

ABSTRACT

This study examines the causal relationships between three independent variables (service quality, facilities, and trust) and customer satisfaction at PT Opsico. The research background stems from operational challenges including vehicle congestion in gas transportation queuing systems, infrastructure constraints causing LPG distribution delays, and suboptimal utilization of existing facilities. These phenomena reflect a gap between consumer expectations and the actual service delivery provided by the company. The research employs a quantitative paradigm utilizing primary data collection through structured interviews and survey questionnaires. The study population comprises 80 respondents consisting of SPBE/SPPBE owners. Data analysis was conducted using Structural Equation Modelling with Partial Least Square technique (SEM-PLS). Empirical findings reveal: (1) Service quality demonstrates a positive and significant influence on customer satisfaction; (2) Facilities exhibit a positive significant effect on customer satisfaction; (3) Trust variable shows the strongest positive significant influence on customer satisfaction.

Keywords: *Service Quality, Facilities, Trust, Customer Satisfaction, OPSICO LPG Filling Station.*