

## The Factor of Related with Attract Customer in Refueling Services

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### Abstract

*This paper is review the related literatures with attract the customer to use the refueling services in gas industry. These literatures were to review relevance several factors to impact on the customer loyalty. This research result will be provide a model that can to more explore to the related constructs to influence the customers' intention to refueling services.*

**Keywords:** customer loyalty, refueling services

### Introduction

In the world, the country accompanied by the grown of economic, their vehicle also can synchronous reached growth. For example, Taiwan is so do. The Gross Domestic Product is growth in year by year in Taiwan, the more need with the vehicle of private sector and to drive the flourish of transportation industry. As shown in Table 1, number of motor vehicle registration in Taiwan were increasing rapidly in the recently years. Out of them, although the numbers of car is increase, there is 178% from 1991 to 2017, however, the numbers of motorcycle is more growing significantly, there is drastically increased 215%.

Table 1 Number of motor vehicle registration in Taiwan

Year	Number of vehicle	Compare with the last year (%)	Number of cars	Number of motorcycle	Number of cars /Each of hundred	Number of motorcycle /Each of hundred
1991	10,611,036	5.57	3,201,861	7,409,175	51.5	15.5
1992	11,268,254	6.19	3,618,946	7,649,308	54.2	17.4
1993	11,856,524	5.22	3,989,128	7,867,396	56.5	19
1994	12,377,082	4.39	4,342,573	8,034,509	58.4	20.5

1995	13,201,471	6.66	4,684,447	8,517,024	61.8	21.9
1996	14,273,465	8.12	4,989,551	9,283,914	66.3	23.2
1997	15,345,743	7.51	5,294,130	10,051,613	70.6	24.3
1998	15,959,135	4	5,430,095	10,529,040	72.8	24.8
1999	16,317,768	2.25	5,359,299	10,958,469	73.9	24.3
2000	17,022,689	4.32	5,599,517	11,423,172	76.4	25.1
2001	17,465,037	2.6	5,731,835	11,733,202	77.9	25.6
2002	17,906,957	2.53	5,923,200	11,983,757	79.5	26.3
2003	18,500,658	3.32	6,133,794	12,366,864	81.8	27.1
2004	19,183,136	3.69	6,389,186	12,793,950	84.5	28.2
2005	19,862,807	3.54	6,667,542	13,195,265	87.2	29.3
2006	20,307,197	2.24	6,750,169	13,557,028	88.8	29.5
2007	20,711,754	1.99	6,768,281	13,943,473	90.2	29.5
2008	21,092,358	1.84	6,726,916	14,365,442	91.6	29.2
2009	21,374,175	1.34	6,769,845	14,604,330	92.4	29.3
2010	21,721,447	1.62	6,876,515	14,844,932	93.8	29.7
2011	22,226,684	2.33	7,053,082	15,173,602	95.7	30.4
2012	22,346,398	0.54	7,206,770	15,139,628	95.8	30.9

2013 21,562,645 -3.51 7,367,522 14,195,123 92.3 31.5

Table 1 Number of motor vehicle registration in Taiwan (continue)

Year	Number of vehicle	Compare with the last year (%)	Number of cars	Number of motorcycle	Number of cars /Each of hundred	Number of motorcycle /Each of hundred
2014	21,290,279	-1.26	7,554,319	13,735,960	90.9	32.2
2015	21,400,863	0.52	7,739,144	13,661,719	91.1	32.9
2016	21,510,650	0.51	7,842,423	13,668,227	91.4	33.3
2017	21,532,149	0.56	7,856,677	13,675,472	91.5	33.4

Source: Ministry of Transportation and Communication R. O. C.  
<http://stat.motc.gov.tw/mocdb/stmain.jsp?sys=100&funid=a3301>

If the density of vehicles in Taiwan compare with many different developed countries country, as shown in Table 2, the number of motor vehicles per square

kilometer, Taiwan is much more than a lot others countries such USA, Japan, Korea, Germany, UK, Netherlands.

Table 2 The density of vehicles by country

	Taiwan	USA	Japan	Korea	Germany	UK	Netherlands
Number of motor vehicles per square kilometer	201(cars) 418(motorcycle)	4.4	1.1	1.8	1.6	2.0	1.0

Also because of this reason, the numbers of gas station were growth. In 1987, due to petroleum production in Taiwan was deregulated to carry out the administrative goals of “Internationalization, Liberalization, and

Institutionalization”. The government allowed the establishment of privately operated gas stations for the marketing of gasoline and diesel oil. In June 1996, the establishment of privately owned and operated petroleum refinery

enterprises was allowed, and the Petroleum Administration Law was promulgated on October 11, 2001. Privately owned gas stations have appeared everywhere, like bamboo shoots after a spring rain. The statistical data from the Bureau of Energy show that the total number of public- and private-owned gas stations nationwide was 840 in 1991, and reached 2,483 in 2017, which is an increase of 296% (Table 3).

2005	2531
2006	2542
2007	2579
2008	2606
2009	2599
2010	2631
2011	2621
2012	2603
2013	2539
2014	2510
2015	2505
2016	2495
2017	2483

Table 3 The average number of vehicles served by gas stations

Year	number of gas stations
1991	840
1992	1042
1993	1138
1994	1190
1995	1242
1996	1350
1997	1521
1998	1723
1999	1884
2000	2050
2001	2159
2002	2281
2003	2366
2004	2439

Source: Ministry of Transportation And Communications (2017), Number of registered motor vehicles in Taiwan Area.

In spite of the gas stations were growth is the normal in the developed country, and the numbers of gas stations were much in Taiwan. However, in Taiwan, the number of customers to accept each gas station's service, is more than of other developed countries (Table 4). Thus, the numbers of gas station industry still may be increased.

Table 4 The density gas stations by countries

Index	Taiwan	USA	Germany	UK	French	Japan
Number of stations (a station / thousand square kilometers)	69.94	18.19	50.64	87	58	142
Average the services (thousand persons / a station)	10.55	1.62	4.55	2.84	1.85	2.37
Average the services (thousand vehicle / a station)	2.37	1.20	2.61	1.21	1.01	1.59

<http://gas.epb.taichung.gov.tw/>

### How to remain the customers' loyalty?

For maintain the customer of loyalty in refueling, many scholars had many different viewpoints on the quality for customers' perception. In many contexts, perceived quality of a brand or company provides a pivotal reason-to-buy. Garvin (1984) to synthesizes the varying product quality arising from philosophy, economics, marketing, and operations management. Harari (1993) proposes that when managers think of strategy, the meaning of quality becomes a much richer, more powerful market-driven concept. Thus, perceived quality of customer as the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives.

In addition, perceived quality is a result of interaction between product and

consumer. is a preference for evaluating, or judging perceived quality is variable of continuity, not variable of dichotomy (Holbrook and Corfman, 1983). Quality can be defined broadly as superiority or excellence(Zeithaml, 1988).

### Conclusion

Face to the a huge population on very scarce land in Taiwan. According to the data and this study indicate the gas station entry to the situation highly competitive. In Taiwan, wherever the gas station belong with privately owned enterprise or national, there are competition each other. If gas station enterprises can to survive, the factor of customer loyalty is very important.

Although this study only review by the literatures, however, it is consistent with previous studies that have examined customer loyalty in other

settings. Therefore, based on previous studies, as mentioned earlier, this study can use the perception quality to propose the hypothesis to construct a conceptual model for future research. And also can to examine the relationships of effect factors for the loyalty of gas station.

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