

Pengaruh customer relations perusahaan terhadap kepercayaan pelanggan pada merek (brand trust) : studi pada SPBU Pertamina di Jakarta Selatan

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Abstrak

Customer relations adalah salah satu alat dari public relations yang dapat membentuk kepercayaan pelanggan pada merek (brand trust) SPBU Pertamina di era persaingan pasar bebas yang ditandai dengan masuknya SPBU asing ke Indonesia. Penelitian ini bertujuan untuk melihat pengaruh customer relations terhadap brand trust SPBU Pertamina termasuk melihat dimensi dari customer relations yaitu reliability responsiveness, assurance, empathy, dan tangibles yang memiliki pengaruh paling signifikan terhadap brand trust. Penelitian ini menggunakan pendekatan kuantitatif dan bersifat eksplanatif. Survey dilakukan kepada pelanggan di dua SPBU besar di Jakarta Selatan.

Penelitian ini menemukan adanya pengaruh signifikansi antara customer relations SPBU Pertamina terhadap brand trust. Selain itu, juga ditemukan dimensi customer relations yang berpengaruh signifikan dalam meraih brand trust yaitu responsiveness, assurance dan tangibles.

Dari hasil penelitian, disimpulkan bahwa SPBU Pertamina telah memiliki customer relations yang baik dan brand trust yang cukup baik, juga terdapat pengaruh yang cukup baik dan signifikan dari customer relations terhadap brand trust. Penelitian ini dapat menjadi dasar dalam meningkatkan brand trust melalui customer relation khususnya bagi SPBU Pertamina.

Customer relations is one of public relations tool that can establish customer confidence in the brand (brand trust) Pertamina gas stations in the era of free market competition that marked the entry of foreign retail outlets to Indonesia. This study aims to see the effect of brand trust on customer relations, including Pertamina gas station to see the dimensions of the reliability of customer relations responsiveness, assurance, empathy, and tangibles that have the most significant pengaruh brand trust. This study uses a quantitative approach and are explanative. Survey carried out to customers in two major retail outlets in South Jakarta.

This study found that there effect of significance between Pertamina gas station customer relations to brand trust. It also found that the dimensions of customer relations have a significant effect in achieving the brand trust responsiveness, assurance and tangibles.

From the research, concluded that Pertamina gas stations already have good customer relations and brand trust are quite good, there is also a pretty good effect and significantly from customer relations to brand trust. This research may be fundamental in increasing brand trust through customer relations, especially for Pertamina gas stations.