

## ABSTRACT

*The growing demand for energy to meet household needs has not been adequately supported by domestic LPG production, resulting in increased dependence on imports and a considerable burden on foreign exchange reserves. The utilization of domestically sourced natural gas constitutes a strategic alternative to mitigate import dependency; however, its implementation in Semarang City remains constrained by several factors, including limited infrastructure, insufficient public awareness, and suboptimal price perceptions. This study aims to investigate the effects of government policy, service quality, and environmental concern on perceived natural gas availability, perceived price, word-of-mouth marketing, and repurchase intention among residential natural gas users in Semarang City. The findings indicate that government policy exerts a significant influence on both perceived availability and perceived price. Moreover, service quality is found to have a significant impact on word-of-mouth marketing. In contrast, perceived price and word-of-mouth marketing significantly affect repurchase intention, whereas environmental concern and perceived availability do not exhibit a significant effect on repurchase intention.*

***Keywords: natural gas, government policy, service quality, perceived price, perceived availability, word of mouth marketing, repurchase intention***

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