The Influence Of Market Strategy And Marketing Mix Toward The Brand Image Of Pertamax And The Implication Toward The Consumer's Decision Making Of Purchasing Fuel In Jakarta

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Abstract
Pertamax is one of the PT. Pertamina (Persero)’s products designated for automobile in Indonesia. The number of automobile is increasing every year, but it does not equaled by the consumption of Pertamax. The Pertamax competitiveness research is conducted by analyzing the performance of market strategy and marketing mix toward the brand image of Pertamax and its implication to the decision making of consumer’s fuel purchase in Jakarta. This research is involving 100 respondent of automobile users by using Path Analysis to measure the performance of market strategy, marketing mix and brand image toward consumer’s decision making, which will affect the competitiveness of Pertamax in the future. The objective of this research is to evaluate the performance of Pertamax in order to increase the competitiveness of Pertamax in Indonesia.