

**PENGARUH BISNIS NFR TERHADAP PENGAMBILAN KEPUTUSAN KONSUMEN
DALAM MEMILIH SPBU**

PROPOSAL SKRIPSI

Disusun Oleh :

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BAB I

PENDAHULUAN

1.1. Latar Belakang

Stasiun Pengisian Bahan Bakar Umum (SPBU) atau dikenal dengan istilah pompa bensin oleh masyarakat merupakan mitra dari Perseroan Terbatas (PT) Pertamina dengan kegiatan utamanya adalah menyalurkan atau menjual bahan bakar minyak (BBM) bersubsidi atau non-subsidi kepada masyarakat umum. Selain sebagai penyalur atau penjual BBM, SPBU memiliki kerja sama dengan perusahaan yang bergerak di bidang non-BBM yang disebut dengan bisnis *Non Fuel Retail* (NFR). Bisnis NFR dapat membantu meningkatkan pendapatan dari SPBU selain dari bisnis utamanya yaitu menyalurkan atau menjual BBM. Selain itu bisnis NFR diharapkan untuk meningkatkan daya saing SPBU PT. Pertamina dibandingkan dengan SPBU asing / pesaing.

Lokasi SPBU dibagi berdasarkan wilayah yang telah ditetapkan oleh PT. Pertamina. Di dalam 1 wilayah terdapat beberapa SPBU yang memungkinkan berjarak tidak lebih dari 1 km, seperti di Jl. Soekarno Hatta, Bandung, Indonesia, terdapat 2 unit SPBU di daerah tersebut. Tetapi salah satu dari SPBU tersebut mempunyai omset yang lebih tinggi dari SPBU lainnya.

Dari fenomena yang telah dijelaskan sebelumnya, bisnis NFR dapat meningkatkan pendapatan dari SPBU. Selain meningkatkan pendapatan, bisnis NFR dapat menarik minat dari konsumen untuk membeli BBM di SPBU tersebut. Berdasarkan latar belakang tersebut, peneliti tertarik untuk melakukan penelitian dengan judul **“PENGARUH BISNIS NFR TERHADAP PENGAMBILAN KEPUTUSAN KONSUMEN DALAM MEMILIH SPBU”**.

1.2 Pertanyaan Penelitian

1. Bagaimana pengaruh bisnis NFR terhadap pengambilan keputusan konsumen dalam memilih SPBU ?
2. Bagaimana manfaat bisnis NFR terhadap SPBU ?

1.3 Literatur Studi

| No | Nama Pengarang / Tahun | Judul Artikel | Variabel | Metode Penelitian | Hasil | Persamaan dengan penelitian yang dilakukan | Perbedaan dengan penelitian yang dilakukan |
|----|--|--|--|---|--|--|--|
| 1 | Sandra Patricia Bezerra Rocha Eduardo José Oenning Soares Denise Dumke de Medeiros | A model for evaluating environmental impacts in gas stations | enterprise, researchers and governmental environmental agencies for evaluating the environmental impacts of gas stations | The design and implementation of this study followed steps that enabled a survey to be conducted by combining a wide variety of sources and bibliographical material, such as manuals, regulations, standards, laws and articles necessary for drawing up the model and the indicators of environmental impacts; and next the authors used two case studies to test the proposed model and exemplify the application. | The purpose of this paper is to set out a method for evaluating environmental impacts in the area of gas stations. | | |
| 2 | Sarra Dahmani Xavier Boucher Sophie Peillon Béatrix Besombes | A reliability diagnosis to support servitization decision-making process | | The scientific orientation of this research consists in working at improving the efficiency of the servitization decision-making process, by identifying factors of non-reliability, in order to propose remediation actions for the whole process. Improving the final decisions taken by the managers is considered as a consequence of the improvement of the decision-making process reliability. The method, based on modeling and evaluation, requires the specification of a decision process model for servitization, used as a basis to assess decision process reliability and diagnose the enterprise's servitization decision system. Improving the | Servitization of manufacturing is characterized by very complex decision processes within strongly unstable and uncertain decision contexts. Decision-makers are faced with situations of lack of internal and external information. The purpose of this paper is to develop a decision aid approach to support the management of servitization decision-making processes. | | |

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| | | | | final decisions made by the managers is considered as a consequence of the improvement of the decision-making process reliability | | | |
| 3 | Emiel L. Eijdenberg Leonard J. Paas Enno Masurel | Decision-making and small business growth in Burundi | | On the basis of primary data from a pre-study of 29 expert interviews, a questionnaire was developed and was filled in by 154 small business owners in Burundi's capital, Bujumbura. Subsequently, correlation analyses, a factor analysis and regression analyses were performed to test the hypotheses. | | | |
| 4 | J.R.C. Pimentel J.R. Kuntz Detelin S. Elenkov | Ethical decision-making, an integrative model for business practice | | Following the review, the paper advances a descriptive model of ethical decision-making criteria that elucidates how individual, organizational, and environmental variables interact to influence attitude formation across critical components of an ethical issue. | | | |
| 5 | Carolina Walger Karina De Dea Roglio Gustavo Abib | HR managers' decision-making processes, a "reflective practice" analysis | | A qualitative study was conducted based on an analysis of five HR department managers' strategic decision-making processes. | | | |

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