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*“The Influence of Banking Service Quality "Bank Negara Indonesia" Mercu Buana Sub-Branch Office on Corporate Image”
Bibliography: 5 Chapters 68 Pages + Attachments + 21 Books + 8 Journals + 1 theses + 3 Website Data.*

ABSTRACT

This research is motivated by the importance of service quality for the company, especially in the banking industry that offers services because it is related to corporate image. As the object of this research, Bank BNI is included in the category of the best bank in the Forbes 2021 version and continues to compete in providing a superior service system. Therefore, this study aims to determine the extent to which BNI's banking service quality influences corporate image. Population in this research is active students at Mercu Buana Meruya University Regular 2 majoring in Public Relations class of 2018, 2019 & 2020 with a total sample of 70 people. Method used quantitative approach in positivism paradigm and a causal research design. The survey method is using questionnaires and the score of the result has been measured using Likert scale. Data is processed using Pearson Correlation test, simple linear regression test, and t test sample assisted by SPSS 25.0 software for windows. From the results of the analysis, it was concluded that the quality of BNI's banking services had a positive and significant effect on corporate image. The influence value between service quality variables on corporate image in this study is equal to 80.46%,

Keywords : *Bank Negara Indonesia, Service Quality, Corporate Image.*



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“Pengaruh Kualitas Pelayanan Perbankan “Bank Negara Indonesia” KCP Mercu Buana Terhadap Citra Perusahaan”

Bibliografi: 5 Bab 68 Hal + Lampiran + 21 Buku + 8 Jurnal + 1 skripsi + 3 Data Website

ABSTRAK

Penelitian ini dilatar belakangi oleh pentingnya kualitas pelayanan bagi perusahaan khususnya industri perbankan yang menawarkan jasa karena berkaitan dengan citra perusahaan. Sebagai obyek penelitian ini, Bank BNI masuk dalam kategori bank terbaik versi Forbes 2021 dan terus bersaing dalam memberikan sistem pelayanan yang unggul. Oleh karena itu, penelitian ini bertujuan untuk mengetahui sejauh mana pengaruh kualitas layanan perbankan BNI terhadap citra perusahaan. Populasi dalam penelitian ini adalah mahasiswa aktif Universitas Mercu Buana Meruya Reguler 2 jurusan Hubungan Masyarakat angkatan 2018, 2019 & 2020 dengan jumlah sampel sebanyak 70 orang. Metode yang digunakan pendekatan kuantitatif dalam paradigma positivisme dan desain penelitian kausal. Metode survey menggunakan kuesioner dan skor hasilnya telah diukur dengan menggunakan skala likert. Data diolah dengan menggunakan uji Korelasi Pearson SPSS.25, uji regresi linier sederhana, dan uji t sampel. Dari hasil analisis disimpulkan bahwa kualitas layanan perbankan BNI berpengaruh positif dan signifikan terhadap citra perusahaan. Nilai pengaruh antara variabel kualitas pelayanan terhadap citra perusahaan yaitu sebesar 80,46%,

Kata Kunci : Perbankan BNI, Kualitas Pelayanan, Citra Perusahaan.