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The Impact of Service Quality Account Manager
PT. Intikom Berlian Mustika Toward Positive Image of the Company
(Survey With Consumer of PT. Intikom Berlian Mustika in Jakarta 2017)
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ABSTRACT

The role of Public Relation is considered important for organization or company. But the implementation in Indonesia in every company it is rarely roled by a special division of PR, for example in PT Intikom Berlian Mustika (Intikom) where the functions, the duties, and the roles of PR were done by sales and marketing - Account Manager. This division works in customer relations activities to serve customer's needs.

The research that been done is to find out if there is any influence of AM service quality with positive image of the company to the consumer in the environment of PT Intikom Berlian Mustika by using the basic theory of service quality and positive image of the company. This research was using quantitative approach. The methode of the research that been used was comparative causal to describe the relation scheme and the influence by doing data collection with questionnaire.

The result of the research is about the excellent service that comes from a good coordination between AM with the whole team involved in the project. When AM understand about the needs of the consumers as a whole, then am will get to know which team that should help so the project can go as scheduled that been determined, can get the result needed and expected so consumers will be satisfied with the service of AM and team, so customers satisfaction can be formed and the positive image of the employees also PT Intikom Berlian Mustika will get better.

The research concludes that the service quality and the positive image of the company connects each other and also showing that there is a significant impact from five dimensions of service quality former from the higher to the lower that are tangible, responsiveness, empathy, reliability, and assurance.

Keywords : Service Quality, Account Manager, Positive Image of the Company