

ANALYSIS ON THE EXISTENCE OF RETAIL FUEL OIL BUSINESS (NON DISPENSER) IN THE MIDST OF THE RISE OF *PERTAMINI* BUSINESS (DISPENSER) IN THE CITY OF BENGKALIS

Student Name : Erdayani
NIM : 5404191248
Supervisor : M. Alkadri Perdana, B.IT., M.Sc
Student Institute : State Polytechnic of Bengkalis

ABSTRACT

The sale of Fuel Oil (Non Dispenser) existed long before the innovation in this business, traders chose to sell fuel oil at retail because of the increasingly large and promising business opportunities due to the high Demand for fuel oil, which then led to innovations using pumps and measuring cups on *Pertamini*, then spread and very much in every region in Indonesia, including in the city of Bengkalis which is called the *Pertamini* or *Mini Pump* of Bengkalis city, *Pertaminis* can be found almost along the streets and corners of Bengkalis city. Which between the two causes competition in the retail fuel oil sales business, which has a huge impact on Retail Fuel Oil sellers (Non Dispensers) with the existence of *Pertaminis* (Dispensers) even now *Pertaminis* (dominating almost every roadside) in Bengkalis city, the impact felt by fuel oil sellers (Non Dispensers) on the rise of *Pertaminis* (Dispensers), ranging from loss of customers, decreased income, difficulty getting fuel oil at gas stations. However, retail fuel oil sellers (Non sDispenser) are able to survive and maintain their existence with confidence, continue to provide Fuel Oil, serve customers as well as possible and do not cheat on the size of the buyer's Oil liter, there are also Fuel Oil sellers (Non Dispenser) who also have *Pertamini* machines that allow buyers to choose whether they want to use regular bottles or *Pertaminis*. Retail Fuel Oil sellers (Non Dispenser) choose to maintain good relations between fellow Retail Fuel Oil sellers (Non Dispenser) and also with *Pertaminis* (Dispenser) and also help each other.

Keywords : Existence, Impact, Survive, *Pertamini* Dispenser, Non-Dispenser, Retail Fuel Oil, Innovation, Business, Competition.