

PENGARUH CITRA PERUSAHAAN DAN REPUTASI TERHADAP KUALITAS
PELAYANAN DAN DAMPAKNYA PADA KEPUASAN PELANGGAN
(PADA NASABAH TABUNGAN BANK ARTHA GRAHA)

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This study aims to analyze the influence of corporate image and reputation of service quality and its impact on customer satisfaction in PT. Bank Artha Graha Tbk. This research uses qualitative methods and is included in survey research. The data to be taken is the primary data obtained through the distribution of questionnaires. Meanwhile, the population in this study were customers of Bank Artha Graha, Tbk. The number of samples is determined by the requirements specified by Hair et al. (1998). The number of samples taken at least 5 times and the number of 43 parameters used in the study, so that the minimum number of samples taken is $43 \times 5 = 215$ respondents. Data analysis used in this writing is to use statistical analysis that is with multiple linear regression analysis with the help of SPSS program version 21.00.

The results showed that corporate image and company reputation proved to have a direct and significant positive effect on service quality and customer satisfaction on Bank Tabungan Graha Bank Tabungan Graha. Corporate image and company reputation has contributed 77.1% to the quality of service. In addition, the quality of service proved to have a direct and significant positive impact on service satisfaction on the Bank Tabungan Graha Bank Tabungan Graha. Contribution of company influence, company reputation and service quality equal to 71,5% to customer satisfaction. Corporate image proved indirectly affect customer satisfaction through service quality at Bank Artha Graha Tbk that is 5,5% and Company Reputation proved indirectly influence to customer satisfaction through service quality at Bank Artha Graha Tbk that is equal to 5,3%.

Keywords: Company Image, Reputation, Service Quality and Customer Satisfaction