemandirian energi nasional. Memegang amanah sebagai *holding company* di sektor energi sejak ditetapkan oleh Kementerian BUMN Republik Indonesia pada tanggal 12 Juni 2020, Pertamina kini memiliki peran sangat strategis yang membawahi lima sub-holding yang bergerak di bidang energi, yaitu Upstream Sub-holding yang secara operasional dijalankan oleh PT Pertamina Hulu Energi, Gas Sub-holding yang dijalankan oleh PT Perusahaan Gas Negara), Refinery & Petrochemical Sub-holding yang dijalankan oleh PT Kilang Pertamina Internasional, Power & NRE Sub-holding yang dijalankan oleh PT Pertamina Power Indonesia, dan Commercial & Trading Sub-holding yang dijalankan oleh PT Patra Niaga. Sehingga PT Patra Niaga bertanggung jawab pada tingkat hilir untuk memasarkan produk Pertamina dan berhubungan dengan pelanggan Pertamina ([www.pertamina.com](http://www.pertamina.com), diunduh pada 20 Mei 2021).

Menyadari pentingnya peran agen, maka PT. Pertamina Patra Niaga (PPN) perlu meningkatkan daya saingnya. PT. Pertamina Patra Niaga memerlukan langkah-langkah strategis untuk dapat mempertahankan eksistensi dan posisinya dalam pasar yang saat ini semakin berkembang dan kompetitif

Penelitian ini meneliti mengenai pengaruh *procedural justice*, *interactional justice*, *distribute justice*, *customer effort* dan *quality of service solutions* terhadap *customer satisfaction* dan *customer loyalty* di Pt Pertamina Patra Niaga di Area Jawa Timur. Menggunakan probability sampling dan full sampling.

Kata kunci: *procedural justice*, *interactional justice*, *distribute justice*, *customer effort* dan *quality of service solutions* terhadap *customer satisfaction*, *customer satisfaction*, *customer loyalty*, Pertamina, Pt Pertamina Patra Niaga, Pertamina Patra Niaga

## ABSTRACT

Through a long milestone, it does not change Pertamina's vision and mission to always uphold its commitment to provide energy and develop new and renewable energy in order to support the creation of national energy independence. Holding the mandate as a holding company in the energy sector since it was established by the Ministry of SOEs of the Republic of Indonesia on June 12, 2020, Pertamina now has a very strategic role in overseeing five sub-holdings engaged in energy, namely Upstream Sub-holding which is operationally run by PT. Pertamina Hulu Energi, Gas Sub-holding run by PT Perusahaan Gas Negara), Refinery & Petrochemical Sub-holding run by PT Pertamina International Refinery, Power & NRE Sub-holding run by PT Pertamina Power Indonesia, and Commercial & Trading Sub-holding -holding run by PT Patra Niaga. So that PT Patra Niaga is responsible at the downstream level for marketing Pertamina products and dealing with Pertamina customers ([www.pertamina.com](http://www.pertamina.com), downloaded on May 20, 2021).

Realizing the importance of the agent's role, PT. Pertamina Patra Niaga (PPN) needs to increase its competitiveness. PT. Pertamina Patra Niaga requires strategic steps to be able to maintain its existence and position in a market that is currently growing and competitive

This study examines the effect of procedural justice, interactional justice, distributed justice, customer effort and quality of service solutions on customer satisfaction and customer loyalty at PT Pertamina Patra Niaga in the East Java Area. Using probability sampling and full sampling

Keywords: procedural justice, interactional justice, distribute justice, customer effort and quality of service solutions to customer satisfaction, customer satisfaction, customer loyalty, Pertamina, Pt Pertamina Patra Niaga, Pertamina Patra Niaga