

ABSTRAK

Oleh
Dwi Pinta Larassaty. P
10080080083

Sebuah pelayanan dapat meningkatkan citra perusahaan bila memiliki kualitas pelayanan yang baik. Penelitian ini bertujuan untuk mengetahui hubungan antara kualitas pelayanan prima dengan citra positif PT Taspen (Persero) KCU Bandung. Penelitian ini merupakan penelitian kuantitatif dengan metode korelasional untuk mengetahui hubungan diantara dua variabel, yakni Kualitas Pelayanan Prima (X) dan Citra Positif PT Taspen (Persero) (Y).

Populasi dalam penelitian ini sebanyak 500 peserta dengan sampel 83 responden. *Probability sampling* dengan jenis sampling random sederhana dipilih untuk teknik penarikan sampel. Pengumpulan data dilakukan melalui observasi, angket, dan studi kepustakaan. Teknik analisa menggunakan analisis korelasional dan uji hipotesis dengan rumus koefisiensi korelasi *Rank Spearman* dengan $\alpha=0.005$. Dari hasil penelitian diperoleh kesimpulan secara menyeluruh bahwa terdapat hubungan antara kualitas pelayanan prima dengan citra positif PT Taspen (Persero) KCU Bandung.

Kata kunci: Kualitas Pelayanan, Pelayanan Prima, Citra Positif

ABSTRACT

By

**Dwi Pinta Larassaty. P
10080010083**

A service is able to increase a company image when it has a good quality. This study aims to find out the relationship between the excellent service quality and the positive image of PT. TASPEN, the main branch office of Bandung. This study is a qualitative study using a correlative method to determine the relationship between two variables, namely excellent service quality (X) and the positive image of PT. TASPEN (Y).

The population used in this study is 500 participants with 83 samples as the respondents. Probability sampling in form of simple random sampling is chosen to collect the samples. The data collecting is conducted by doing observation, distributing questionnaires, and doing literature reviews. The Analysis technique uses correlation analysis and hypothesis testing with Spearman Rank's correlation coefficient formula with $\alpha = 0.005$. The result shows that there is a significant relation between the excellent service quality and the positive image of PT. TASPEN, the main branch office of Bandung.

Keywords: Service quality, excellent service, positive image.