

ABSTRAK

Latar belakang penelitian terkait kualitas pelayanan yang mengalami antrian panjang akibat pelayanan yang lambat karena sistem pembayaran yang sering mengalami gangguan melalui Mypertamina, tujuan penelitian untuk mengetahui bauran strategi promosi Mypertamina dan kualitas pelayanan pengisian Bahan Bakar Minyak yang dijalankan oleh di Stasiun Pengisian Bahan Bakar Umum Caringin Bandung.

Metode penelitian yang digunakan yaitu pendekatan kualitatif dengan jenis metode deskripsi. Teknik pengumpulan data menggunakan instrumen wawancara, observasi, dan dokumentasi. Teknik analisis data meliputi data *reduction* (reduksi data), *data display* (penyajian data), dan data *conclusion drawing/verification*. analisis data menggunakan triangulasi.

Hasil penelitian, Strategi Promosi MyPertamina dalam Upaya Meningkatkan Kualitas Pelayanan Pengisian BBM di SPBU Caringin menawarkan pembayaran digital, promo *cashback*, dan *reward*. Namun, efektivitasnya masih terkendala oleh kesulitan registrasi akun, gangguan jaringan, dan resistensi pelanggan terhadap metode pembayaran digital. untuk meningkatkan pelayanan, SPBU mengombinasikan promosi dengan penerapan SOP pelayanan yang baik, menangani keluhan pelanggan dengan sigap, dan menyediakan berbagai metode pembayaran agar pengalaman pelanggan lebih nyaman dan efisien. Kesimpulan SPBU Caringin sudah menerapkan strategi promosi dengan baik namun *sales promotion dan direct marketing* belum optimal karena kendala teknis dan rendahnya minat pelanggan. Sedangkan kualitas pelayanan sudah menerapkan lima dimensi dengan baik. Rekomendasi utama pada sistem aplikasi mypertamina harus ada perbaikan.

Kata kunci :Strategi Promosi Mypertamina, kualitas pelayanan.

ABSTRACT

The background of the research is related to the quality of service that experiences long queues due to slow service because the payment system is often disrupted through Mypertamina, the purpose of the study is to determine the mix of Mypertamina's promotional strategies and the quality of fuel filling services carried out at the Caringin Bandung Public Fuel Filling Station.

The research method used is a qualitative approach with a descriptive method type. Data collection techniques use interview instruments, observation, and documentation. Data analysis techniques include data reduction, data display, and data conclusion drawing/verification. data analysis uses triangulation.

The results of the study, MyPertamina's Promotion Strategy in an Effort to Improve the Quality of Fuel Filling Services at Caringin Gas Stations offers digital payments, cashback promos, and rewards. However, its effectiveness is still constrained by the difficulty of account registration, network disruptions, and customer resistance to digital payment methods. to improve service, gas stations combine promotions with the implementation of good service SOPs, handle customer complaints promptly, and provide various payment methods so that the customer experience is more comfortable and efficient. Conclusion Caringin gas station has implemented a good promotion strategy but sales promotion and direct marketing have not been optimal due to technical constraints and low customer interest. While the quality of service has implemented five dimensions well. The main recommendation on the mypertamina application system must be improved.

Keywords: Mypertamina Promotion Strategy, service quality.