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Pengaruh Kualitas Program *Customer Relations* Terhadap Tingkat Kepercayaan Pelanggan  
(Survey Terhadap Pelanggan Terkait Program *K-Passport* Mall Kuningan City Jakarta)

**ABSTRAK**

Mall Kuningan City merupakan salah satu bidang industri properti yaitu shopping mall yang berdiri pada tahun 2012 di Jakarta Selatan. Seiring berkembangnya industri pelayanan jasa ritel, mall Kuningan City menyadari betul akan pentingnya kualitas program customer relations untuk meningkatkan kepercayaan pelanggan yang berujung pada kepuasan dan profitabilitas.

Dalam mewujudkan kepercayaan pelanggan dibutuhkan sebuah pengalaman yang baik atau positif dari sebuah perusahaan. Pengalaman tersebut dapat diwujudkan dengan komunikasi yang baik pada aktivitas program *customer relations*, dalam hal ini Kuningan City membuat sebuah program “K-Passport” guna meningkatkan kualitas program *customer relations* dan meningkatkan rasa kepercayaan dimata para pelanggannya.

Dalam penelitian ini, penelitian yang digunakan adalah penelitian eksplanatif. Penelitian kuantitatif dengan jenis eksplanatif dipilih karena peneliti ingin mengukur pengaruh antara kualitas program *customer relations* terhadap tingkat kepercayaan pelanggan. Sedangkan metode yang digunakan adalah metode survey. Sampel diambil sesuai dengan jumlah 100 responden.

Koefisien regresi variabel Kualitas Program *Customer Relations* (X1) sebesar 0.896, artinya jika variabel independen lain nilainya tetap, maka Tingkat Kepercayaan Pelanggan (Y) akan mengalami kenaikan sebesar 0.896. Kualitas Program *Customer Relations* mampu menjelaskan pengaruh sebesar 87.4% terhadap variabel dependen (Tingkat Kepercayaan Pelanggan). Sedangkan sisanya sebesar 12.6% dipengaruhi atau dijelaskan oleh variabel lain yang tidak dimasukkan dalam model penelitian ini.

Kata Kunci: Kualitas Program *Customer Relations*, Tingkat Kepercayaan Pelanggan.



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The Influence of the Quality of the Customer Relations Program on the Level of Customer Trust  
(Customer Survey on the Program K-Passport of Kuningan City Mall in Jakarta)

**ABSTRACT**

Kuningan City Mall is one of the property industry fields, namely a shopping mall that was established in 2012 in South Jakarta. Along with the development of the retail service industry, Kuningan City mall is well aware of the importance of quality customer relations programs to increase customer trust which leads to satisfaction and profitability.

In realizing customer trust requires a good or positive experience from a company. This experience can be realized through good communication in customer relations program activities, in this case Kuningan City develops a "K-Passport" program to improve the quality of the customer relations program and enhance a sense of trust in the eyes of its customers.

In this research, the research used is explanatory research. Quantitative research with explanative type was chosen because researchers wanted to measure the influence of the quality of the customer relations program on the level of customer trust. While the method used is survey method. Samples were taken according to the number of 100 respondents.

The Kulitias Program Customer Relationship variable regression coefficient (XI) is 0.896, meaning that if the other independent variables are fixed, then the Customer Trust Level (Y) will increase by 0.896. The quality of the Customer Relations Program is able to explain the influence of 87.4% on the dependent variable (Level of Customer Trust). While the remaining 12.6% is influenced or explained by other variables not included in this research model.

Keywords: Quality of Customer Relations Program, Level of Customer Trust