

V. CONCLUSION AND IMPLICATION

A. Conclusion

Based on previous chapter explanation about the result of this research, so it can be conclude that:

1. Based on f-test, simultaneously variable price of Pertamina, price of Pertalite, income, year of vehicle and vehicle type affecting the demand for Pertamina in Purwokerto. Partially, independent variable X_1 which is price of Pertamina, X_2 which is price of Pertalite and D_4 which is year of vehicle have no significant effect on pertamax fuel demand in Purwokerto, but variable X_3 which is income and D_5 which is vehicle type have positive significant effect on Pertamina demand in Purwokerto.
2. Based on elasticity test, the most dominant variable on this model is vehicle type (D_5). So it means the demand for pertamax is mostly affecting by vehicle type rather than income.

B. Implication

Implication is the final goal that a researcher should suggest to the party who are related to this research based on what researcher has been found. The implication of this research are as follows:

1. The price variable both Pertamina price and the price of Peralite as substitution goods states that these two variables have a negative effect on Pertamina demand, it shows that Pertamina consumers in Purwokerto have a tendency to keep putting the quality at any price level set by the government so it gives a positive trend to a Pertamina demand in Purwokerto. Government in this case PT Pertamina (Persero) regional IV have to further intensify massively on advertising on good impact of Pertamina either for machine or environment.
2. Vehicle type has the greatest significant influence on Pertamina demand because car has a bigger tank than motorcycle. As of 100 respondents, about 79 percent of consumers stated that PT Pertamina (Persero) has been able to provide fuel for the community and 21 percent said not yet because many areas are still unable or even difficult to access fuel. So some of them are forced to buy fuel from 'Pertamini' because it is difficult to reach the gas station. Nevertheless, out of 100 respondents, about 80 percent stated that PT Pertamina (Persero) has been able to be customer oriented and feels that PT Pertamina (Persero) has provided good service to consumers as evidenced by never having vacancies or delay in tanks in pom gasoline around Purwokerto. Based on research results, PT Pertamina (Persero), especially for regional IV marketing office is expected to

improve better performance and quality both in terms of service and distribution in order to continue to excel in competing with the competitors.

C. Research Limitations

Along description of this research, there are also limitations contained in this research such as:

1. Research only held in Purwokerto so it is not generally represent all consumer because it is only small part of Banyumas Regency.
2. Alpha used in *Slovin* formula is 10% because it shows only 99.96 or 100 respondents to be investigated rather than using alpha 5% that shows 397 respondents due to the limitations of fund, time and human capability.
3. There are 12 outlier data which has extreme value and can not be included on data analysis.
4. Expenditure used in the questionnaire is a proxy of income.