

Assessing the Role of E-Govqual in Improving Public Satisfaction with the MyPertamina Application in Setiabudi District

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Abstract

This research aims to analyze the influence of Customer Satisfaction on the quality of e-government services (E-Govqual) on the use of the My Pertamina application in Setiabudi District. The research method used was quantitative with a survey approach by distributing questionnaires to 150 respondents. The data collected was analyzed using validity tests, reliability tests, and hypothesis testing through linear regression analysis. The research results show that there is no significant influence between Customer Satisfaction and E-Govqual. This is proven by a correlation value of 0.160, which indicates a very weak relationship, as well as a coefficient of determination (R^2) value of 2.56%, which indicates that variations in E-Govqual are only slightly influenced by Customer Satisfaction. The results of the hypothesis test show a significance value of $0.050 > 0.05$ and $F_{count} (3.891) < F_{table} (3.905)$, so that the null hypothesis (H_0) is accepted and the alternative hypothesis (H_1) is rejected. Satisfaction (X) on E-Govqual (Y) is $0.050 > 0.05$, and the calculated F -value (F -count) is less than the F -table value, namely $3.891 < 3.905$. These findings suggest that other factors beyond Customer Satisfaction may have a greater influence on e-government service quality. Based on the results, it is recommended that the development of the My Pertamina application be more focused on improving system quality, ease of use, and other technical aspects to improve overall service quality.

Keywords: Customer Satisfaction, E-Govqual, Service Quality, Digital Applications

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1. INTRODUCTION

Crude oil plays an important role in human life as one of the strategic commodities that supports various sectors of life. Crude oil serves as the main raw material in the production of Fuel Oil (BBM) and is a primary energy source that is highly needed to support social and economic activities worldwide [10]. To this day, the use of BBM remains a basic necessity for society, especially in the transportation sector, which dominates global energy consumption [9]. BBM also plays a significant role in maintaining economic stability because fluctuations in BBM prices can affect logistics costs, the prices of essential goods, and trigger inflation that directly impacts people's purchasing power [12]. Challenges in managing BBM also include efficient and targeted distribution.

Pertamina, as a state-owned company, has been mandated by the government to distribute subsidized BBM in accordance with the established quota and to ensure that it reaches low-income communities, according to the Ministry of Energy and Mineral Resources in

2023. One way to prevent pollution is by socializing and educating the public about the dangers of waste [22]. However, according to a report by the Oil and Gas Downstream Regulatory Agency based on data from BPH Migas, the distribution of subsidized BBM is often misdirected, with many being enjoyed by more affluent groups who are not entitled to it [6]. To address this issue, the government, together with Pertamina, launched a digital innovation in the form of the My Pertamina application [2]. This application is expected to improve the efficiency of subsidized BBM distribution by using a data-based registration system to verify the eligibility of subsidized BBM users.

However, despite the implementation of this application, the public still faces various challenges, such as a lack of understanding of technology, limited internet access, and complaints related to user experience [8]. The presence of the My Pertamina application is not only intended to simplify the distribution of subsidized BBM but also represents one form of e-government implementation in Indonesia [11].

In the context of e-government, the application of information technology aims to improve the quality of public services, transparency, and government accountability [15]. However, the effectiveness of this application still needs to be evaluated to ensure that it truly provides a positive impact on increasing public satisfaction as end-users [18]. The issues that arise in the implementation of the My Pertamina application include several important aspects [20]. First, the low level of public understanding regarding the use of this application, particularly among users who are not familiar with digital technology. Second, technical constraints such as difficulties in the registration process, slow data verification, and frequent system disruptions cause discomfort for users. Third, the lack of responsive customer service to address user complaints also becomes a barrier to improving public satisfaction. Additionally, the disparity in internet access in certain areas worsens the effectiveness of the application's implementation [5][19]. This study aims to measure the level of public satisfaction in Setiabudi District in using the My Pertamina application [13]. The My Pertamina application, an innovation from Pertamina since 2017, was introduced to provide convenience for the public in transactions at Pertamina. However, to date, there has been little research evaluating the public satisfaction level with the use of the My Pertamina application, especially in the Setiabudi District of South Jakarta. Using the E-GovQual method, this study focuses on evaluating the quality of digital services based on aspects of usability, reliability, and citizen support [4]. The results of this study are expected to provide input for the government and Pertamina to improve the quality of subsidized fuel services and support the optimization of technology implementation in public services.

2. METHODOLOGY

Using the E-GovQual method as a tool to measure the level of public satisfaction with the MyPertamina application in Setiabudi District. E-GovQual is an instrument designed to assess the quality of electronic government services, referring to dimensions that include effectiveness, efficiency, and user satisfaction. In this study, the data collection technique used is through the distribution of questionnaires. The questionnaire is specifically designed to measure the level of public satisfaction with the use of the MyPertamina application, based on the indicators from the E-GovQual method.

The research methodology stages will be described as outlined below:

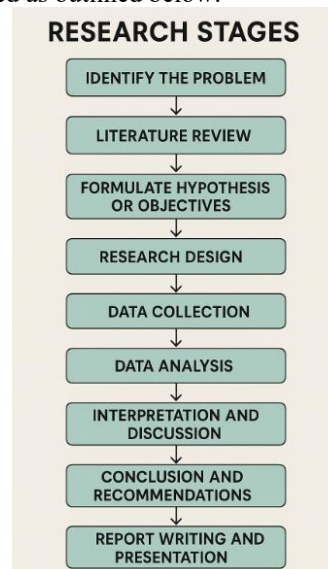


Figure 1 Research Stages

- a. Identify the Problem
Define the research question or problem clearly.
- b. Literature Review
Explore existing research and theories related to the topic.
- c. Formulate Hypothesis or Objectives
Develop a hypothesis (for scientific studies) or specific research objectives.
- d. Research Design
Choose the methodology (qualitative, quantitative, or mixed methods), design experiments or surveys.
- e. Data Collection
Gather data through experiments, interviews, surveys, or observations.
- f. Data Analysis
Analyze the collected data using statistical or qualitative analysis tools.
- g. Interpretation and Discussion
Interpret the results, discuss findings, and compare with previous research.
- h. Conclusion and Recommendations
Summarize key findings, draw conclusions, and provide suggestions for future research or practical applications.
- i. Report Writing and Presentation
Write the research paper or report and present the results to stakeholders or publish them.

The E-GovQual method was used as a tool to measure the level of public satisfaction with the MyPertamina application in Setiabudi District. E-GovQual is an instrument designed to

assess the quality of electronic government services by referring to dimensions that include effectiveness, efficiency, and user satisfaction. This study involved 150 respondents who are active users of the MyPertamina application in Setiabudi District. The questionnaire was distributed online using the Google Forms platform during the data collection period, which took place from November to December 2024. Respondents were selected using purposive sampling, with the criterion that they had used the MyPertamina application for at least one month. Out of the total 150 questionnaires distributed, all were successfully completed and returned by the respondents, with a 100% response completeness rate. This indicates a high level of respondent participation in this study, ensuring that the data could be processed without any need for deletion due to incomplete responses.

Table 1 Questionnaire Results

Description	Quantity
Total questionnaires obtained	150 (100%)
Usable data	150 (100%)
Unusable data	0 (0%)

3. RESEARCH RESULTS

In this study, respondents can be identified based on their full names and gender. The following diagram illustrates the gender distribution of all respondents, Male respondents dominated participation in this study compared to female respondents. Female respondents accounted for 16.9%, while male respondents made up 83.1% of the total. This study also included a question regarding whether or not the respondents had made transactions using the MyPertamina application, and the result showed that 100% of respondents had previously made transactions. The following is the illustrative diagram:

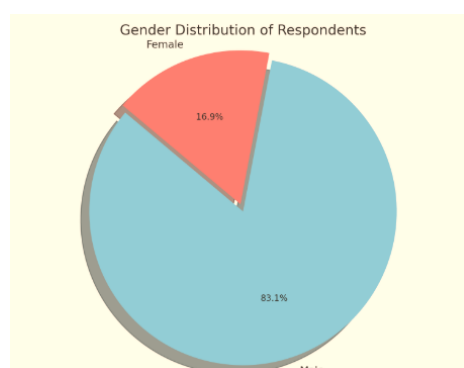


Figure 2 Gender Distribution

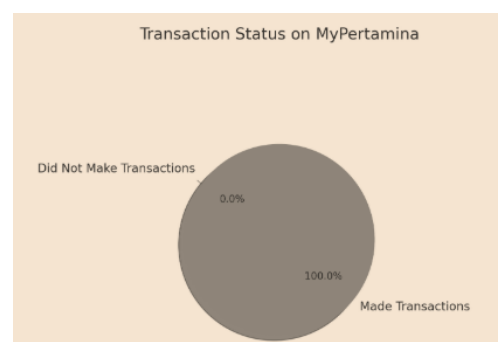


Figure 3 Application User Distribution

The validity test used in this study was conducted using SPSS, as follows:

Table 2. Validitas X

	X01	X02	X03	X04	X05	X06	X07	X08	X09	X10	X11	X12	X13	X14	X15	Total
001	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
002	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
003	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
004	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
005	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
006	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
007	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
008	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
009	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
010	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
011	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
012	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
013	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
014	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
015	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
016	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
017	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
018	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
019	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
020	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
021	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
022	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
023	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
024	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
025	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
026	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
027	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
028	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
029	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
030	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
031	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
032	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
033	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
034	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
035	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
036	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
037	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
038	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
039	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
040	Pretest	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

Validity testing is conducted to measure the extent to which each questionnaire item accurately represents the variable being measured. In this study, the validity test used the Pearson Product Moment correlation method to examine the relationship between each item score and the total score. Based on the calculations, the correlation coefficient value (r -calculated) for each item was compared to the r -table value at a 5% significance level ($\alpha = 0.05$).

Table 3. Validitas Y

[illegible]

The population in this study consisted of 14,925 individuals, with a sample size of 150 respondents, determined using the Slovin formula with a margin of error of 10% (0.10). The results of the validity test indicated that most of the statement items had r-calculated values greater than the r-table, meaning those items are valid. This demonstrates that the items are capable of accurately measuring the intended construct. The high level of validity also indicates that the questionnaire instrument used is relevant and reliable for data collection. Following are the results Reliability Test Analysis of Customer Satisfaction Variables:

Table 2. Reliability Test Analysis Table

x	
Cronbach's Alpha	N of Items
0,791	15

Based on the available information, it can be concluded that the variable values in this questionnaire are considered strong or reliable, with a score of 0.791, which falls into the high category, as the calculation results in a value greater than 0.06.

Table 3. Reliability Test of eGovqual

Reliability Statistics	
Cronbach's Alpha	N of Items
0.610	15

Based on the available information, it can be concluded that the variable values in this questionnaire are considered strong or reliable, obtaining a score of 0.610, which falls into the high category, as the calculation yields a value greater than 0.06.

1. Hypothesis Testing T (Partial)

The T-test is conducted to determine whether there is a significant effect or relationship between the independent variable and the dependent variable. This test also aims to assess the extent to which the independent variable can influence the dependent variable, while considering and controlling for other variables that may play a role in the relationship.

Table 4. T - test

		Coefficients ^a		Standardized Coefficients	t	Sig.
Model		Unstandardized Coefficients	Std. Error	Beta		
1	(Constant)	58.204	2.288		25.438	.000
	Kepuasan Pelanggan	.099	.050	.160	1.973	.050

a. dependent Variable: E-Govqual

The results shown in the table above indicate that the significance value for the effect of Customer Satisfaction (X) on E-Govqual (Y) is $0.000 < 0.05$. In addition, the calculated t-value (t-count) obtained is 1.973, which is less than the t-table value of 1.976. Based on this, it can be concluded that H1 (the alternative hypothesis) is rejected and H0 (the null hypothesis) is accepted. This means that there is no significant effect between the Customer Satisfaction variable (X) and the E-Govqual variable (Y).

2. Hypothesis F Test (Simultan)

The F-test (ANOVA) is used to assess the suitability of the data model employed in the research. This test aims to examine whether there are significant differences between the groups or variables being tested, as well as to determine the extent to which the applied regression model can explain the overall variability of the data. The results of the F-test provide an overview of whether the relationships between the variables tested can be statistically accepted or rejected. The following are the F-test results obtained using SPSS version 25.

Table 4. T - test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.799	1	76.799	3.891	.050 ^b
	Residual	2920.861	148	19.736		
	Total	2997.660	149			

a. Dependent Variable: E-Govqual
b. Predictors: (Constant), Kepuasan Pelanggan

Based on the results of the F-test, the calculated F-value (F-count) is 3.891 with a significance

level of 0.050. Meanwhile, the F-table value is calculated using the following formula:

$$F_{table} = F_{inv} (0,05 ; k ; n - k - 1) \\ F_{inv} (0,05 ; 1 ; 150 - 1 - 1) = 3,905$$

By referring to the number of independent variables and n as the number of samples. From these calculations, it is found that the significance value for the effect of Customer Satisfaction (X) on E-Govqual (Y) is $0.050 > 0.05$, and the calculated F-value (F-count) is less than the F-table value, namely $3.891 < 3.905$. Therefore, it can be concluded that there is no significant effect between the Customer Satisfaction variable (X) and the E-Govqual variable (Y).

4. DISCUSSION

The results of the hypothesis testing regarding the relationship between the customer satisfaction (X) variable and the E-Govqual (Y) variable indicate that there is no significant effect between the two variables. Although a positive correlation exists, the obtained correlation value is 0.160, which indicates a very weak level of association between customer satisfaction. The coefficient of determination (R^2) of 2.56% shows that only a small portion of the variation in E-Govqual method can be explained by customer satisfaction, while the remaining variation is influenced by other factors not measured in this study. Based on the hypothesis testing results, the significance value obtained is $0.050 > 0.05$, and the calculated F-value (F-count) is lower than the F-table value, $3.891 < 3.905$, thus the null hypothesis (H_0) is accepted and the alternative hypothesis (H_1) is rejected. This indicates that there is no significant effect of customer satisfaction within the context of this study. This finding is consistent with several studies that have also found that the impact of customer satisfaction on service quality in the e-government sector is not always significant. For example, research by (Al-Qeisi et al., 2014) found that although there is a relationship between satisfaction and digital service quality, its effect is not strong enough to be considered significant in every context. Another study by (Munas Dwiyanto, 2021) also showed that the quality of e-government services can be influenced by various other factors beyond just user satisfaction. Therefore, it can be concluded that customer satisfaction does not have a significant impact on E-Govqual. Other variables not covered in this study may have a greater impact on the overall service quality.

5. CONCLUSION

This study aimed to examine the impact of E-Govqual implementation on user satisfaction with the MyPertamina application in Setiabudi District. Based on the findings, it can be concluded that while there is a positive correlation between customer satisfaction and the E-Govqual dimensions—such as service quality, reliability, accessibility, data security, and user experience—the strength of this relationship is relatively weak. The correlation coefficient of 0.160 and a coefficient of determination (R^2) of 2.56% indicate that only a small proportion of user satisfaction can be explained by the quality of e-government services provided by the application. Furthermore, hypothesis testing showed a significance value above the threshold ($0.050 > 0.05$) and an F-value lower than the F-table, suggesting that the influence of E-Govqual on satisfaction is not statistically significant. These results imply that while the application meets some standards of e-government service quality, other factors not covered by E-Govqual may play a more substantial role in shaping user satisfaction. Therefore, future improvements to MyPertamina should consider broader aspects, including technical performance, user support, and personalization features to enhance overall satisfaction. This study will examine the level of public satisfaction in the Setiabudi District regarding the use of the MyPertamina application by applying the E-Govqual method. The scope of this research includes several aspects as follows: Research subjects the study focuses on residents of Setiabudi District who have used the MyPertamina application. Respondents will be selected from various demographic backgrounds to obtain a comprehensive overview. Aspects studied this research will assess several dimensions of public satisfaction, including service quality, reliability, ease of access, data security, and user experience of the MyPertamina application. There is a positive correlation, with a correlation value of 0.160, indicating a very low level of association between Customer Satisfaction and E-Govqual. The coefficient of determination (R^2) of 2.56% shows that only a small portion of the variation in E-Govqual can be explained by Customer Satisfaction, while the remaining variation is influenced by other factors not measured in this study. Based on the hypothesis testing results, the significance value obtained is $0.050 > 0.05$, and the calculated F-value (Fcount) is lower than the F-table value, namely $3.891 < 3.905$. This research enriches the literature on e-government

service quality by applying the E-GovQual method specifically to the context of BUMN's digital application, namely MyPertamina. The geographical focus on Setiabudi District provides a relevant micro overview of the implementation of public service technology in urban areas with high levels of digital use. This study provides an empirical picture of people's perceptions and satisfaction with various dimensions of MyPertamina services (for example, ease of use, system reliability, user support, and information security), so that it can be used as direct evaluation material by application managers.

6. SUGGESTION

Based on the results of the research, several suggestions can be considered for further development, management of the MyPertamina application is advised to continuously improve service quality, particularly in terms of access speed, system reliability, and user comfort. This is essential to strengthen users' positive perceptions of the application, Enhancement of Security and Privacy Features: Given the importance of protecting personal data in digital applications, strengthening security features and ensuring transparency in user data management should be prioritized to build public trust. Expansion of the Factors Studied: Future research should consider incorporating additional variables that may influence user satisfaction, such as technical support quality, application interactivity, and the introduction of new features, to provide a more comprehensive analysis.

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