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Universitas Diponegoro

PENGARUH *SERVICE PERFORMANCE* DAN *CORPORATE IMAGE* TERHADAP *TRUST* DI SPBU KOTA SEMARANG



Endang Seminar W
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The purpose of this research is to know the influence of Service Performance Variable, corporate image to the trust and satisfaction as an intervening variable. The research has done in gas stations in Semarang city, which form of Pertamina retail business where the company sells refined fuel oil (BBM) to the society immediately.

The population of this research is the entire refined fuel oil (BBM) buyer in Pertamina Gas station Semarang, while the total sample number of this research is 150 respondents by using purposive sampling technique. Data analysis which used is Structural Equation Modeling (SEM) with helping AMOS 16.

The research's result shows that (1) service performance has influences to the satisfaction (2) corporate image has influences to the trust. (3) Service performance has influence to the trust, (4) corporate image has influence to the trust, (5) satisfaction has positive influence to the satisfaction. When the company wants to have customer's trust in long period of time, SPBU Pertamina needs to improving, surviving, and increasing of service performance, corporate image, and satisfaction to the society.

Keyword: *Service Performance, Corporate image, Satisfaction dan Trust*