

**PENGARUH KEPERCAYAAN DAN REPUTASI PERUSAHAAN
TERHADAP KEPUASAN PENGGUNA JASA PT. CAREFASTINDO
CABANG MEDAN MEDAN
(studi kasus pada RS. Columbia asia medan)**

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh kepercayaan dan reputasi perusahaan terhadap kepuasan pengguna jasa Pengguna Jasa PT. Carefastindo Cabang Medan Medan (Studi Kasus Pada Rs. Columbia Asia Medan) secara parsial dan simultan. Metode penelitian yang digunakan adalah metode kuantitatif. Populasi dalam penelitian yaitu pasien dan keluarga pasien Rs. Columbia Asia Medan dan sampel penelitian sebanyak 97 responden. Hasil penelitian setelah dianalisa menunjukkan bahwa secara uji parsial variabel kepercayaan tidak memberikan pengaruh signifikan atau negatif terhadap kepuasan konsumen. Hal ini dibuktikan dengan nilai t hitung $1,139 < 1,661$ signifikan $0,258 > 0,05$ maka H_1 ditolak dan H_0 diterima. Sedangkan variabel reputasi perusahaan memberikan pengaruh signifikan atau positif terhadap kepuasan konsumen. Hal ini dibuktikan dengan nilai t hitung $2,119 > 1,661$ signifikan $0,037 < 0,05$ maka H_2 diterima dan H_0 ditolak. Hasil penelitian setelah dianalisa menunjukkan bahwa secara simultan variabel kepercayaan dan reputasi perusahaan memberikan pengaruh signifikan atau positif terhadap kepuasan konsumen. Hal ini dibuktikan bahwa dengan nilai f hitung $4,961 > 3,09$ signifikan $0,009 < 0,05$ maka H_1, H_2 diterima dan H_0 ditolak. Nilai koefisien determinasi (R^2) diperoleh sebesar 95% dengan memiliki persamaan linear berganda yaitu $Y = 15,049 + 0,125X_1 + 0,232 X_2 + e$.

Kata Kunci : Kepercayaan, Reputasi Perusahaan, Kepuasan Konsumen

***Influence Of Trust and Reputation Of The Company On The Satisfaction
Of Service Users PT. Carefastindo Medan Branch
(Case Study At RS. Columbia Asia Medan)***

ABSTRACT

This research was conducted to determine the effect of company trust and reputation on service user satisfaction. Service Users of PT. Carefastindo Medan Medan Branch (Case Study at Rs. Columbia Asia Medan) partially and simultaneously. The research method used is a quantitative method. The population in the study were patients and families of patients with Rs. Columbia Asia Medan and a research sample of 97 respondents. The results of the research after being analyzed show that in partial test the trust variable does not have a significant or negative effect on consumer satisfaction. This is evidenced by the calculated t value $1.139 < 1.661$ significant $0.258 > 0.05$ then H1 is rejected and H0 is accepted. Meanwhile, the company's reputation variable has a significant or positive influence on customer satisfaction. This is evidenced by the calculated t value of $2.119 > 1.661$, significant $0.037 < 0.05$, then H2 is accepted and H0 is rejected. The results after being analyzed show that simultaneously the variables of trust and company reputation have a significant or positive influence on customer satisfaction. This is evidenced that with a calculated f value of $4.961 > 3.09$, a significant $0.009 < 0.05$, then H1, H2 are accepted and H0 is rejected. The value of the coefficient of determination (R²) is obtained by 95% by having a multiple linear equation, namely $Y = 15,049 + 0,125X_1 + 0,232 X_2 + e$.

Keywords : Trust, Company Reputation, Consumer Satisfaction