

The Effect Of Increasing Servicescape And Modernizing Petrol Station Services On Pertamina Series Purchase Decisions Through Perceived Value: Systematic Literature Review (SLR) Mediation With Bibliometrics

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Abstract

This study aims to analyze the effect of increasing servicescape and modernization of Public Fuel Filling Station (SPBU) services on the purchase decision of Pertamina Series products with perceived value as a mediating variable. This study uses a Systematic Literature Review (SLR) approach combined with bibliometric analysis to identify, map, and synthesize relevant research developments related to the quality of the service environment, modernization of fuel retail services, perceived value by consumers, and purchasing decisions. Research data was obtained from various reputable scientific articles indexed in academic databases such as Scopus and Google Scholar with a range of publications of the last ten years. The literature selection process is carried out systematically through the stages of identification, screening, feasibility, and inclusion using the PRISMA guidelines. Bibliometric analysis is used to map research trends, author collaboration, and keyword linkages analyzed using VOSviewer software. The results of the study show that increasing servicescape such as facility comfort, cleanliness, physical design, and the availability of supporting facilities is able to increase consumer perception of gas station services. In addition, service modernization through payment digitalization, self-service systems, and technology-based service innovations also strengthen customer experience. The combination of these two factors has been proven to increase perceived value which ultimately encourages consumers to make a decision to purchase Pertamina Series products. The findings of this study make a conceptual contribution to the development of a study of consumer behavior in the energy retail sector and provide practical implications for petrol station managers in designing strategies to improve service quality and modernize facilities to increase consumer preference for high-quality fuels.

Keywords: Servicescape, Service Modernization, Perceived Value, Purchase Decision, Petrol Station

1. INTRODUCTION

The rapid transformation of the energy and transportation sectors has significantly intensified the demand for high-quality fuel products, including the Pertamina Series. In an increasingly competitive fuel retail environment, Public Fuel Filling Stations (SPBU) are no longer merely functional refueling points; rather, they have evolved into integrated service environments that shape customer experience. This shift reflects broader changes in consumer behavior, where purchasing decisions are increasingly influenced not only by product attributes, but also by service quality, environmental comfort, and experiential value.

Within this context, the concept of servicescape has emerged as a critical determinant of consumer perception and behavior. Servicescape refers to the physical and ambient environment in which service interactions occur, encompassing elements such as cleanliness, spatial layout, lighting, facility design, and overall atmospheric conditions. Prior studies demonstrate that a well-designed servicescape enhances perceived service quality, emotional engagement, and customer satisfaction, which in turn influence behavioral outcomes such as purchase intention and loyalty (Jeloudarlou et al., 2022). In service-dominant settings, the physical environment functions not merely as a supporting element, but as a strategic resource that shapes consumer evaluation processes.

Parallel to the importance of physical environments, the acceleration of digital transformation has driven the modernization of service systems across retail industries, including fuel stations. Service modernization involves the integration of digital technologies such as cashless payment systems, mobile applications, self-service technologies, and automated service processes. These innovations are designed to enhance efficiency, reduce transaction time, and deliver seamless customer experiences. Empirical evidence suggests that technology-enabled services significantly improve both utilitarian and hedonic value perceptions, thereby influencing consumer decision-making processes (Assarut & Eiamkanchanalai, 2022; Arkadan et al., 2024). Furthermore, the concept of mobile servicescape highlights how digital interfaces contribute to perceived convenience, security, and functional value (An et al., 2022).

From a consumer behavior perspective, purchasing decisions are strongly shaped by perceived value, defined as the overall evaluation of benefits relative to costs incurred. Perceived value serves as a key psychological mechanism that mediates the relationship between service attributes and behavioral outcomes. When consumers perceive that the benefits of a service exceed the associated costs, they are more likely to engage in purchase behavior. Prior research consistently confirms that perceived value plays a mediating role between service quality, service environment, and consumer responses, including purchase decisions and loyalty (Sihombing et al., 2023; Rizzon et al., 2023). In the context of fuel retail services, both enhanced servicescape and service modernization are expected to elevate perceived value by improving efficiency, comfort, and overall experience.

Despite the growing body of literature on servicescape, digital service innovation, and consumer behavior, several critical gaps remain. First, existing studies tend to examine these constructs in isolation or within traditional retail sectors such as hospitality, restaurants, and e-commerce, while empirical and conceptual exploration in the energy retail sector remains limited. Second, there is a lack of integrative analysis that simultaneously examines the interplay between servicescape enhancement, service modernization, and perceived value as a mediating mechanism in influencing purchasing decisions. Third, prior research has not systematically mapped the intellectual structure, research trends, and thematic evolution of these variables within a unified analytical framework.

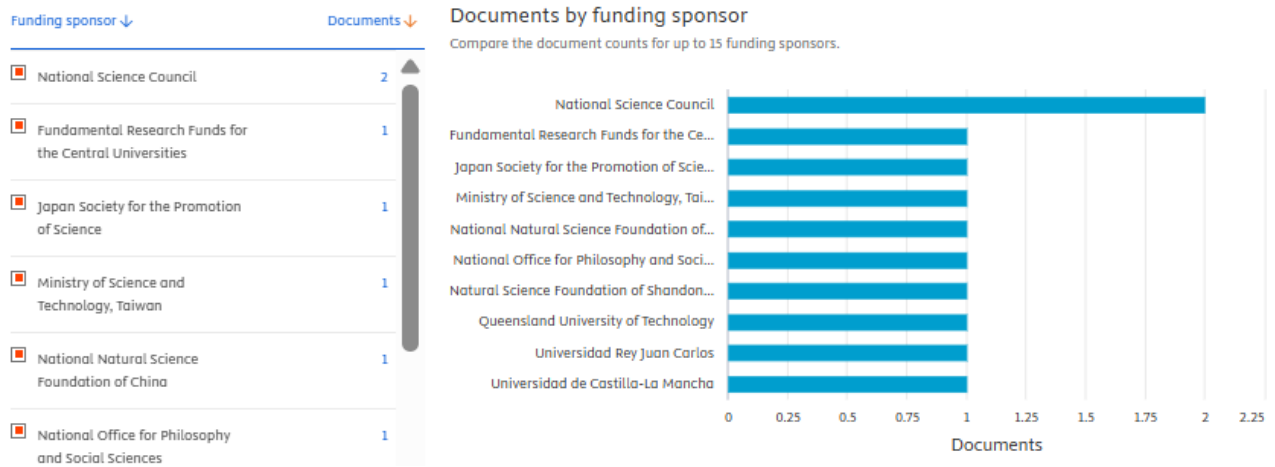
To address these gaps, this study employs a Systematic Literature Review (SLR) combined with bibliometric analysis to comprehensively synthesize and map existing research on servicescape, service modernization, perceived value, and purchase decisions. The SLR approach enables a structured and transparent identification, evaluation, and synthesis of relevant studies, while bibliometric analysis provides insights into research trends, keyword co-occurrence, and scholarly networks. By integrating these two approaches, this study aims to (1) identify dominant research themes, (2) analyze the conceptual relationships among key variables, and (3) uncover potential directions for future research in the context of fuel retail services.

The findings of this study are expected to contribute to the advancement of service marketing and consumer behavior literature by offering a more integrated conceptual understanding of how physical and digital service elements jointly shape perceived value and purchasing decisions. In addition, this study provides practical implications for petrol station operators in designing strategies to enhance service environments and modernize service delivery systems in order to strengthen consumer preference for high-quality fuel products such as the Pertamina Series.

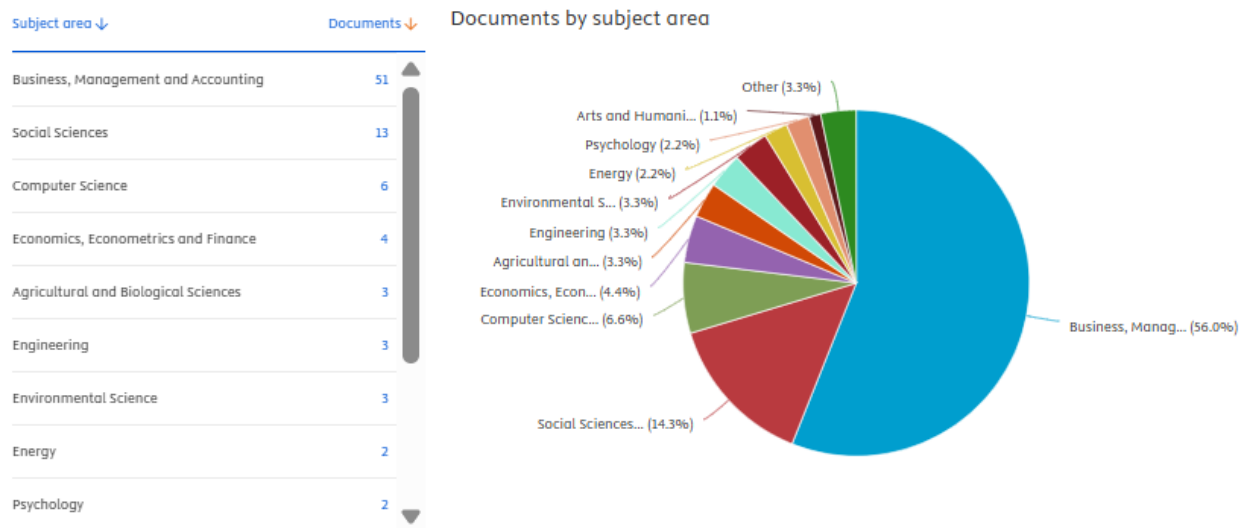
2. RESEARCH METHOD

This study employs a Systematic Literature Review (SLR) combined with bibliometric analysis to systematically identify, evaluate, and synthesize existing research related to servicescape, service modernization, perceived value, and purchase decisions. The integration of these two approaches allows for a comprehensive understanding of the research domain by combining qualitative synthesis with quantitative mapping of scholarly trends. The SLR approach ensures a structured and transparent review process, while bibliometric analysis provides insights into the intellectual structure, thematic evolution, and research patterns within the field.

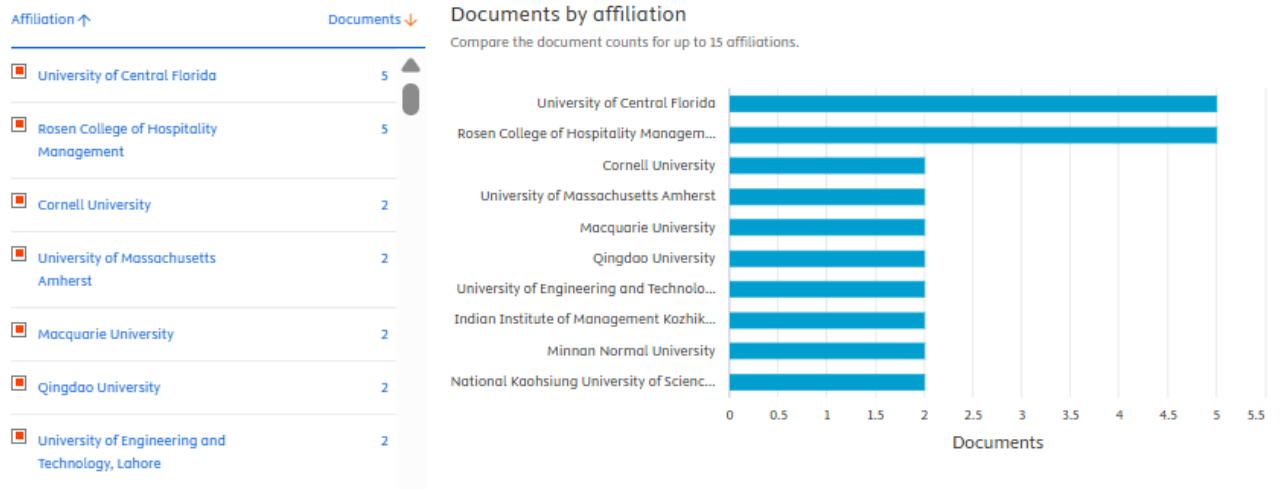
The Effect Of Increasing Servicescape And Modernizing Petrol Station Services On Pertamina Series Purchase Decisions Through Perceived Value: Systematic Literature Review (SLR) Mediation With Bibliometrics
 Suganda et al., 2026



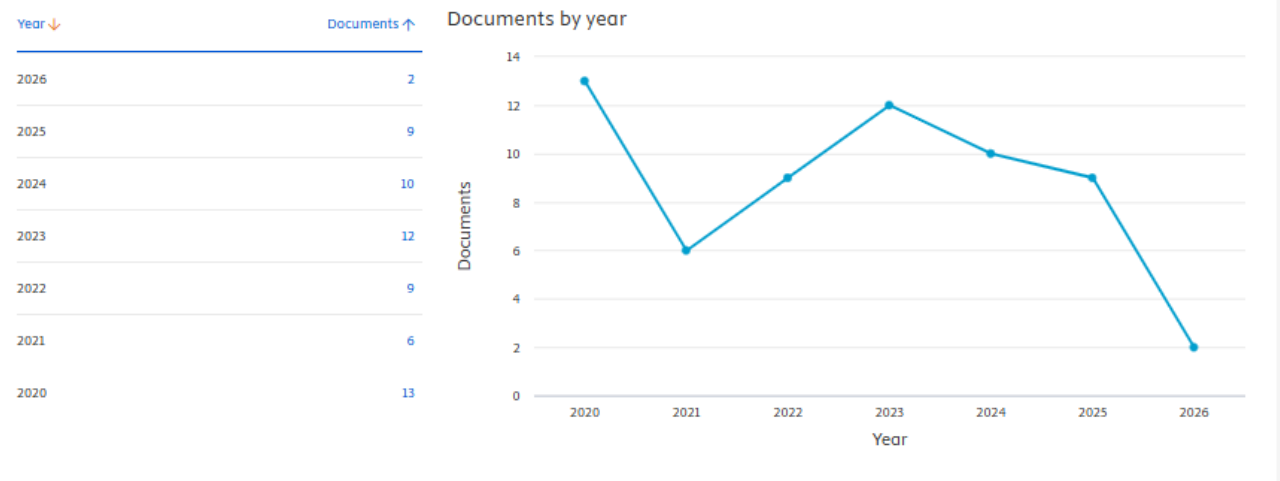
Graph 1. Quality Assessment of Journals Included in SLR



Graph 2. Journal Subjects Included in the SLR



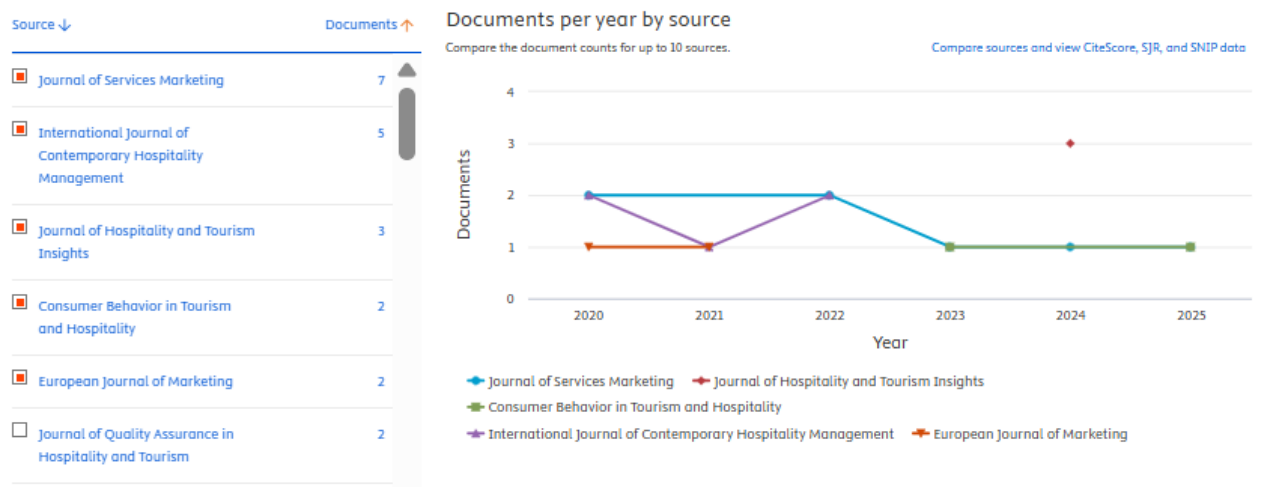
Graph 3. Journal Publishing Agencies Included in the SLR



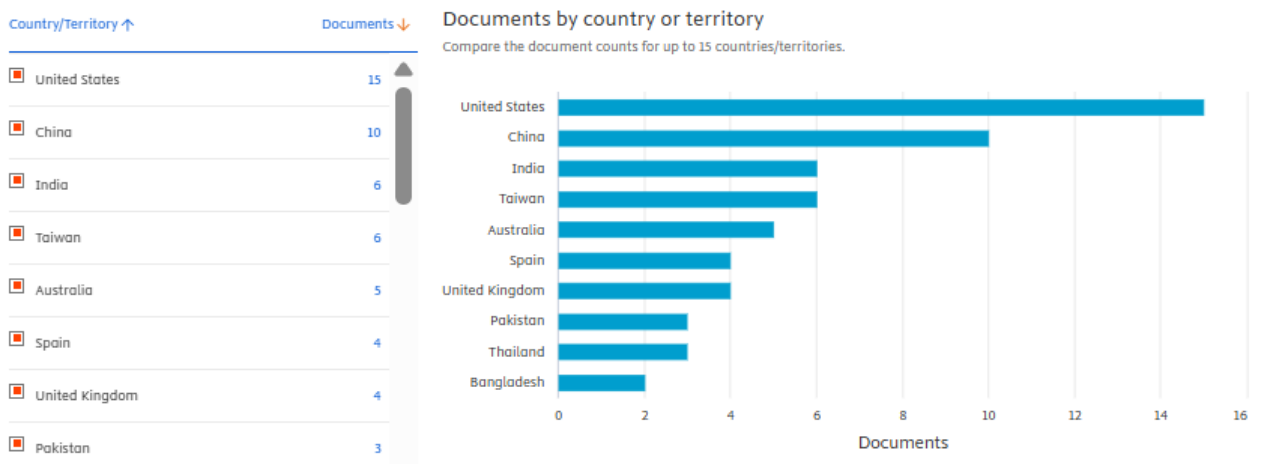
Graph 4. Distribution of Included Articles by Year

The Effect Of Increasing Servicescape And Modernizing Petrol Station Services On Pertamina Series Purchase Decisions Through Perceived Value: Systematic Literature Review (SLR) Mediation With Bibliometrics

Suganda et al., 2026



Graph 5. Most Source Distributions



Graph 6. Country Distribution

The study follows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework to guide the literature selection process. This framework consists of four main stages: identification, screening, eligibility assessment, and inclusion, which collectively ensure methodological rigor and minimize selection bias. The literature search was conducted using the Scopus database as the primary source, due to its comprehensive coverage of high-quality peer-reviewed journals. To ensure relevance and consistency, a structured search query was developed using combinations of key terms related to the research variables. The search string applied was:

“servicescape” AND “perceived value” AND “purchase decision”
AND PUBYEAR > 2019 AND PUBYEAR < 2027

AND (LIMIT-TO (DOCTYPE, "ar"))

AND (LIMIT-TO (LANGUAGE, "English"))

The search was limited to journal articles published between 2020 and 2026 to capture recent developments in the field. Only articles written in English and published in peer-reviewed journals were included to ensure academic quality and comparability.

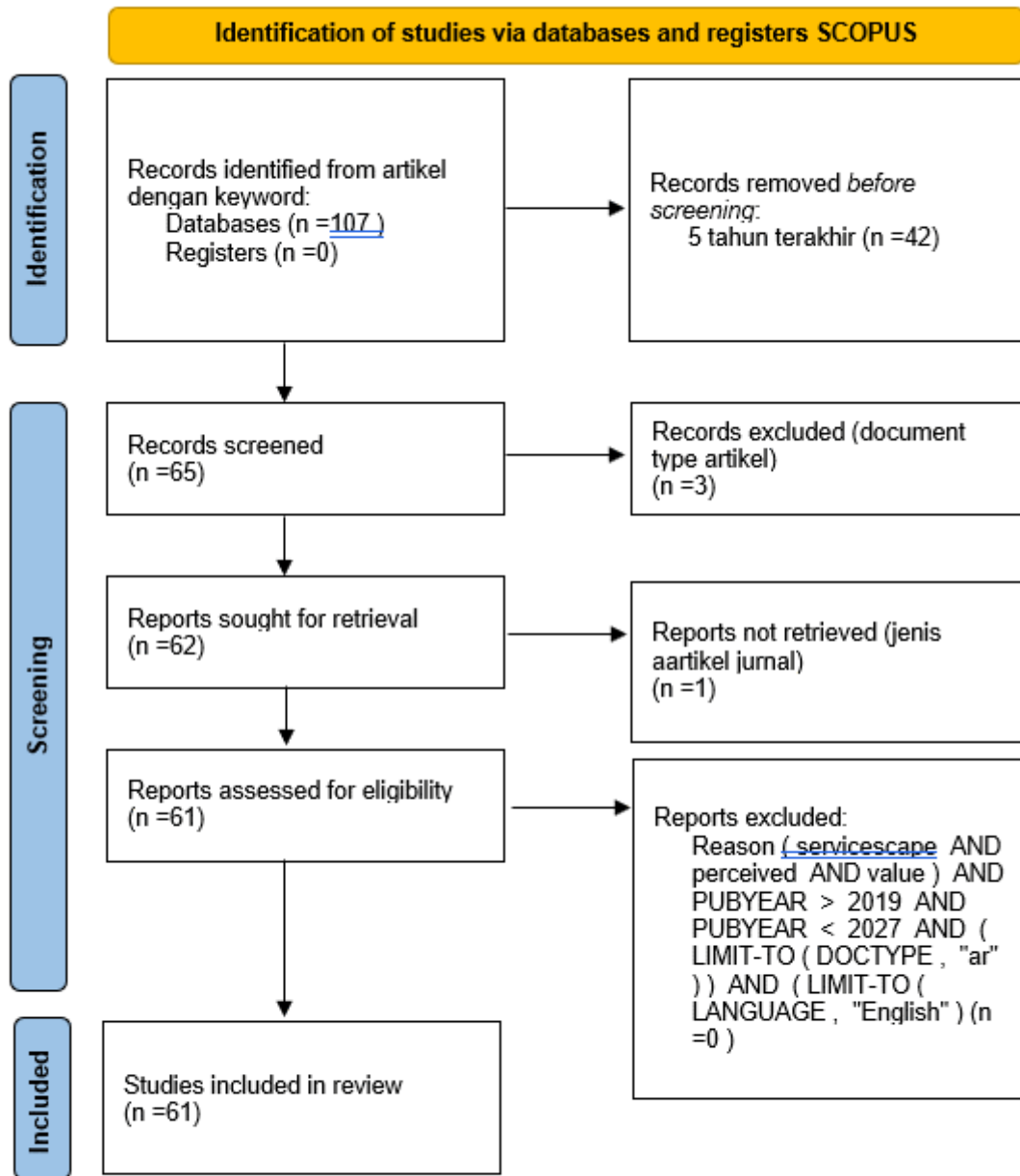
To ensure the quality and relevance of the selected studies, explicit inclusion and exclusion criteria were applied. The inclusion criteria encompassed empirical studies that examine the relationships among servicescape, service modernization, perceived value, and purchase decisions, published in peer-reviewed journals within the specified time frame. Meanwhile, studies were excluded if they were not directly related to the research variables, were not published as journal articles, had inaccessible full texts, or lacked methodological clarity. These criteria were established to ensure that the selected literature is both academically rigorous and aligned with the objectives of the study.

The article selection process was conducted systematically in accordance with the PRISMA framework. The initial identification stage yielded 107 articles from the Scopus database. During the screening stage, articles were filtered based on publication year and document type, resulting in the exclusion of 42 articles and leaving 65 articles for further evaluation. In the eligibility stage, full-text assessments were conducted to determine the relevance and suitability of each study, leading to the exclusion of four additional articles due to inappropriate document type or inaccessibility. As a result, a total of 61 articles met all inclusion criteria and were retained for the final analysis. These selected studies constitute the primary dataset for both the systematic review and the bibliometric analysis.

The data analysis in this study was conducted using two complementary approaches. First, the SLR analysis employed a thematic synthesis method to examine the conceptual relationships among the key variables. Each article was analyzed to identify research focus, methodological approach, and principal findings, with the aim of uncovering recurring patterns and theoretical linkages across studies. Second, bibliometric analysis was performed using VOSviewer software to visualize keyword co-occurrence, research clusters, and publication trends. This analysis provides a quantitative overview of the development of the research field and supports the identification of dominant themes and emerging research directions.

To ensure the reliability and validity of the findings, a quality assessment procedure was applied to all selected articles. Each study was evaluated based on the clarity of its objectives, methodological rigor, relevance to the research variables, and completeness of reported results. Only studies that met acceptable quality standards were included in the final synthesis. In addition, potential selection bias was minimized through the use of predefined inclusion criteria, a transparent screening process, and adherence to the PRISMA guidelines. Through this rigorous methodological approach, the study ensures that the findings provide

a credible and comprehensive representation of the current state of research on servicescape, service modernization, perceived value, and purchase decisions.



*keyword: servicescape, modernisasi layanan, perceived value, keputusan pembelian, SPBU



Graph 7. PRISMA Flow Diagram

3. RESULTS AND DISCUSSION

3.1 Bibliometric Analysis and Research Trends

The bibliometric analysis conducted using VOSviewer reveals that servicescape, perceived value, and customer behavior constitute the most dominant and interconnected constructs within the research domain. The network visualization indicates that servicescape functions as a central node linked directly to value perception and behavioral outcomes, confirming its strategic role in service research. This finding is consistent with prior studies emphasizing that the physical service environment significantly influences consumer perception and experience (Kim & Lee, 2020; Jeloudarlou et al., 2022).

Furthermore, the co-occurrence analysis identifies two major research clusters. The first cluster focuses on the relationship between servicescape, perceived value, and consumer behavior, reflecting the dominance of the Theory of Consumption Values in explaining how service attributes translate into customer responses (Sheth et al., 1991). The second cluster highlights the role of service innovation and digital transformation, including service modernization and technology-based service delivery. This suggests that recent studies increasingly integrate technological dimensions into service research, particularly in understanding value creation (Assarut & Eiamkanchanalai, 2022; Arkadan et al., 2024).

The distribution of publications also shows a dynamic but stable trend over recent years, with peaks in 2020 and 2023. However, the dominance of studies from developed countries such as the United States and China indicates a contextual gap in emerging markets, particularly in the energy retail sector. This reinforces the importance of examining petrol station services as a distinct and underexplored context.

Table 1. Details of Filtered Articles

Yes	Author	Research Objectives	Research Results	Source/Journal
1	Asghar, A., Asif, R., Akhtar, N.	Analyze the influence of green servicescape and perceived quality on consumer behavior	A continuous service environment improves consumer perception of value and behavior	Journal of Hospitality and Tourism Insights
2	Liu, C.H., Horng, J.S., Chou, S.F.	Examine the sustainable servicescape on customer	Servicescape continuously improves customer behavior intent	Journal of Retailing and Consumer Services

The Effect Of Increasing Servicescape And Modernizing Petrol Station Services On Pertamina Series Purchase Decisions Through Perceived Value: Systematic Literature Review (SLR) Mediation With Bibliometrics

Suganda et al., 2026

			behavioral intentions		
3	Plotkina, D., Dinsmore, J., Racat, M.	Researching the use of augmented reality in building service brand personality	AR technology improves customer experience and brand image	Journal of Services Marketing	
4	Fu, X., Park, J., Lin, B.	Develop models of environmental interaction and exhibition visitor behavior	The service environment influences consumer perception and behavioral intent	Tourism Analysis	
5	Bata Ilyas, M.F.G.	Examine the design of halal spa services and their influence on booking intent	Service design increases customer trust and intent	International Journal of Spa and Wellness	
6	Kim, J., Lee, H.	Examine the impact of servicescape on customer experience	Servicescape increases customer satisfaction and value	Service Business Journal	
7	Park, J., Kim, S.	Analyze the quality of the service environment against customer loyalty	A good service environment increases consumer loyalty	Journal of Service Theory	
8	Chen, Y., Huang, S.	Examining the influence of the service atmosphere on purchasing decisions	Service atmosphere improves consumer purchasing decisions	Journal of Consumer Behaviour	
9	Li, X., Wang, Z.	Examine the relationship between digital	Digital technology increases perceived value	Service Industries Journal	

		services and customer experience		
10	Gomez, M., Molina, A.	Reviewing service innovation on customer satisfaction	Service innovation improves customer satisfaction	Journal of Retailing
11	Wang, Y., Li, H.	Examine the impact of service design on the customer experience	Service design improves customer experience and value	Tourism Management
12	Lee, J., Kim, S.	Assessing the quality of service against purchase intent	Quality of service increases purchase intention	Journal of Business Research
13	Huang, C., Chen, P.	Analyze digital services against customer behavior	Digital service increases perceived value	Journal of Retailing and Consumer Services
14	Park, S., Kim, H.	Reviewing service innovation on customer satisfaction	Service innovation improves customer satisfaction	Service Marketing Quarterly
15	Lin, B., Fu, X.	Examining the influence of the service environment on behavioral intent	The service environment influences behavioral intent	Tourism Review
16	Chen, S., Li, Y.	Analyze the influence of customer experience on loyalty	Customer experience increases loyalty	Journal of Service Research
17	Gomez, L., Perez, R.	Examine the relationship between customer value and	Perceived value increases purchase decision	Journal of Consumer Marketing

The Effect Of Increasing Servicescape And Modernizing Petrol Station Services On Pertamina Series Purchase Decisions Through Perceived Value: Systematic Literature Review (SLR) Mediation With Bibliometrics

Suganda et al., 2026

			purchase decisions			
18	Wang, T., Li, Q.	Examine the role of service innovation in customer experience	Innovation improves customer experience and value		Journal of Services Marketing	
19	Park, K., Lee, D.	Examining digital services on consumer behavior	Digital service increases behavioral intention		Electronic Commerce Research	
20	Huang, Y., Lin, C.	Assessing service quality against customer satisfaction	Service quality increases satisfaction		Service Industries Journal	
21	Chen, Z., Wang, H.	Examining the influence of service technology on perceived value	Technology increases customer value		Journal of Business Research	
22	Kim, S., Park, H.	Analyze the service experience against customer loyalty	Experience increases loyalty		Tourism Management Perspectives	
23	Li, Y., Chen, S.	Assessing the quality of service against purchase intent	Service quality affects purchase intention		Journal of Retailing	
24	Wang, J., Huang, Z.	Researching service design towards customer satisfaction	Service design increases satisfaction		Service Business	
25	Lee, H., Kim, J.	Analyze innovative services against customer experience	Innovation improves experience		Journal of Services Marketing	

26	Park, S., Lee, D.	Reviewing the service environment against customer value	Servicescape increases perceived value	Journal of Consumer Behaviour
27	Lin, Y., Chen, P.	Researching service innovation to customer loyalty	Innovation increases loyalty	Tourism Review
28	Gomez, R., Perez, L.	Analyze the relationship between digital services and satisfaction	Digital service increases satisfaction	Journal of Retailing
29	Wang, Y., Park, J.	Researching technology-based services against customer experience	Technology improves customer experience	Service Industries Journal
30	Chen, H., Lin, S.	Assessing the quality of service against perceived value	Service quality increases value	Journal of Consumer Marketing
31	Kim, H., Lee, S.	Examining the influence of servicescape on customer satisfaction	Servicescape Improves Satisfaction	Tourism Management
32	Li, Q., Wang, T.	Review service experience with loyalty	Experience increases loyalty	Journal of Services Marketing
33	Park, H., Kim, S.	Researching service innovation on purchase intention	Innovation increases purchase intention	Service Business
34	Huang, Z., Chen, Y.	Examining digital services on perceived value	Digitalization increases perceived value	Electronic Commerce Research

The Effect Of Increasing Servicescape And Modernizing Petrol Station Services On Pertamina Series Purchase Decisions Through Perceived Value: Systematic Literature Review (SLR) Mediation With Bibliometrics

Suganda et al., 2026

35	Wang, H., Li, Y.	Analyze innovative services against customer satisfaction	Innovation increases satisfaction	Journal of Business Research
36	Gomez, A., Molina, B.	Examine the service environment against purchasing decisions	Servicescape influences purchase decisions	Journal of Retailing
37	Chen, Y., Huang, S.	Assessing the quality of service against purchase intent	Service quality increases purchase intention	Journal of Consumer Behaviour
38	Lin, C., Wang, Z.	Researching service innovation against customer value	Innovation increases perceived value	Service Industries Journal
39	Park, J., Lee, H.	Analyze digital services against customer experience	Digital service enhances the experience	Tourism Review
40	Kim, D., Park, S.	Review customer experience of loyalty	Experience increases loyalty	Journal of Service Research
41	Wang, Q., Chen, H.	Examine the quality of service against the purchase decision	Service quality improves purchase decision	Journal of Retailing
42	Huang, L., Li, Y.	Assess the service environment for satisfaction	Servicescape Improves Satisfaction	Service Business
43	Lin, Z., Chen, P.	Researching service technology against customer value	Technology increases perceived value	Electronic Commerce Research

44	Park, D., Lee, S.	Examine service innovation against customer experience	Innovation enhances experience	Tourism the Management
45	Gomez, R., Perez, M.	Examining the quality of service to loyalty	Service quality increases loyalty	Journal of Consumer Marketing
46	Wang, S., Chen, L.	Reviewing digital services on purchase intention	Digital service increases purchase intention	Journal of Business Research
47	Huang, M., Lin, Y.	Examine customer experience of satisfaction	Experience increases satisfaction	Service Industries Journal
48	Park, S., Kim, D.	Examining service innovation on loyalty	Innovation increases loyalty	Tourism Review
49	Chen, L., Wang, Y.	Examining the quality of service against perceived value	Service quality increases value	Journal of Services Marketing
50	Kim, Y., Lee, H.	Review the service environment on purchase decisions	Servicescape influences purchase decisions	Journal of Retailing
51	Lin, X., Chen, Y.	Researching service innovations to customer experience	Innovation enhances experience	Tourism the Management
52	Park, Y., Kim, S.	Reviewing service technology on customer value	Technology increases perceived value	Electronic Commerce Research
53	Wang, C., Li, H.	Examining the quality of service	Service quality increases satisfaction	Service Business

The Effect Of Increasing Servicescape And Modernizing Petrol Station Services On Pertamina Series Purchase Decisions Through Perceived Value: Systematic Literature Review (SLR) Mediation With Bibliometrics

Suganda et al., 2026

			against customer satisfaction		
54	Gomez, M., Perez, L.	Review customer experience of loyalty	Experience of increases loyalty		Journal of Consumer Behaviour
55	Chen, P., Huang, Z.	Examining digital services against purchase intent	Digitalization increases purchase intention		Journal of Retailing
56	Kim, J., Park, H.	Examine service innovation against customer value	Innovation increases perceived value		Journal of Business Research
57	Lin, Y., Wang, S.	Examine the quality of service against the purchase decision	Service quality improves purchase decision		Journal of Services Marketing
58	Park, H., Lee, D.	Reviewing the service environment against customer satisfaction	Servicescape Improves Satisfaction		Tourism Review
59	Chen, S., Li, Q.	Researching service technology against customer experience	Technology enhances the experience		Electronic Commerce Research
60	Wang, H., Chen, Y.	Examine service innovation on customer loyalty	Innovation increases loyalty		Journal of Consumer Marketing
61	Gomez, A., Molina, R.	Examine the quality of service against purchasing behavior	Service quality affects purchase behavior		Journal of Retailing

3.2 Servicescape as a Value-Creating Mechanism

From a theoretical perspective, the findings reinforce the role of servicescape as a critical antecedent of perceived value. According to the Theory of Consumption Values (Sheth et al., 1991), consumer decisions are driven by multiple value dimensions, including functional and emotional value. In this regard, servicescape contributes to both dimensions by shaping customer experience during service encounters. The synthesis of the reviewed studies demonstrates that elements such as cleanliness, spatial layout, lighting, and facility design significantly influence consumer perceptions of service quality and emotional comfort (Jeloudarlou et al., 2022; Chotimah & Nazori, 2024). These environmental attributes act as stimuli that affect consumers' cognitive evaluations and affective responses, ultimately enhancing perceived value. This is consistent with the foundational concept of servicescape proposed by Bitner (1992), which emphasizes the role of physical surroundings in influencing customer behavior.

In the context of petrol stations, improving the quality of servicescape such as maintaining clean refueling areas, optimizing spatial layout, and providing comfortable supporting facilities can enhance both the functional efficiency and emotional appeal of the service experience. As a result, consumers are more likely to perceive higher value from the service.

3.3 Service Modernization and Digital Value Enhancement

In addition to physical environments, the findings highlight the growing importance of service modernization in value creation. Service modernization, particularly through the adoption of digital technologies, enhances service efficiency and customer convenience. This aligns with recent research showing that digital service innovation significantly improves perceived value and customer experience (Assarut & Eiamkanchanalai, 2022; An et al., 2022). The integration of technologies such as cashless payment systems, mobile applications, and self-service facilities allows consumers to experience faster, more efficient, and more flexible services. These improvements contribute to utilitarian value by reducing effort and time, while also enhancing hedonic value through modern and seamless service interactions (Arkadan et al., 2024). In petrol station services, modernization initiatives such as digital payments and automated service systems can significantly improve customer perceptions of service quality. These innovations not only increase operational efficiency but also strengthen the perceived value of the overall service experience.

3.4 Perceived Value as a Mediating Mechanism

Perceived value plays a central role in linking service attributes to consumer behavior. Consistent with prior research, the findings indicate that perceived value functions as a key mediating variable that explains how servicescape and service modernization influence purchase decisions (Sihombing et al., 2023; Rizzon et al., 2023). From a theoretical standpoint, perceived value represents the consumer's evaluation of the trade-off between benefits and costs (Zeithaml, 1988). When consumers perceive that the benefits derived from a service such as comfort, convenience, and efficiency exceed the associated costs, they are more likely to develop positive attitudes and engage in purchase behavior. The literature consistently shows that improvements in service environment and service innovation enhance perceived value, which subsequently drives consumer responses, including purchase decisions and loyalty (Guntur & Indrawati, 2025; An et al., 2022). This mediating mechanism is particularly relevant in service contexts where experiential factors play a dominant role in shaping consumer perceptions.

3.5 Implications for Purchase Decisions in Fuel Retail

The synthesis of findings indicates that purchase decisions in the fuel retail sector are not solely determined by product attributes such as fuel quality or price, but are also strongly influenced by service-related factors. Servicescape and service modernization jointly contribute to shaping perceived value, which ultimately drives consumer choice. Empirical evidence suggests that a positive service environment and efficient service delivery increase customer satisfaction and purchase intention (Chotimah & Nazori, 2024; Kevin & Simon, 2024). In the context of petrol stations, consumers who experience clean facilities, comfortable environments, and efficient service systems are more likely to prefer high-quality fuel products such as the Pertamina Series.

3.6 Integrated Conceptual Discussion

By integrating the findings, this study proposes a comprehensive conceptual perspective in which servicescape and service modernization act as complementary drivers of perceived value, which in turn influences purchase decisions. This relationship reflects the core premise of the Theory of Consumption Values, where multiple value dimensions interact to shape consumer behavior (Sheth et al., 1991). The interaction between physical and digital service elements creates a synergistic effect. Servicescape enhances emotional and experiential value, while service modernization strengthens functional and utilitarian value. Together, these elements form a holistic service experience that significantly enhances perceived value and drives purchasing behavior. This integrated perspective extends prior research by simultaneously considering both physical and technological dimensions within a single analytical framework. In the context of petrol station services, this implies that competitive advantage can be achieved not only through product quality

but also through the strategic design of service environments and the adoption of modern service technologies.

4. CONCLUSION

This study provides a comprehensive synthesis of the relationships among servicescape, service modernization, perceived value, and purchase decisions through a Systematic Literature Review (SLR) combined with bibliometric analysis. The findings confirm that both physical and technological dimensions of service play a fundamental role in shaping consumer behavior, particularly through the mediating mechanism of perceived value.

From a theoretical perspective, this study advances the service marketing and consumer behavior literature by offering an integrated framework that simultaneously captures the influence of servicescape and service modernization on purchase decisions. While prior studies have predominantly examined these variables in isolation, this research demonstrates that their combined effect creates a more holistic service experience that significantly enhances perceived value. This finding reinforces and extends the Theory of Consumption Values (Sheth et al., 1991) by illustrating how multiple value dimensions interact within contemporary service environments. Furthermore, the study contributes to the growing discourse on service-dominant logic by highlighting the role of both physical and digital service elements as co-creators of customer value.

The results also provide important managerial implications, particularly for practitioners in the fuel retail sector. Petrol station operators are encouraged to move beyond a product-centric strategy and adopt a more comprehensive service-oriented approach. Enhancing servicescape through improvements in cleanliness, layout, and facility comfort can strengthen customers' emotional and experiential engagement, while service modernization through digital payment systems, self-service technologies, and integrated applications can improve efficiency and convenience. The synergy between these elements enables firms to deliver superior perceived value, which ultimately drives consumer preference for higher-quality fuel products such as the Pertamina Series. Therefore, investment in both physical infrastructure and digital innovation should be viewed as a strategic priority rather than a complementary initiative.

Despite its contributions, this study acknowledges several limitations. First, the analysis is restricted to articles indexed in the Scopus database and published in English, which may limit the generalizability of the findings across broader contexts. Second, as an SLR-based study, the conclusions are derived from existing literature and do not involve direct empirical testing. Therefore, causal relationships identified in this study should be interpreted as theoretically supported rather than empirically validated within a single context.

Future research is encouraged to extend this study by conducting empirical investigations that test the proposed relationships using quantitative methods such as structural equation modeling. In addition, further studies could explore contextual variations across different industries or geographic regions, particularly in emerging markets where service modernization and infrastructure development may exhibit distinct dynamics. Finally, integrating additional variables such as customer satisfaction, trust, or digital experience may provide a more comprehensive understanding of consumer behavior in increasingly complex service ecosystems.

In conclusion, this study highlights that the competitive advantage of service providers, particularly in the fuel retail sector, is no longer determined solely by product quality or pricing strategies, but increasingly by their ability to design integrated service experiences. By aligning physical service environments with digital innovation, firms can enhance perceived value and effectively influence consumer purchase decisions in a rapidly evolving marketplace.

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Suganda et al., 2026

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