

## Behavior of Pertamina Retail Gasoline Traders After the Existence of Public Fuel Filling Stations (SPBU)

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**Abstract:** This research was conducted with the aim of describing the behavior and outlining the strategies implemented by Pertamina retail gasoline traders in maintaining their businesses after the establishment of a gas station in Umbulan Village. The use of methods in this research is descriptive qualitative research with data collection techniques through observation, in-depth interviews, and documentation. In this study, it was found that the behavior of Pertamina retail gasoline traders after the establishment of a gas station in Umbulan Village is more dominantly influenced by external factors from the surrounding environment or market conditions such as the gas station's operating hours, the shift of customers to the gas station, and the proximity to the gas station in Umbulan Village. Thus, the Pertamina retail gasoline traders demonstrate resilience by adapting to market changes and remaining focused on their main objectives, as reflected in their commitment to keep their business open every day despite having few customers. Traders also build close relationships with local customers and suppliers, which are not only based on economic transactions but also on social relations. Although there are disputes between the retail gasoline traders and the Umbulan Village gas station, the traders strive to maintain good relationships. Then, the traders maintain their relationship patterns through good communication and close social interactions, which highlight the importance of social norms in maintaining harmonious relationships. By implementing adaptation strategies, achieving goals, integration, and maintaining good relationship patterns, they strive to survive in the increasingly fierce competition.

**Keywords:** Adaptation, Competition, Resilience

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### 1. Introduction

Currently, the Pertamina business in Indonesia has spread to remote areas of the country, in sub-districts and villages. The daily demand for fuel by the community has increased, opening up opportunities for local residents to start Pertamina businesses. Pertamina can reach remote villages because it does not need to meet complicated requirements to establish a business due to its home-based or informal nature without an official business permit, and Pertamina can be found near residential areas. The Pertamina business will continue to exist as long as the community still needs fuel.

Fossil fuels will continue to be needed by society and will increase as long as people maintain their daily habits of traveling anywhere using private vehicles (including motorcycles and cars), whether for long or short distances, so society has become accustomed to using private vehicles instead of choosing to walk. Because of this habit, many people prefer to buy private vehicles, whether used or new, just to make it easier for them to travel long or short

distances. Thus, every year the number of family vehicles increases (Masuara & Saputera, 2020).

The increase in the number of family transportation users is not matched by the even distribution of Pertamina fuel stations in every area, especially in villages. This situation was then utilized by local residents with capital to open Pertamina businesses near residential areas, so the community felt helped and preferred to fill up gasoline at the nearest Pertamina rather than having to search for a gas station that was quite far away (Kurniawan, 2020).

From a sociological and economic perspective, society has traits and behaviors that will take action by considering the benefits and consequences (Adam Smith in Habib et al., 2022) in living life to meet needs and self-satisfaction, but they will also think and then act after considering the surrounding conditions (Zusrony, 2021). Therefore, it is not surprising that society considers the benefits and consequences of choosing to fill up with gasoline at a gas station or at Pertamina.

The behavior of the community, influenced by their needs and interests, makes them prefer something practical over something difficult and time-consuming. This happens when motorcycle users prefer to refuel at Pertamina rather than at gas stations because when there are many customers, the queue at the gas station will be long and time-consuming. Based on that situation, gas stations are not the right choice for refueling for riders in a hurry. Therefore, the driver chose another alternative, which is refueling at Pertamina. In this situation, Pertamina retail gasoline vendors can seize the opportunity and enhance their services by becoming faster, friendlier, and more flexible in serving customers. Additional services offered by the traders can attract consumer interest to purchase and subscribe.

From a social and humanitarian perspective, the intention of a trader to open a Pertamina business is to help and facilitate the community to get gasoline in the midst of the uneven development of Pertamina gas stations in each region. Nevertheless, it cannot be denied that seeking profit or increasing income to meet the needs of daily life is one of the goals of Pertamina business actors. This also happens to the people of Umbulan Village, Cikeusik District, Pandeglang Regency, Banten, where there are no Pertamina gas stations and only Pertamina in Umbulan Village.

Umbulan Village is included in an area where there has been a spread of Pertamina business conducted by the local community. Because in their daily activities, the people of Umbulan Village usually use motorcycle transportation which is used for their mobility in traveling daily such as to the market, to school, work, play, and others, so they need gasoline for their vehicles.

Based on the Electronic Registration and Identification data of the Indonesian Police Traffic Corps (Korlantas Polri) in January 2025, the number of vehicle units in Pandeglang Regency was 415,120 units.

Table 1. Number of Motorized Vehicles in Pandeglang Regency in 2025

Vehicle Type	Quantity of Vehicles (Unit)
Specific Vehicles	212
Buses	848
Loaded Cars	12.440
Passenger Cars	26.920
Motorcycles	374.610
<b>Total</b>	<b>415.120</b>

Source: Police Traffic Corps Data (Korlantas Polri) (2025)

Based on the table above, the large number of vehicles is utilized as an opportunity by the surrounding community to open a Pertamina business, both as a main and side income to fulfill their daily needs. The income from this Pertamina business is also quite large so that the community can meet the needs of their families. In addition, the Umbulan Village community opened this Pertamina business to help and facilitate others, especially the surrounding community who needed gasoline.

The emergence of gas stations in Umbulan Village, which has been operating for approximately 2 years from 2022, can have positive and negative impacts. Based on initial observations, from the side of Pertamina gasoline traders themselves, the emergence of gas stations can affect the number of customers, weekly income, and the behavior of the traders themselves. These problems occur because of business competition both among Pertamina

retail gasoline traders and between Pertamina retail gasoline traders and Pertamina gas stations. The competition in question is in terms of price, buyers, and the quality or dose of gasoline. Between retail gasoline traders and gas stations, gas stations are superior to retail gasoline traders. First, in terms of price, retail gasoline traders are slightly more expensive than gas stations. Second, the products offered by Pertamina retail gasoline traders are less varied, and mostly for motorcycle vehicles. Third, Pertamina's retail gasoline dosing is sometimes less than the proper dosing, and if the dosing is the same as the gas station's dosing, then the retail gasoline traders raise the price slightly to make a profit because they also supply gasoline from gas stations.

The operating hours factor is also a problem of competition felt by retail gasoline traders. The operating hours of gas stations start at 6:30 AM and closes at 10:00 PM, while Pertamina opens from 8:00 AM to 10:00 PM. According to Pertamina traders, this is burdensome for them because it affects the income they get every day, and they want Umbulan Village Gas Station to apply the same operating hours as the nearest gas stations in Lebak Regency.

The problems felt by Pertamina retail gasoline traders in Umbulan Village due to the existence of gas stations are both challenges and obstacles in their business. This can be overcome by looking for advantages, weaknesses of their own business, and market opportunities in order to find different ways to maintain their business and the need to make the latest innovations that can attract consumer interest.

On the other hand, due to the lack of buyers, one of the Pertamina retail gasoline traders in Umbulan Village committed fraud and violated the rules contained in the Oil and Gas Law No. 22 of 2001 article 53 letter c of the Oil and Gas Law article 23: Every person who stores fuel oil without a business license can be punished with imprisonment of 3 to 6 years and a maximum fine of Rp 30,000,000,000, - (thirty billion rupiah).

Indeed, the acts of fraud committed by unscrupulous Pertamina retail gasoline traders are unlawful behavior just because they are looking for a lot of profit. Such behavior should not be accustomed. In fact, this behavior is considered commonplace by the community and is not given much attention. Therefore, in running a business, it is necessary to pay attention to and understand the law, both from behavior and business practices, so as not to harm others.

This research was conducted to find out the problems and impacts felt, especially on the behavior of Pertamina retail gasoline traders after the existence of gas stations in Umbulan Village, and to find out how they maintain their business as a livelihood to make ends meet.

Based on the background described above, the researcher took the problem because in Umbulan Village there is a Pertamina gas station adjacent to Pertamina retail gasoline traders who had existed before the gas station in Umbulan Village. They feel disadvantaged by the existence of gas stations in Umbulan Village, especially with full time operational time. On the other hand, there is also a mismatch between the applicable law and the behavior of traders, namely there are Pertamina gasoline sellers who commit fraud because of the lack of buyers solely to seek more profit, this is a behavior that violates the established law.

## 2. Literature Review

### Study and Findings of Relevant Previous Research

The previous research used as references by the researcher are as follows:

- a) Vicky Zulfikar Saifunuha (2022) in the thesis titled "Islamic Law Review on the Sale and Purchase of Fuel at Pertamina (Case Study of Pertamina in Bangetayu Village, Genuk District, Semarang City)". This research aims to understand the practice of buying and selling Pertamina fuel and its analysis under Islamic law in Bangetayu Village, Genuk District, Semarang City. The type of research used is field research with a descriptive qualitative approach and data collection techniques including observation, interviews, and documentation. The research findings indicate that Pertamina gas stations are not a business unit of PT. Pertamina, and therefore, they do not have official government permits for their operations. Pertamina gas stations are privately owned businesses that have the capital to purchase fuel drums and automatic pumps to fill and then sell.
- b) Dedy Kurniawan (2020) in his thesis titled "The Business Behavior of Retail Gasoline Traders Based on Islamic Economic Law in Bacukiki, Parepare City." This research aims to understand the activities, influencing factors, and behavior of retail gasoline traders in Bacukiki, Parepare City. This research uses a descriptive qualitative approach with data collection techniques including observation, interviews, and documentation. The result of this research is that the traders in Bacukiki make the retail gasoline business a side

venture to their main businesses, such as grocery stores and workshops, by supplying gasoline at gas stations and then reselling it to the community. The behavior of retail gasoline sellers in Bacukiki exhibits various ways of conducting their business, which have become habitual for these sellers. In Islamic economic law, the behavior of retail gasoline sellers in Bacukiki, Parepare city, does not yet align with the principles of Islamic economic law; however, on the other hand, there are also benefits that are in accordance with the principles of Islamic economic law.

- c) Titi Cahyaningrum (2020) in her thesis titled "The Existence of Bottled Gasoline Businesses Amidst the Proliferation of Mini Gas Stations in Sekaran Village, Gunungpati District, Semarang City." This research aims to understand the responses of bottled gasoline sellers to the proliferation of mini gas stations and how consumer preferences influence their decisions to purchase bottled gasoline, as well as the factors that motivate bottled gasoline sellers to persist amidst the rise of mini gas stations in Sekaran Village, Gunungpati District, Semarang City. Here, the research (Cahyaningrum, 2020) uses the Rational Choice Theory James S. Coleman, who states that actors are viewed as beings with certain choices in achieving their own goals and explains the necessity of a reciprocal relationship solely for mutual benefit. The research uses qualitative research methods with data collection techniques such as observation, interviews, and documentation. The results of the research indicate that mini gas stations do not significantly impact the business of bottled gasoline sellers. However, there are some sellers who feel worried about the presence of mini gas stations affecting their gasoline business, and there are even sellers who have switched businesses because they cannot compete with mini gas stations. Consumer preferences in buying gasoline include the lower price of bottled gasoline compared to mini gas stations, proximity, friendly seller behavior, and the form of sale. The bottled gasoline business continues to thrive because it can offer lower prices, use a subscription system, provide better service, and have attractive stalls, which keeps consumers buying bottled gasoline.
- d) Nur Indah Yuli Lestari (2019) in her thesis titled "Supervision of Pertamina Fuel Sales in Islamic Economic Law (A Study in Tembelang District, Jombang Regency)." In her research (Lestari, 2019), she focuses on the issue of legal vacuum related to the implementation of Pertamina fuel sales in Tembelang District, Jombang Regency. This research aims to understand the implementation of supervision related to Pertamina fuel sales and also to examine the fulfillment of consumer rights in Pertamina fuel sales from the perspective of legislation and Islamic economic law. This research is an empirical or field study and uses a qualitative approach with data collection methods including interviews and literature review. Based on the research results, there is no oversight conducted by special agencies on the sale of Pertamina fuel because there is no legal basis covering the sale of Pertamina fuel. From a legal perspective, there are consumer rights that are not fulfilled by Pertamina fuel sellers. From the perspective of Islamic Economic Law, the practice of selling Pertamina fuel can create opportunities for ambiguity (gharar) due to the inaccuracy of the machines used by Pertamina fuel sellers.

The difference between the research to be conducted by the researcher and previous research lies in the object, theory, and research location. In the research to be conducted by the researcher, the focus will be more on the behavior of Pertamina gasoline traders using the functional structural theory (AGIL), and the research location will be in Umbulan Village, Cikeusik District, Pandeglang Regency, Banten. The similarity between the research to be conducted by the researcher and the previous research is that both discuss the sale of fuel oil (BBM) and use descriptive qualitative research.

### Theoretical Framework

According to Talcott Parsons, there are four functional imperatives that characterize all systems, consisting of 4 functions (Ritzer, 2014: 408-410), namely:

- a) Adaptation, it can be understood that the system must be able to meet urgent needs or external situational requirements. The system must adapt to the environment it inhabits and also adjust the environment according to the needs that must be met.
- b) Achievement of Goals, in this case, the system is able to define and achieve its main objectives.
- c) Integration, it can be understood that the system must be able to manage the relationships formed as part of its components. In integration, a system is required to manage the

relationships between the other three imperatives, namely adaptation, goal achievement, and latency.

- d) Latency (Pattern Maintenance), a system is required to be able to provide, maintain, and update both individual motivations and cultural patterns that can create and sustain those motivations.

If related to the buying and selling system conducted by Pertamina retail gasoline traders, the adaptation function of Pertamina gasoline traders as a system within it certainly requires efforts to address emerging problems that could threaten their business. Additionally, traders must be able to adapt to the environment if they encounter problems at any time so that their Pertamina business continues to run smoothly. In the function of achieving their goals, Pertamina gasoline traders must have a purpose in starting their business, which is to help the community and meet daily living needs. To realize this, the roles of sellers and buyers are necessary, such as serving consumers well, providing goods offered with good quality, and so on.

In the integration function, the buying and selling activities carried out by traders become components that must be well-maintained. A trader has a role in conducting buying and selling activities and must be able to coordinate and interact well with buyers according to their function to maintain the relationship between the seller and the buyer and sustain their business. Moreover, a good relationship between sellers and buyers requires the maintenance of patterns that are essential steps to keep that relationship intact by providing good service to consumers, offering attractive deals to consumers, and maintaining good relationships with consumers through intense interactions.

The structural functionalism theory assumes that society is a system with its parts functionally interconnected and aimed at maintaining the survival of the system. In this discussion, traders play a role in serving consumers to meet their needs. However, the presence of gas stations poses a challenge and obstacle that Pertamina gasoline traders must face to maintain and continue their business as well as meet their daily living needs. On the other hand, traders must fulfill their roles in selling and serving customers with interesting ideas and providing satisfactory service to turn them into regular customers.

### 3. Method

In this study, the researcher uses qualitative research methods to uncover the social realities present in the research area and what actually happens. This study also employs descriptive research, which according to Kudus (2020:71-74) aims to provide a detailed, systematic, and accurate depiction of the development of certain social issues or phenomena. Therefore, the researcher uses a descriptive qualitative approach, which is a combination of qualitative and descriptive research. This research will take place from April 2024 to May 2025, with the research location in Umbulan Village, Cikeusik District, Pandeglang Regency, Banten.

In terms of data collection techniques, the researchers conducted observations, in-depth interviews, and documentation. The author uses three stages of data analysis techniques in writing with the Miles and Huberman model, namely: data collection, data reduction, data presentation, and conclusion drawing (Sugiyono, 2022: 321-330).

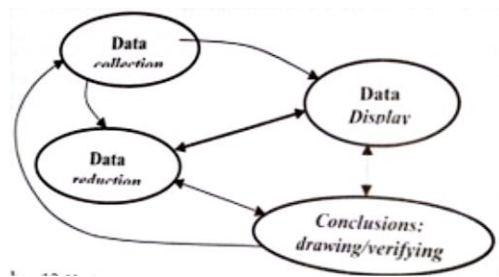


Figure 1. Components in data analysis (interactive model)

Source: Sugiyono's book, 2022

Sources for obtaining data and information in researching the behavior of Pertamina retail gasoline traders post-establishment of gas stations are primary and secondary sources. The primary source directed at Pertamina retail gasoline traders as key informants and gasoline consumers as supporting informants was obtained through interviews. Meanwhile, secondary sources used as supporting or complementary to the primary sources in this writing include documentation, notebooks, books, journals, and theses.

Here are the specific criteria for the informants selected for the interview, as follows.

Table 2. Criteria for Informants

Informants	Characteristics of Informants
Key Informant	<ol style="list-style-type: none"> <li>1. Retail gasoline seller (Pertamina) who started operating in Umbulan Village before the establishment of a gas station in Umbulan Village.</li> <li>2. Willing to provide data and information voluntarily</li> </ol>
Supporting Informant	<ol style="list-style-type: none"> <li>1. Consumers who buy retail Pertamina gasoline in Umbulan Village</li> <li>2. Consumers who buy gasoline at the gas station in Umbulan Village</li> <li>3. Own a private vehicle</li> </ol>

#### 4. Results and Discussion

##### The Condition of Pertamina Retail Gasoline Vendors in Umbulan Village

The Pertamina business began to emerge because of an idea from the local community to open such a business and seize the opportunity when many locals needed gasoline for their personal vehicles. They seized this opportunity because from the 2000s to 2021, there was no Public Fuel Filling Station (SPBU) in Umbulan Village. Thus, the local community who want to buy gasoline at the nearest gas station have to travel about 11 km from the village to the gas station, specifically to the Binuangeun gas station.

With the long distance that riders in Umbulan Village have to travel just to get gasoline, it is considered less effective in emergency and hurried situations. Therefore, the community members who open Pertamina retail gasoline businesses are very helpful to the community, especially those who need gasoline while on the road, as it saves time and prevents wasting gasoline compared to having to go to the Binuangeun gas station.

The Pertamina business didn't have many sellers at first, but it endured and was gradually followed by others. The researcher himself found vendors who have been selling for a long time and some who are still new.

Table 3. Year Traders Started Selling Pertamina Retail Gasoline

Name	Type of Gasoline	Year Started Business
Informant UI	Pertalite and Diesel	2007
Informant AG	Pertalite	2015
Informant SI	Pertalite	2019
Informant SM	Pertamax	2021

The presence of Pertamina retail gasoline vendors in Umbulan Village has received a positive response and has been well-received by the local community. The community feels helped and their needs are met. Because the people of Umbulan Village often use motorcycles for traveling, whether to school, playing, to the shop, working, or to the market. The frequent use of motorcycles in their activities has led the people of Umbulan Village to provide sales benefits to the Pertamina retail gasoline vendors. Many buyers purchase gasoline from Pertamina, whether in the morning, afternoon, or evening. Thus, the local community becomes customers of the Pertamina retail gasoline traders in Umbulan Village.

Before there was a gas station in Umbulan Village, the traders experienced high gasoline sales. In a week, informant SI sells around 60 liters of gasoline. Similarly, informant UI sells up to 700 liters of gasoline in a week. The AG trader himself is overwhelmed and cannot leave for a while because of the frequent arrival of customers to buy gasoline, resulting in approximately 350 liters being sold in a week. The large number of people buying gasoline from Pertamina retail gasoline vendors has allowed them to earn a significant income, enabling them to meet their family's needs.

However, since the emergence of gas stations in Umbulan Village in 2022, the sale of retail Pertamina gasoline has become less popular among buyers. This situation has caused a decline in customers and income day by day. They have to adapt to those conditions to sustain their business. Factors that cause traders to experience this include:

a) Gas Station Operating Hours

Merchants AG and UI are dissatisfied with the operating hours of the gas station in Umbulan Village, which is open until 10:00 PM, longer than the nearby gas station. They realize that the long operating hours minimize their chances of attracting customers. The traders requested that the Umbulan gas station follow the operational hours of the Binuangun gas station, which closes at 8:00 PM. They emphasized the difference in situations between urban and rural areas, wanting the local gas station to consider the needs of small traders in setting its operating hours. This shows that traders in Umbulan Village feel that adjusting the operational hours of the gas station would be a better solution for the sustainability of their businesses.

b) Customers Switch to Gas Stations

From the consumer or customer side, they have the right to make a decision to buy gasoline at Pertamina or a gas station. The decision is based on consumer considerations by looking at various aspects for comparison, whether it be price, quality, or distance. Based on the results of interviews with customers, since there has been a gas station in Umbulan Village, they have been filling up their gas there more often because it is closer and cheaper compared to Pertamina.

c) Location Close to the Gas Station

The decline in income for Pertamina traders may be caused by their business locations being close to gas stations. This causes customers to think it's better to fill up their gas at the gas station because it's closer.

## **Review of the Structural Functional Theory (AGIL) Talcott Parsons**

a) Adaptation

The informants explained that they, as Pertamina retail gasoline traders in Umbulan Village, had to adapt after the establishment of a gas station in the village, because many people now prefer to buy gasoline at the gas station. Based on the results of the interview with the informants, since the establishment of the gas station in Umbulan Village from 2022 until now, the traders have experienced a significant change in the number of customers; the number has been decreasing day by day. Many customers have switched to refueling their gas at the Umbulan Village gas station because the prices are cheaper compared to Pertamina. The decrease in customers also affects daily revenue. Revenue, which used to be quite substantial, has started to decline every day since the establishment of the gas station in Umbulan Village, even to the point of having no revenue at all in a day due to the lack of customers. The condition experienced by the Pertamina gasoline sellers is quite detrimental. Initially, the Pertamina business was running smoothly with many customers, but then it became sluggish due to the presence of a gas station in Umbulan Village. Thus, the traders only rely on the empty gasoline supply at the gas station so they can buy gasoline again from the Pertamina retail gasoline traders. In addition, the traders can only wait for customers who need gasoline due to urgent circumstances. This situation forces the traders to adapt to market changes and consider strategies to survive in competition with gas stations.

However, there are traders who do not feel too threatened by the presence of the gas station in Umbulan Village, although they are slightly disturbed because they also experience a significant decrease in income compared to before the gas station was established in Umbulan Village. In such a situation, the traders continue to sell as usual because, in addition to supplementing their family's income, the gasoline business is a hobby or passion in the field of gasoline trading. So, whether they like it or not, whether there is a gas station in Umbulan Village or not, the traders will continue to run their retail gasoline business as usual. They believe that with perseverance and dedication, their business will continue to thrive despite the increasing competition. In addition, the relationships they have built with loyal customers are also one of the reasons they continue to sell, because customer trust and loyalty are very valuable in this business.

By making another business their main source of income and the Pertamina business an additional income, they maximize the other business as much as possible because it is difficult to increase sales in the Pertamina business.

Currently, the other business serves as an alternative to support Pertamina's gasoline sales. The traders also have jobs as odd workers when someone or a neighbor needs their services. The traders not only sell retail gasoline but also open small grocery stores and increase the sales of seblak and bakso because currently, the Pertamina retail gasoline business is not very reliable to meet the family's needs as it is insufficient.

There are other product options offered besides Pertamina gasoline; solar gasoline is also available. Other businesses have also become an option for traders to increase their income and offer different products. The traders have a business of refilling water gallons and original Aqua, as well as selling melon gas cylinders. Similarly, other traders earn their main income from mobile phone credit counters, vouchers, cards, cash withdrawals, and Brilink counters, with the Pertamina retail gasoline business serving only as a supplement. There are also traders who work part-time in the fields to manage their rice paddies. However, this work is not done often, only at certain times. In addition, they also opened a small grocery store to supplement the family's income.

b) Goal Attainment

Based on the results of interviews with the sources, the Pertamina retail gasoline traders in Umbulan Village started this business to increase their income. Not only that, the traders also sell gasoline to help people who are in dire need of fuel while traveling.

The same was conveyed by another informant who opened a Pertamina retail gasoline business to supplement their income and made the venture merely an addition, as this business is not the family's main source of income. The trader made the mobile phone credit counter business the main source of income for the informant to meet their needs, even though they were also supported by a husband who worked as a teacher at a junior high school. In addition to the goal of opening Pertamina businesses to increase family income, other traders also open Pertamina businesses to pursue their hobby of trading general fuel (BBM), supported by a strategic sales location.

In an effort to maintain their business and achieve their goals, the traders open every day from 08:00 AM to 22:00 PM and until 01:00 AM if it is busy. The traders will continue to serve and remain open even if only one person buys and it runs out to 1 liter per day. The traders have a principle that whether their sales are good or bad, they will continue to run their Pertamina gasoline retail business because they feel sorry for the community that runs out of gasoline far from gas stations, and no one knows when fortune will come.

Given the current situation, traders have taken the initiative to switch to something else as their main source of income. Here are the main sources of income for the traders after the establishment of the gas station in Umbulan Village, as follows.

Table 4. Main Sources of Income for Pertamina Retail Gasoline Traders

Name	Main Source of Income	Supporting Income Source
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Informant UI	Business of Refilling Gallon and Original Aqua as well as Melon Gas Cylinder.	Pertamini
Informant AG	Grocery store, Seblak, and meatballs, as well as from odd jobs.	Pertamini
Informant SI	Grocery Store and Farmer Workers	Pertamini
Informant SM	Counter (Pulse, Voucher, Card, Cash Withdrawal, and Brilink Counter) and from the Husband's Job as a Civil Servant Teacher at a Junior High School	Pertamini

The strategy used in selling gasoline is ordinary; the traders believe that honesty and accuracy in sales are what matter. With the decline in buyer interest, the traders are reducing the supply of gasoline to adjust to the situation.

In addition, there are traders who offer diesel besides pertalite, which is usually needed by the community for agricultural tractors. Traders also implement a strategy of purchasing gasoline supplies according to the money they have. Traders also serve buyers and customers by accepting any amount of gasoline they purchase, even after the store closes. They usually come to the house to buy gasoline. However, if the gasoline does not sell, the traders will use it themselves. Another strategy implemented by the traders is to provide information about the products sold to avoid complaints from buyers.

#### c) Integration

Gasoline traders establish relationships with buyers and suppliers in an economic and social context. The relationship with customers who are local residents is more familiar compared to temporary buyers. Traders usually buy gasoline from the nearest gas station, but sometimes from other gas stations if the supply runs out. Recently, they have also been buying from the Umbulan Village gas station. The relationship with the Umbulan Village gas station is also close because their employees are local residents who are still neighbors. The relationship between the traders is not only based on economic interests but also on social and humanitarian connections, which makes their interactions more relaxed and meaningful in their daily activities.

In addition to being familiar with the employees at the Umbulan Village gas station, the traders are also familiar with the employees at the Binuangeun gas station because they often buy there, so they already know each other and can establish a relaxed social relationship. However, there are also traders who buy gasoline supplies from fellow retail gasoline traders. This is because there is a sense of mutual assistance between the suppliers and the traders. The suppliers are also local residents, so they already know each other. Thus, the traders establish cooperation and build economic and social relationships with the gas station suppliers and fellow retail gasoline traders.

Retail Pertamina gasoline traders in Umbulan Village complained about the operating hours of the local gas station, which they consider unfavorable for them. They proposed changing the opening and closing hours of the gas station to provide more opportunities for the traders. Although complaints have been submitted to the gas station, no response has been given. The traders feel that the Village authorities are also not helping to improve the situation. They emphasized that they only want adjustments to local operating hours, not necessarily the same as gas stations in the city. Merchants feel that the presence of the Umbulan Village gas station, which has already dominated the market, has limited their opportunities to attract customers.

#### d) Latency

Retail Pertamina gasoline traders maintain their relationship patterns with buyers and customers by providing prior information whenever someone wants to buy gasoline. Unlike when they are just neighbors, the traders interact as usual like neighbors, chatting and helping each other during events, whether it's a celebration or other occasions. Not only

that, the wives of the retail fuel sellers also help maintain the relationship with customers, such as providing food if there are leftovers to share with the neighbors. However, if there are customers, the traders strive to serve them quickly so that they do not have to wait long. Unlike other retail gasoline traders who prioritize honesty and integrity in their sales when serving customers, these traders believe that maintaining customer trust is the key to the sustainability of their retail gasoline business. Then, the Pertamina retail gasoline traders also maintain good relationships with their suppliers. This is done by continuously restocking gasoline supplies at the suppliers' locations, who are also fellow Pertamina traders, because they feel bad buying from gas stations since the suppliers have been very helpful. So, the traders strive to maintain their cooperation with the suppliers. In addition, the retail gasoline traders maintain their relationship with the supplier, namely the Umbulan Village gas station, by communicating well through WhatsApp and socially by helping each other during village events because the employees of the Umbulan Village gas station are local residents or neighbors who are already familiar with the traders.

### **Behavior of Pertamina Retail Gasoline Traders After the Existence of Public Fuel Filling Stations (SPBU) in Umbulan Village**

In their trading activities, the Pertamina retail gasoline vendors in Umbulan Village run their business in their own way. The rural conditions and community habits are one of the reasons why traders open Pertamina retail gasoline businesses and how they should behave. The presence of gas stations in Umbulan Village in 2022 became a factor influencing the Pertamina retail gasoline business.

The presence of gas stations in Umbulan Village affects Pertamina retail gasoline vendors because the products offered are similar, consisting of general fuel oil (BBM). This situation forces Pertamina retail gasoline vendors to adapt to the presence of gas stations and the emergence of business competition between the two. Niar et al. (2023:119-120) argue that similar products, similar distribution channels, price fluctuations, and similar production suppliers are factors that can enable business competition. As a trader who must continuously earn a living to support his family, he is required to find ways to keep his business afloat amidst the presence of a gas station in Umbulan Village.

According to Woodworth and Marquis (in Amin, 2016: 90-93), all attitudes and forms of response are efforts made by individuals to survive in their surroundings, such as self-defense, utilizing the environment, participating, and adapting. Thus, in the process of human interaction with the environment, there is a reciprocal relationship that mutually influences each other. In facing increasingly fierce competition, traders must adapt to market changes. The decrease in the number of customers switching to gas stations that offer lower prices forces traders to find new ways to maintain their business. According to Parsons, adaptation is one of the important functions in the social system that enables individuals to survive amidst change (Parsons, 1951). In this context, the traders not only sell gasoline but also open other businesses such as grocery stores and food stalls (seblak and bakso) to increase their income. This shows that they are striving to innovate and adapt to the changing market needs.

In addition, the main goal of the traders is to increase their income and help the community in need of gasoline during emergencies, as well as channel their hobbies into the fuel business. According to Giddens, achieving goals in a social context involves resource management and effective strategies (Giddens, 2009). The traders have a principle to stay open every day, even with few customers, because they feel sorry for the community that needs gasoline. This reflects their commitment to customers and shows that they are not solely profit-oriented. They are also turning to other ventures as their main source of income, which reflects their flexibility in achieving their economic goals.

Social integration is also an important aspect of the traders' behavior. They forge close relationships with local customers and suppliers, which are not only based on economic transactions but also social connections. Durkheim (1997) stated that social integration is key to maintaining stability in society. The traders often buy gasoline from the nearest gas station and maintain good relationships with the gas station employees, who are also local residents. Although there are disputes regarding complaints about the unfavorable operating hours of the gas station, the traders continue to strive to maintain good relationships with all parties. This creates a social network that supports the sustainability of their business. In addition, the traders also maintain relationships with customers and suppliers through good communication and close social interactions. Koentjaraningrat (2015) emphasizes that positive social interactions can strengthen social networks and support business sustainability.

In terms of maintaining relationship patterns, Pertamina retail gasoline traders strive to maintain customer trust by providing clear information before transactions. According to Alifuddin, M., and Razak, M. (2015), trust is a social capital that has a significant influence on the development of entrepreneurship, such as increasing consumer trust and facilitating traders in collaborating with third parties. They also interact with customers as neighbors, helping each other in various events, which demonstrates the importance of social norms in maintaining harmonious relationships. In addition, the merchant's family also plays a role in maintaining social relationships by providing food to neighbors, which reflects the values of solidarity within the community.

Overall, the behavior of the Pertamina retail gasoline traders in Umbulan Village after the establishment of the gas station shows their ability to adapt, achieve goals, foster social integration, and maintain good relationship patterns. By implementing adaptation strategies, achieving goals, integration, and maintaining good relationship patterns, they strive to survive in the increasingly fierce competition.

## 5. Conclusion

This study reveals that Pertamina retail gasoline vendors in Umbulan Village are experiencing a decline in daily sales due to issues such as operational hours, customer shifts, and proximity to gas stations. However, these traders have shown adaptability and innovation in responding to market changes. They have developed other businesses, such as convenience stores and food sales, to increase their income and help consumers who need gasoline. Social integration between traders, customers, and suppliers is crucial for business sustainability. Merchants maintain close relationships with local customers and suppliers, based on economic transactions and social connections. Although there are disputes regarding the gas station's operating hours, the traders maintain good relationships through close communication and social interaction.

This study emphasizes the importance of small businesses in remote areas, especially in providing alternative fuels. Government policies and business managers need to consider social, cultural, and legal norms to support the sustainability of these businesses. Education and supervision related to the sale of illegal fuel must be strengthened to ensure compliance with regulations and avoid safety and legal risks. Adaptation and innovation, such as adding side businesses and extending operating hours, are effective strategies for small traders to face competition and market changes.

However, this study has limitations in terms of geography and sample size, which may not fully represent the conditions in other villages or regions. Further research is recommended to expand the geographical scope and involve a larger sample, including other villages with similar characteristics. A quantitative approach can be used to measure the impact of retail gasoline traders on the economy and social relationships of the village community.

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