

## ABSTRAK

PT. Pertamina (Persero) merupakan satu-satunya Perusahaan BUMN yang ditugaskan Pemerintah untuk menyediakan dan menyalurkan Bahan Bakar Minyak secara Nasional kepada masyarakat Indonesia. Sebagai satu-satunya Perusahaan plat merah yang diserahkan tanggung jawab atas distribusi BBM secara Nasional. Dengan maraknya kehadiran perusahaan swasta yang bergerak di bidang penjualan BBM retail, agar tidak kehilangan konsumen loyalnya, PT. Pertamina (Persero) terus berusaha untuk menciptakan strategi dan inovasi baru dalam memuaskan pelanggan dan tetap berupaya memperhatikan peningkatan pelayanan kepada para pelanggan (Admin, Sekilas Pertamina, 2021)

Salah satu cara PT. Pertamina (Persero) dalam meningkatkan penjualan produk dan pelayanan adalah dengan meluncurkan Aplikasi MyPertamina yang ada di genggaman pelanggan melalui smartphone berbasis Ios dan Android. pembayaran dengan cara non tunai akan menjadi cara baru saat bertransaksi di era post-Covid-19. Pada akhirnya, pembayaran digital seperti e-wallet dipilih konsumen tidak hanya karena faktor promo, akan tetapi sudah menjadi kebutuhan lantaran dianggap memberi keamanan dan kenyamanan saat melakukan transaksi Dukungan dan kepercayaan yang kuat dari pelanggan merupakan salah satu modal bagi kemajuan Pt Pertamina, dan agar bisa tetap menjalankan usaha secara baik dan sesuai dengan peraturan dari pemerintah.

Penelitian ini meneliti mengenai pengaruh reliability, privacy amd security, website design, dan customer service and support terhadap e-customer satisfaction dan e-customer loyalty, di aplikasi MyPertamina Area Surabaya Raya. Menggunakan non probability sampling dan snowball sampling.

Kata kunci: liability, privacy amd security, website design, e-customer satisfaction, e-customer loyalty, MyPertamina, Pertamina

## **ABSTRACT**

PT. Pertamina (Persero) is the only state-owned company assigned by the Government to provide and distribute fuel oil nationally to the people of Indonesia. As the only state-owned company that has been assigned responsibility for the distribution of BBM nationally. With the rise of the presence of private companies engaged in retail fuel sales, so as not to lose their loyal customers, PT. Pertamina (Persero) continues to strive to create new strategies and innovations in satisfying customers and continues to pay attention to improving service to customers (Admin, Pertamina at a Glance, 2021)

One way PT. Pertamina (Persero) in increasing sales of products and services is by launching the MyPertamina Application which is in the hands of customers through smartphones based on Ios and Android. non-cash payments will be a new way of transacting in the post-Covid-19 era. In the end, digital payments such as e-wallet are chosen by consumers not only because of the promo factor, but have become a necessity because they are considered to provide security and convenience when conducting transactions. Strong support and trust from customers is one of the capital for the progress of PT Pertamina, and in order to be able to continue to run the business properly and in accordance with government regulations.

This study examines the effect of reliability, privacy and security, website design, and customer service and support on e-customer satisfaction and e-customer loyalty, in the MyPertamina Area Surabaya Raya application. Using non-probability sampling and snowball sampling.

**Keywords:** liability, privacy amd security, website design, e-customer satisfaction, e-customer loyalty, MyPertamina, Pertamina