

ASSESSING THE FUEL INTEGRITY ON CONSUMER DECISION MAKING IN SELECTED GAS STATIONS AT NOVALICHES, QUEZON CITY

ABSTRACT

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This study assesses how fuel integrity influences consumer decision-making at two gas stations in Novaliches, Quezon City—Metro Gas and Power Fill—using Customer Perceived Value theory and the Input-Process-Output model. It investigates drivers' experiences, station preferences, and pricing perceptions to identify factors that strengthen consumer trust and inform station improvement strategies. A descriptive research design is employed, with convenience sampling selecting thirty drivers (fifteen per station) in Novaliches. A validated two-part questionnaire gathers demographic data, vehicle types, and ratings of fuel quality, service experience, and price fairness on a four-point Likert scale. Data are analyzed using frequency distributions, percentages, means, weighted means, and an independent t-test at a 0.05 significance level ($df = 28$) to compare overall satisfaction between stations. Most respondents rode motorcycles and preferred diesel fuel. Both Metro Gas and Power Fill received positive ratings for fuel quality, service experience, and pricing, with mean scores above 3.0. The independent t-test indicated no significant difference in overall satisfaction between the two stations ($t < 2.017$, $p > 0.05$). Top consumer recommendations included offering discounts and loyalty programs, ensuring stable pricing, and maintaining equipment to guarantee consistent fuel integrity. The study found that fuel integrity significantly influenced consumer choice regardless of vehicle type or station. As a result, the study recommended enhancing transparency in fuel sourcing, implementing regular quality checks, and introducing customer loyalty incentives to reinforce trust. Future research was advised to employ randomized sampling and to explore long-term impacts of quality assurance measures on consumer behavior in the fuel retail sector.

RECOMMENDED CITATION

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