

Original Research Article

Improving the Quality of Service and Customer Satisfaction through Trust Company Image

Andik Asuchii Hidayatullah¹, Bambang Supriadi^{1*}, Muhammad Natsir¹¹University of Merdeka Malang, Jalan Terusan Dieng No. 62-64 Klojen, Pisang Candi, Kec. Sukun, Kota Malang, Jawa Timur 65146, Indonesia**Article History**

Received: 02.08.2021

Accepted: 06.09.2021

Published: 09.09.2021

Journal homepage:<https://www.easpublisher.com>**Quick Response Code**

Abstract: CV Asuchii Hidayatullah Company is engaged in the furniture business in Probolinggo, East Java. Competition in the furniture sector in Probolinggo is very tight. Cv Asuchii Hidayatullah is engaged in processed furniture from raw materials to semi-finished and processed into mass-produced goods. The furniture products offered are in the form of tables, chairs, cabinets, and others. Furniture sales at CV. Asuchii Hidayatullah implements a process according to customer requests (purchase by order), besides that CV. The population of this study was 3,128 furniture consumers with the period 2019 – 2020. The determination of the number of samples used by the author in this study was based on the Slovin method as a measuring tool to calculate the sample size; the number of respondents was 100 respondents. They are observing the results of research findings that Service Quality and Customer Trust can improve a corporate image in CV. Asuchii Hidayatullah Probolinggo, Service Quality and Customer Trust can increase customer satisfaction at CV. Asuchii Hidayatullah Probolinggo, thus Quality of Service and Customer Trust can increase customer satisfaction in CV. Company image can increase customer satisfaction in CV. Asuchii Hidayatullah Probolinggo, Corporate Image has not been able to mediate the influence of Service Quality and Customer Trust on Customer Satisfaction through the CV. Asuchii Hidayatullah Probolinggo, The study results show that corporate image has not been able to mediate between the influence of service quality and customer trust on customer satisfaction through the CV. Auschi Hidayatullah Probolinggo, we suggest that other researchers can re-test on different companies and different cases. Because Corporate Image has not been able to mediate the effect of Service Quality and Customer Trust on Customer Satisfaction, we suggest that other researchers test it with variables such as Word of Mouth.

Keywords: Service Quality, Trust, Customer Satisfaction, Corporate Image.

Copyright © 2021 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution **4.0 International License (CC BY-NC 4.0)** which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

INTRODUCTION

The development in Indonesia in the field is economically speedy, as in the housing property sector, which is also experiencing rapid development. In addition, the competition in the company is very high and tight, causing entrepreneurs to be able to make the latest breakthroughs to sell well in the market. In order to support the company's strategy to compete in terms of maintaining market share, a business owner must improve the quality of service to attract consumers to make purchasing decisions.

Yildiz (2017) states that service quality is an essential indicator for companies to compete; therefore, they must offer consumers high-quality services because satisfied customers will refer to consumer behavior telling others about their experiences with products and services. Dimensions of service quality

that can be appropriately implemented are crucial factors influencing a business's success because they can create customer satisfaction. Satisfaction felt by consumers or customers can encourage them to repurchase their products, giving rise to positive things for their success. If the company's employees can provide good service, the customer will feel satisfied, and the company's image will be positive in the customer's eyes.

The existence of good service quality in a company will create satisfaction for its customers. Customer satisfaction is the company's benchmark for how things are going in the future, or even some things must be changed because customers feel dissatisfied or disadvantaged. If consumers are not satisfied, they will not come back again and may also complain about their dissatisfaction with other consumers. Of course, this

will be a threat to the entrepreneur. According to Widodo (2012), someone who returns to buy and will tell others about his good experience with the product can be told that the customer is satisfied. By knowing the level of customer satisfaction, the company can anticipate the criteria of a product. Satisfying the needs of various consumers is not an easy thing; several things need to be considered by the company.

CV Asuchii Hidayatullah is a business engaged in the furniture sector, which started as UD Hidayatullah, founded in 2013 in Probolinggo, East Java. Competition in the furniture sector in the city of Probolinggo is very tight, cv asuci Hidayatullah is a business engaged in processed furniture from raw materials to semi-finished, and the process becomes ready-made goods after there is an order. The furniture products offered are in the form of tables, chairs, cabinets, and others. Furniture sales at CV. Asuchii Hidayatullah applies a process according to customer requests (purchase by order), besides CV. Asuchii Hidayatullah is famous in Probolinggo with his furniture gathering system where every consumer who has collected 80% of his prison money can then take his furniture items according to the agreement.

By consumer data in 2018 to 2020 CV. Asuchii Hidayatullah has experienced a decrease in the number of purchases since 2018 the number of consumer buyers at CV. Asuchii Hidayatullah as many as 2076 than in 2019 decreased to 1965 and in 2020 CV. Asuchii Hidayatullah is also experiencing a decline. Therefore, so that this decline does not continue continuously, it is expected to get the best solution through research, hoping that this research can increase or at least be able to maintain the number of buyers from previous years, especially regarding service quality. Moreover, Trust can increase customer satisfaction, and if customer satisfaction is satisfied, it will increase the number of purchases. Therefore this research is expected to provide the best solution to increase the number of purchases in CV. Asuchii Hidayatullah Probolinggo.

Based on the background of the problem, the authors conducted a study entitled "The Influence of Service Quality, and Customer Trust on Company Image through Customer Satisfaction on the CV. Asuchii Hidayatullah (Furniture), to find out more about the variables that affect the Company's Image through Customer Satisfaction.

Based on the description of the problem, the objectives in this study are: To describe Service Quality, Trust, Company Image, and Customer Satisfaction in CV. Asuchii Hidayatullah Probolinggo. To analyze the effect of Service Quality and Customer Trust on a corporate image in CV. Asuchii Hidayatullah Probolinggo. To analyze the effect of Service Quality and Customer Trust on Customer

Satisfaction at CV. Asuchii Hidayatullah Probolinggo. To analyze the effect of image corporation customer satisfaction at CV. Asuchii Hidayatullah Probolinggo. To analyze the effect of Service Quality and Trust on Customer Satisfaction through Corporate Image in CV. Asuchii Hidayatullah Probolinggo.

If the objectives of this research are achieved, it is expected to provide benefits in the following matters: Theoretically; Contribute to the science of marketing management, especially about Service Quality, Customer Trust and Satisfaction, and Corporate Image. Practically; For CV. Asuchii Hidayatullah as a consideration in making decisions in improving Service Quality, Customer Trust and Satisfaction, and Company Image. For future researchers, it can be used as a reference in conducting research related to Service Quality, Trust and Customer Satisfaction, and Image in other companies.

LITERATURE REVIEW

Determining consumer needs is an important thing that a company needs to do to create sales through customer satisfaction. Retaining existing customers is more straightforward than creating new customers. Therefore customer satisfaction is the key that must be created. According to Kotler and Keller (2009:139), customer satisfaction is a person's feelings of pleasure or disappointment arising from comparing the product's perceived performance (or result) to their expectations. If performance fails to meet expectations, customers will be dissatisfied. If the performance matches the expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be very satisfied or happy.

According to Tjiptono and Chandra (2016: 204), the word satisfaction (Satisfaction) comes from the Latin "Satis" (meaning good enough, adequate) and "facio" (doing or making). Satisfaction can be interpreted as "an effort to fulfill something" or "make something adequate." According to the Oxford Advanced Learner's Dictionary is quoted in the book Service, Quality and Satisfaction bouquet Fandy Tjiptono and Chandra (2016: 204) describe satisfaction as "the good feeling that you according to purnomo Edwin setyo (2017), customer satisfaction is one of the essential elements in improving marketing performance within a company. Satisfaction felt by customers can increase the intensity of buying from these customers. The creation of an optimal level of customer satisfaction encourages the creation of loyalty in the minds of satisfied customers. Satisfaction is measured by how well customer expectations are met.

Based on the above definition, it can be concluded that customer satisfaction is a fulfillment of expectations. Customers can be satisfied with the products or services provided if the customer's expectations for the products/services provided exceed

their expectations. Satisfaction referred to in this study is the result of the service CV. Asus Hidayatullah, which is carried out well by expectations so that it will feel satisfied.

Corporate image is the ideas, impressions, and beliefs that consumers have about a company, according to (Kotler 2012). According to Bill Canton (2012), corporate image is the impression, feeling, and image of the community or the public towards the company, an impression intentionally created from a product or service offered.

Based on the definition of the experts above, it can be concluded that corporate image is an impression embedded in the minds of consumers on the company, both in the quality of services or products provided or in the company's good reputation in the community. Corporate image is needed to influence customers' minds through a combination of advertising, public relations, physical form, word of mouth, and various actual experiences while using goods and services.

From these statements, it is implied that customers consider the company's ability to influence their perception of what is offered and will impact customer buying behavior. The definition of service quality or service is centered on efforts to fulfill customer needs and desires and the provision of delivery to balance customer expectations. Good service quality will increase customer satisfaction; satisfied customers also see the quality of service provided, whether the quality of service is in line with expectations or not (Pasuraman, 1998). The quality of service provided to customers must be much better than expected so that customers are not disappointed.

Measurement of service quality, in general, can be done using the servqual method, which is the term for service quality that has been developed by Parasuraman, Zeithaml, and Berry Parasuraman, 1998. According to Lupiyoadi (2013:216), "Service quality can be defined as how far the difference between reality and customer expectations for the services they receive."

According to Fandy Tjiptono (2012: p.157), defines service quality, which is a measure of how well the level of service provided can meet customer expectations. This means that the quality of service is determined by the ability of a particular company or institution to meet needs by what is expected or desired based on the needs of customers/visitors.

According to Fandy Tjiptono (2012: p.152), the measurement of service quality consists of: tangible (physical evidence): physical facilities, services, and appearance of personnel; responsiveness (responsiveness): willingness to help customers and provide prompt service; reliability (reliability): the

ability to perform reliable and accurate services; assurance (assurance): knowledge and readiness and ability of their employees to inspire Trust; and empathy (empathy): as caring, giving individual or personal attention given by the company to customers.

Kotler and Keller (2016:225) define Trust as follows: "Trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty and benevolence." The meaning of this definition is that Trust is the company's willingness to rely on business partners. Trust depends on several interpersonal and inter-organizational factors. Such as corporate competence, integrity, honesty, and kindness.

According to Siagian and Cahyono (2014), Trust is a belief from one party regarding the intentions and behavior addressed to the other party. Thus consumer trust is defined as a consumer expectation that providers' service can be trusted or relied on in fulfilling their promises.

According to Gunawan (2013), Trust is defined as a form of attitude that shows feelings of liking and persisting in using a product or brand. Trust will arise from the minds of consumers if the product purchased can provide the benefits or value that consumers want in a product.

According to Maharani (2010), Trust is one party's belief in the reliability, durability, and integrity of the other party in a relationship and the belief that his actions are in the best interests and will produce positive results for the trusted party. Trust depends on several interpersonal and inter-organizational factors, such as company competence, integrity, honesty, and kindness. According to Mowen (2011:312), consumer trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits.

From these definitions, it can be explained that the Trust of a particular party to the other party concerned in conducting a transactional relationship is based on a belief that the person he trusts will fulfill all his obligations properly as expected. The willingness of one party to accept the other party's risk is based on the belief and expectation that the other party will act as expected, even though both parties do not know each other.

By the theoretical study and previous research stated earlier, the hypothesis proposed in this study refers to the formulation of the problem concerning the relationship between the independent variable and the dependent variable; besides, it is also based on a theoretical description and conceptual framework. Therefore, the working hypothesis proposed in this

study is that Service Quality and Customer Trust have positive and significant effects on corporate image. Service quality and Customer Trust have positive and significant effects on customer satisfaction. Customer trust positive and significant effect on customer satisfaction. Service quality and Customer trust have positive and significant effects on customer satisfaction through a corporate image.

RESEARCH METHODS

Design

Based on the purpose of this study, the research design is a causality research design. According to Sanusi (2014:14), causality design is a research design designed to examine the possibility of a causal relationship between variables. This design, generally a causal relationship, can already be predicted by the researcher to state the classification of causal, intermediate, and dependent (dependent) variables. The approach used in this research is quantitative. The process begins with preparing a theoretical model and analysis as the basis for submitting a provisional statement (hypothesis), then proceeds with the operationalization of the concept until the conclusion as a research finding.

Scope of Research

The scope of this research is related to Marketing Management, especially the influence between the variables of Service Quality and Trust on Customer Satisfaction through Corporate Image.

Research Locations

the research will be conducted at CV. Asuchii Hidayatullah in Probolinggo, East Java This location was chosen because it is strategically located and easily accessible by researchers, in addition to good service quality and consumer confidence in furniture products.

Location CV. Asuchii Hidayatullah is located in the Jeruk Krajan street is a road in the city center where access is easy to reach and strategic.

Population

Population and Sample

The population is a combination of all elements in events, things, or people who have similar characteristics. The population used in this research is Furniture Consumers from CV. ASUCHII HIDAYATULLAH Probolinggo. The population in this study is several consumer 3,128 Furniture with period 2019-2020.

According to Ferdinand (2014); Sandrio (2020), a sample is the population subset, consisting of several members of the population sampling technique used is nonprobability sampling with a method. Purposive sampling Respondents used in this study are as follows: Visitors who have visited three times, Age range 17-45 years and over, because the average consumer is in that age range is considered to be able to provide the information needed by researchers, and can master or understanding filling out questionnaires and being involved with the activities being researched (Sugiyono, 2017; Nafi, 2018).

Determination of the number of samples used by the author in this study is based on the Slovin method as a measuring tool to calculate sample size because the general population is more than 100 respondents.

DISCUSSION

Testing the effect of Service Quality on Corporate Image directly using a simple linear regression method with SPSS output is shown in the following table.

Table 1: Model 1 Service Quality and Customer Trust have a significant effect on Corporate Image

Variable	Regression Coefficient	Value t	Value Sig
Service Quality	0.58	8.1	0.000
Customer Trust	0.32	4.5	0.000
Dependent Variable	= Company Image.		
R	= 0.74		
R square (R ²)	= 0.56		
Adjusted R Square	= 0.552		
F	= 61.90		
Probability	= 0.000		

Source: Attachment processed, 2021

The influence of service quality on the corporate image is significant at the level of 5%, with a p-value of 0.000. The value of the regression coefficient is 0.74, which means that the service quality has a significant effect on corporate image, the better the service quality that is carried out at CV. ASUCHI (Persero) resulted in increasing the Company's Image.

The model summary shows the magnitude of the coefficient of determination wherein Rvalue² of 0.76 or 76%. This shows that the contribution of the influence of service quality on a corporate image is 76%, while other variables influence 34% of company image.

1. Service Quality, Customer Trust, Company Image affect Satisfaction Customer.

regression method with SPSS output shown in the following table.

I tested the effect of Service Quality on the corporate image directly using a simple linear

Table 2: Model 2; Service Quality, Customer Trust, and Company Image affect Customer Satisfaction

Variable	Regression Coefficient	Value t	Value Sig
Service Quality	0.21	2.0	0.000
Customer Trust	0.24	2.8	0.000
Company image	0.34	2.9	0.000
Dependent Variable	= Customer Satisfaction		
R	= 0.66		
R square (R ²)	= 0.443		
Adjusted R Square	= 0.42		
F	= 25.16		
Probability	= 0.000		

Source: Attachments processed, 2021

The Effect of Service Quality on Company Image is significant at the level of 5% with a p-value of 0.000. The regression coefficient value is 0.66, which means that the service quality significantly affects customer satisfaction, the better the service quality that is carried out at CV. ASUCHI (Persero) resulted in increased customer satisfaction. The magnitude of the coefficient of determination is shown by the model summary, wherein Rvalue² of 0.443. This shows that the influence of Service Quality, Company Image, and Customer Trust affects customer satisfaction, namely

44.3%, while other variables influence 55.7% of Customer Satisfaction.

Service quality has a significant effect on customer satisfaction through the corporate image. Hypothesis testing is done by path analysis using linear regression, then filtering-based contests are carried out statistically. This statistical test uses the standardized beta coefficient (b standard). If the value of b is significant, then the path coefficient is significant. The result of the role of Corporate Image between Service Quality and Satisfaction is Customershown in the following table.

Table 3: Recapitulation of Path Analysis Results

Variables	Direct Effect	Value	Indirect	Effect of Total
Service Quality X Customer Trust	0.21	0.000	-	-
Customer Trust X Customer Satisfaction	0.24	0.000		
Company Image X Customer Satisfaction	0.34	0.000		
Service Quality X Company Image X Customer Satisfaction	-	-	0,21 x 0.34 = 0.07	
Customer Trust X Company Image X Customer Satisfaction	-	-	0.24 x 0.34 = 0.08	

Source: Attachment processed, 2021

Based on Table 3, the direct influence of Service Quality and Customer Trust on Customer satisfaction has a greater value than the indirect effect, namely the influence of service quality and customer trust on customer satisfaction through the corporate image; it is interpreted that the effect of service quality and customer trust on customer satisfaction through corporate image is not significant.

Hypothesis Test 1: In Table 2, the results of the research on the influence of Service Quality and Customer Trust on Corporate Image show that the p-value (0.000) < (0.05), which means that Service Quality and Customer Trust have a significant effect on Company Image. Thus the one hypothesis stated in the CV. ASUCHI is statistically tested and accepted.

Hypothesis Test 2: In table 3, information can be obtained regarding the effect of Service Quality and Customer Trust on Customer Satisfaction because of the p-value (0.00) < (0.05). Thus the second hypothesis, which states Service Quality and Customer Trust, has a significant effect on Customer Satisfaction at CV. ASUCHI is statistically tested and accepted.

Hypothesis Test 3: In Table 3 it can be obtained information related to the influence of corporate image on customer satisfaction that the value of p (0.00) < (0.05). Thus the third hypothesis states that corporate image has a significant effect on customer satisfaction at CV. ASUCHI is statistically tested and accepted.

Hypothesis Test 4: The results of the path analysis show that corporate image has not been able to act as a mediation between Service Quality and Customer Trust on Customer Satisfaction because the value of direct influence is greater than the value of indirect influence. Thus the fourth hypothesis states that Corporate Image can act as a mediation between Service Quality and Customer Trust on Customer Satisfaction at CV. ASUCHII H Probolinggo is not proven.

DISCUSSION

Service Quality and Customer Trust can improve company image in CV. Asuchii Hidayatullah Probolinggo, thus the Quality of Service and Customer Trust can improve the company's image in CV. Asuchii Hidayatullah Probolinggo remembers that service quality is centered on efforts to fulfill customer needs and desires and the provision of delivery to balance customer expectations. The quality of this service will increase the level of corporate image in CV Asuchii Hidayatullah Probolinggo, seeing that the quality of service provided is by the service. The quality of service provided to customers has been going well than expected. Customers can improve the company's image in CV. Asuchii Hidayatullah Probolinggo supports the research results from Wu *et al.*, (2011) and Kennedy (2013); the quality of service, in general, has been provided by customer expectations. This means that the quality of service and the ability of specific companies or institutions to meet needs by what is expected or desired based on customer needs. Company image in CV. Asuchii Hidayatullah Probolinggo supports Jasfar's research (2012: 16-17)

As the research results by Bauer, Grether, and Leach (2002) show that the service quality of corporate image in CV. Asuchii Hidayatullah Probolinggo consists of: tangible (physical evidence): physical facilities, services, and appearance of personnel; responsiveness (responsiveness): willingness to help customers and provide prompt service; reliability (reliability): the ability to perform reliable and accurate services; assurance (assurance): knowledge and readiness and ability of their employees to inspire Trust; and empathy (empathy): as a concern, giving individual or personal attention given by the company to customers can improve the company's image in CV. Asuchii Hidayatullah Probolinggo.

Customer Trust can improve the company's image in CV. Asuchii Hidayatullah Probolinggo because of the Trust or confidence of the customers of CV. Asuchii Hidayatullah Probolinggo according to the intent of the other party, thus the Trust of CV. Asuchii Hidayatullah Probolinggo is defined as having given hope to a product provider that is trusted or relied on in fulfilling its promises.

Customer trust CV. Asuchii Hidayatullah Probolinggo has shown a feeling of liking and continuing to use this product or brand. Trust has arisen from the minds of customers' CV. Asuchii Hidayatullah Probolinggo because the products purchased can provide the desired benefits or values to improve the company's image in CV. Asuchii Hidayatullah Probolinggo.

The results showed that the quality of service with the reliability factor has a higher value than other factors, especially in company services CV. According to Asuchii Hidayatullah Probolinggo, the goods sent are quality goods; if the goods have problems, it is the company's responsibility to replace the better ones. This has the highest value from other factors, including reasonable responsive assurance or empathy.

The influence of service quality on the corporate image explains that service quality is related to the form of goods received by CV. Asuchii Hidayatullah Probolinggo is in line with expectations so that the reputation of the company's image has increased. Next is the quality of service, especially regarding the cleanliness of CV facilities. Asuchii Hidayatullah Probolinggo, especially regarding the cleanliness of the location facilities, has been maintained because there is garbage, then hand sanitizer and sinks can also improve the company image of CV. Asuchii itself inside is increasing the reputation.

Quality of service as measured by reliability or reliability in the company CV. Asuchii Hidayatullah Probolinggo has delivered the ordered goods to their destination reasonably, and without any damage, this can improve the company's image, significantly to improve the reputation of the company itself, next are employees of CV. Asuchii Hidayatullah Probolinggo can speak clearly and easily and is easy to understand about the furniture products he sells, and he is very good at explaining the products asked by customers so that this can also increase the reputation of credibility on the CV. Asuchii Hidayatullah Probolinggo.

Quality of service at CV. Asuchii Hidayatullah Probolinggo has provided better responsiveness or better responses, especially in providing services to improve the company's reputation, following employees at CV. Asuchii Hidayatullah has informed exactly when orders from customers can be sent and arrive at the customer's home certainty that can be received from this company information can increase the credibility of the company, especially Citra CV. Asuchii Hidayatullah Probolinggo.

Quality of service, especially in terms of assurance or assurance in the company CV. Asuchii Hidayatullah Probolinggo is specifically about the cashier or the finance department to provide high-accuracy services; there are no mistakes in serving the

first customer in terms of finance. This can encourage credibility and make the company's image more attractive, furthermore related to employees knowing answering questions about the products in this laundry, namely the ability of employees to have definite knowledge in explaining the products sold by CV. Asuchii Hidayatullah so that it can increase the credibility of this company.

Furthermore, the quality of service seen from the dimension of empathy, namely employees always give smiles and good words, thank you to customers after carrying out buying and selling activities or transactions, in other words, this service provides satisfaction with good words to customers, it can improve the company's image; furthermore, the quality of service that provides the value of empathy will increase the image because customers feel happy to be served by employees who are always friendly to customers.

Company image has a positive and significant effect on customers at CV. Asuchii Hidayatullah Probolinggo. The results of research from Boon-Liat Cheng and Zabid Abdul Rashid (2013) analysis results: service quality is related to customer satisfaction, which produces good customer loyalty. In addition, corporate image is a partial mediator in the relationship between customer satisfaction and customer loyalty. The effect of customer trust on customer satisfaction. It supports research from Bricci, Fragata, and Antunes (2016) and Diza Moniharapon, and Ogi (2016), The influence of service quality and Trust on customer satisfaction, supports from Dedy Hariyanto and Nindria Untarini (2014) and Johannes Gerardo Runtuuwu, Sem Oroh and Rita Taroreh (2014).

The second thing that affects the company's image and customer satisfaction is customer trust. This Trust is formed by several dimensions, namely the safety factor and the consideration of several factors that determine the customer's existence, which is the highest factor in determining customer trust.

The Trust formed by customers, especially in the willingness to provide profits, is a factor that can increase company profits, ultimately improving the company's image because they feel benefited and buy products from CV. Asuchii Hidayatullah Probolinggo, followed by CV. Asuchii Hidayatullah has the will to provide good benefits for customers to improve the company's image.

Honesty is essential in providing real-world information about products for customers so that customers trust CV. Asuchii Hidayatullah is because the high honesty given by employees can improve the company's image, then with customer trust can improve the company's image CV. Asuchii Hidayatullah Probolinggo because employees can present pretty

reliable products and at the same time the quality of CV products. This Assuchi is compatible with proven or successful products.

A reliable company image with respect for employee attitudes and product attractiveness can increase customer satisfaction, meaning that corporate image through reputation where consumers believe in the company than customers also feel valued then sufficient employee abilities can increase customer satisfaction itself so that customers feel Satisfied, his hopes and desires are also fulfilled. He also recommends this product to colleagues and others.

Effect of corporate image on customers. The results of research from Kai Chieh Hu and Mei Chieh Huang (2011: 39) results: The company's image will not only know the uncertainty factor in their purchasing decisions, but the company's image will ultimately affect customer satisfaction from accumulated experience.

CONCLUSIONS AND SUGGESTIONS

The results showed that customer satisfaction could be determined by fulfilling the expectations of product use, company reputation, and location. The highest value is reputation. Service Quality and Customer Trust can improve the company's image in CV. Asuchii Hidayatullah Probolinggo, Service Quality and Customer Trust can improve the company's image in CV. Asuchii Hidayatullah Probolinggo, thus the Quality of Service and Customer Trust can improve the company's image in CV. Asuchii Hidayatullah Probolinggo remembers the quality of service centered on efforts to meet the needs and desires of customers and provide them to meet customer expectations. The quality of this service will increase the level of corporate image in CV Asuchii Hidayatullah Probolinggo.

Service Quality and Customer Trust can increase customer satisfaction at CV. Asuchii Hidayatullah Probolinggo, thus Quality of Service and Customer Trust can increase customer satisfaction at CV. Asuchii Hidayatullah Probolinggo, thus Quality of Service and Customer Trust can increase customer satisfaction at CV. Asuchii Hidayatullah Probolinggo remembers the quality of service centered on efforts to fulfill customer needs and desires and provide services to provide hope so that customers can increase customer confidence in conveying positive information to others at CV Asuchii Hidayatullah Probolinggo.

REFERENCE

- Akbar, D. W. (2017). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien di Ruang Rawat Inap RSUD Syekh Yusuf Kabupaten Gowa. *Jurnal Manajemen*, 20(5).

- Alif, G. (2013). Komunikasi Interpersonal Dan Fasilitas Kesehatan: Pengaruhnya Terhadap Kepercayaan, Loyalitas Dan Wom Rumah Sakit, 1(3).
- Bauer, H. H., Grether, M., & Leach, M. (2002). Building customer relations over the Internet, *Industrial Marketing Management*, 31(2), 155-163.
- Cheng, B. L., & Rashid, M. Z. A. (2013). Service Quality and the Mediating Effect of Corporate Image on the Relationship between Customer Satisfaction and Customer Loyalty in the Malaysian Hotel Industry. *Gadjah Mada International Journal of Business*, 15(2), 99-112.
- Suryadharma, I. W. W., & Nurcahya, I. K. (2012). Pengaruh kualitas pelayanan pada kepuasan pelanggan hotel Bintang Pesona di Denpasar Timur. *Sumber*, 167, 296-372.
- Diza, F., Moniharapon, S., & Imelda, W. J. (2016). Pengaruh kualitas pelayanan, kualitas produk dan kepercayaan terhadap kepuasan konsumen (studi pada pt. figroup cabang manado). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 4(1).
- Yildiz, E. (2017). Effects of service quality on customer satisfaction, trust, customer loyalty and word of mouth: an application on cargo companies in gümüşhane. *Global Journal of Economics and Business Studies*, 6(12), 81-88.
- Bricci, L., Fragata, A., & Antunes, J. (2016). The effects of trust, commitment and satisfaction on customer loyalty in the distribution sector. *Journal of Economics, Business and Management*, 4(2), 173-177.
- Hu, K. C., & Huang, M. C. (2011). Effects of service quality, innovation and corporate image on customer's satisfaction and loyalty of air cargo terminal. *International Journal of Operations Research*, 8(4), 36-47.
- Johanes, G. R., Sem, O., & dan Rita, T. (2014). Pengaruh Kualitas Produk, Harga dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Hotel Cabang Manado, *Jurnal EMBA*, 2(3).
- Kennedy. "Pengaruh Kualitas Pelayanan Karyawan Terhadap Citra Perusahaan (Studi Kasus Terhadap Konsumen PT. Golden Rama Tour & Travel Periode Februari Sampai April 2013)". Skripsi. Universitas Bina Nusantara Jakarta, 2013.
- Nafia, M., Supriadi, B., & Roedjinandarib, N. (2018, October). Strategies of Tourism Development through Ecotourism Spectrum for Increasing Tourists' Visit. In *PROCEEDING THE 8 RURAL RESEARCH AND PLANNING GROUP INTERNATIONAL CONFERENCE: "Innovations of Rural Development For Implementing Sustainable Goals"* (p. 273). UGM PRESS.
- Sandrio, L., Hidayatullah, S., Supriadi, B., & Patalo, R. G. (2020). Effect of tourism satisfaction as a mediator variable of images of destination and facilities to loyalties on millennial generation to visit Bromo Tengger Semeru. *International Journal of Scientific and Technology Research*, 9(5), 183-187.
- Purnomo, E. S. (2017). Pengaruh Kualitas Produk Dan Harga Terhadap Kepuasan Konsumen "Best Autoworks, 1(6).
- Siagian, H., & Cahyono, H. (2014). Analisis Website Quality, Trust, dan Loyalty Pelanggan Online Shop, *Jurnal Manajemen Pemasaran*, 8(2).
- Widodo, O. W. (2012). Analisis Pengaruh Kualitas Produk, Kualitas Layanan dan Promosi Terhadap Keputusan Pembelian (Studi Kasus Pada 123 Design and Photography di Semarang). Semarang: Universitas Diponegoro.
- Wu, Paul, C. S. (2011). The Effect of Store Image and Service Quality on Brand Image and Purchase Intention for Private Label Brands. *Australian Marketing Journal*, 19.
- Creswell, J. W. (2012). *Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Yogyakarta: Pustaka Pelajar.
- Fandy, T., & dan Gregorius, C. (2012). *Service, Quality Satisfaction*. Jogyakarta: Andi Offset.
- Fandy, T. (2014). *Pemasaran Jasa (Prinsip, Penerapan, Penelitian)*. Yogyakarta. Andi.
- Fandy, T., & dan Gregorius, C. (2016). *Service, Quality & satisfaction*. Yogyakarta. Andi
- Ghozali, I. (2005). *Aplikasi Analisis Multivariate dengan SPSS*. Semarang: Badan Penerbit UNDIP.
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Jasfar, F. (2012). *Teori dan Aplikasi Sembilan Kunci Keberhasilan Bisnis Jasa: Sumber Daya Manusia, Inovasi, Dan Kepuasan Pelanggan*. Jakarta: Four Salemba.
- Kotler. (2012). *Manajemen Pemasaran*. Edisi 12. Jakarta: Erlangga.
- Kotler, P., & Gerry, A. (2014). *Principle of Marketing*, 15th edition. New Jersey: Pearson Prentice Hall.
- Kotler, P., & Kevin, L. K. (2016). *Marketing Management*, 15th Edition New Jersey: Pearson Pretice Hall, Inc.
- Lupiyoadi, R. (2013). *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- Parasuraman, V. A., & Zeithmal, Leonard, L. B. 1990. *Delivering Quality Service, Balancing Customer Perception and Expectations*. New York: Free Press.
- Priansa, D. J. (2017). *Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer*. Bandung: Penerbit Alfabeta.
- Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.

Cite This Article: Andik Asuchii Hidayatullah (2021). Improving the Quality of Service and Customer Satisfaction through Trust Company Image. *East African Scholars J Econ Bus Manag*, 4(8), 177-184.