

ABSTRACT

The presence of a number of foreign companies that fuel providers are common in Indonesia is shown by the presence of a number of foreign gas stations such as Shell, Petronas, Gulf and Total. Responding to the competition, PT. Pertamina immediately made a breakthrough. A number of extreme repair innovations have been done by PT. Pertamina to improve competitiveness.

Among them by making SPBU with certain categorization. For example SPBU Pasti Pas and the last SPBU Pasti Prima. The purpose of this research is to evaluate the competitiveness of Pertamina Pasti Prima program (process, outcome and impact) which is expected to be useful to maintain its existence and continuous competitive advantage for Pertamina.

This research uses qualitative method with descriptive purpose. Data collection was done by using in-depth interview technique, document and observation of blurred and blatantly against 10 gas stations recommendation residing in Bandung city.

Based on the result of evaluation of Pasti Prima SPBU program from Process, Outcome, and Impact Pertamina always strive to provide better service to its customers. Based on the results of research, Pasti Prima gas station program in Bandung on average has met the standards applied by the company .

The authors provide suggestions so that for further research can do the evaluation program more developed by combining the theories from various other science and do research with different object so that application of theory about evaluation of this program more broadly.