

Analysis of the Role of Corporate Image in Mediated Marketing Communications of Public Sector Services towards Public Trust (Study of the PMPTSP Service of Buton Selatan District)

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Abstract

The type of research used in this study is a type of correlational research. The research was conducted at the offices of the Investment and PTSP Office of South Buton Regency. According to Sugiyono (2019) population is a generalization area which consists of: objects/subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions. The number of samples for this study was 90. In this study using accidental sampling techniques or other terms Random sampling. Data collection was carried out through questionnaires, observations, and interviews. This study was tested using Linear Regression Analysis and Moderated Regression Analysis with the SPSS application; the results of this study indicate that communication has a positive and significant influence on government public trust. More interestingly, corporate image is proven to play an important role as a moderator in this relationship. These findings underscore the importance of transparent and open communication, as well as a positive corporate image in building and strengthening positive relations between government and society. The implication of this research is the need for the government to develop an effective communication strategy and maintain a positive image in order to strengthen the level of public trust in the government.

Keywords

Public service;
communication; corporate
image; public trust



I. Introduction

An effective and pro-people government must prioritize quality public services. Public services are at the core of the interaction between government and society, meeting citizens' needs, creating a conducive development climate, and strengthening trust in government institutions. This field involves sectors such as education, health, transportation, security, and licensing, with the aim of providing easy, fair, transparent, and efficient access for all levels of society (Sepriano, S.2023)

Service quality is a key factor in building public trust in the government. Efforts to improve need to be consistent, pay attention to the needs and expectations of the community, and ensure equality and fairness in services. Although public service is an important policy issue, its impact on people's lives is not fully maximized. The pre-reformation era showed government dominance in service delivery, limiting citizen participation in government.

However, the current situation shows that the implementation of public services is still faced with the challenge of the effectiveness of the government system and the limited human resources of the apparatus. Public complaints about complicated procedures, uncertain turnaround times, costs, and the unresponsive attitude of officers are still the main obstacles. According to Prabowo, H (2022) The negative image of public services is also exacerbated by issues of corruption and slow service, while the bureaucracy focuses more on control than service.

Corporate image influences consumer trust and choices Triandewo, M. A (2020). A strong and consistent corporate identity can form a positive image. However, the discrepancy between corporate identity and actions can damage the image. This study aims to analyze the role of corporate image in mediating the relationship between public sector service marketing communications and public trust, with a focus on the PMPTSP Service of South Buton Regency

Bad service can damage an organization's image in the eyes of society, resulting in decreased trust, negative perceptions, and decreased support. In South Buton District, the PMPTSP Office has a key role in licensing services, which are vital for investment and economic growth. Effective marketing communications are needed to build a positive image of the PMPTSP Service. Through this research, it is hoped that solutions will be found to improve licensing and investment services in South Buton Regency.

Based on the description of the research background, the authors are interested in conducting research in order to increase the number of permits and investments in Buton Regency with the title "Analysis of the Role of Corporate Image in Mediated Communications on Public Trust (Study at Service of Pmptsp, Buton Selatan District).

II. Review of Literature

2.1 New Public Management

The development of management roles in various companies and efforts to perfect management roles in the public sector, then emerged the theory of "New Public Management" (NPM). New Public Management (NPM) is a theory of public management based on the assumption that management practices in the private sector are superior to management in the public sector. This concept gives rise to the view that to improve management performance in the public sector, it is necessary to adopt several techniques and practices originating from private sector management in the management of public sector organizations.

By adopting a private sector approach, NPM aims to improve efficiency, productivity, and accountability in public services. Some of the techniques and practices adopted include imposing strict performance standards, using incentives to increase employee motivation, focusing on achieving clear results, and orientation towards customer or citizen satisfaction.

2.2 Service

Service in the Indonesian dictionary means effort to serve the needs of others. This includes helping to prepare and take care of what a person needs. According to Tanjung, (2019) Service is an activity that occurs in the form of direct interaction between a person and another person who physically delivers and provides satisfaction to customers.

Public service is a service aimed at many people (society), in the form of public services, social services, and excellent service. According to Siagian (1997) defines

"public community service(public service) as activities carried out to provide services and facilities for the community. Several other opinions regarding the meaning of public service were put forward by one of them by Moenir (2006) who explained that public service is an activity carried out by a person or group of people based on material factors, through certain systems, procedures and methods in an effort to fulfill the interests of others according to by right

2.3 Service Marketing

Service marketing or in English it is called service marketing emerged and developed as a separate sub-discipline within the science of marketing. Service marketing has a number of differences from goods marketing, therefore the notion of service marketing needs to be supported by an understanding of the service itself. According to Kotler and Keller (2016), A service is any act or performance one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product.

2.4 Corporate Image

Image is a collection of knowledge, experience, judgment, and feelings (emotions) that are organized in the human cognition system, or the result of thought processes that are believed to be true (Ardial, H. 2022). For each individual, the image can be interpreted as a map of the world. Supada, W. (2020) argues that image is a wider public opinion and is the result of a sooner or later process of accumulation of trust given by individuals.

According to Ene & Ozkaya (2014) corporate image can be explained as all kinds of impressions made by society about the company. Meanwhile, according to Richard & Zhang (2012), corporate image is formed from beliefs, feelings, ideas, and impressions that are supported by information provided by the company. , attitudes, behaviors, and philosophies adopted by management. Furthermore, Ardianto (2016) defines corporate image as an impression, feeling, and public image of the company, the impression is created from an object, people, and related organization. Therefore, the company's image according to each person will be different from each other. Companies can have more than one image depending on who the company interacts with. Partners, shareholders, employees, suppliers, and others may have different images of the company's image. This is because the company's attitudes and behavior are adjusted to the interests of each party.

2.5 Public Trust

Trust is the belief that one will find what one wants in an exchange partner. Trust involves a person's willingness to behave in a certain way because of the belief that his partner will give what he expects and a hope that someone has that the promises or statements of other people can be trusted (Barnes, 2003). According to Jogiyanto (2019), trust is the evaluation of an individual after obtain, process, and collect information, which then produces various judgments and assumptions. Trust is a person's trust in another party in the relationship between the two parties after gathering various information based on the belief that one party can carry out the expected obligations. It can be explained that trust is a person's belief in something. Trust is the ability of manufacturers or service providers to guarantee the security and confidentiality of tools used by consumers and make users trust them. According to Colquitt (2018) In a business, trust in users is needed because it can affect the level of user loyalty so that it will have a positive impact on what is felt.

III. Research Method

The type of research used in this study is a type of correlational research. The research was conducted at the offices of the Investment and PTSP Office of South Buton Regency. According to Sugiyono (2019) population is a generalization area which consists of: objects/subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions. The number of samples for this study was 90. In this study using accidental sampling techniques or other terms Random sampling. Data collection was carried out through questionnaires, observations, and interviews. The variables in this study are marketing communications, Coorporate image dan Public Trust. This research was tested using Lenear Regression Analysis and Moderated Regression Analysis with SPSS application

IV. Result and Discussion

4.1 Influence linear regression analysis communication to Public Trust

The first regression model in the study aims to analyze how much influence the variable has communications to Public Trust. Following are the results of a simple linear analysis using SPSS 26.

Table 1. Regression Results

Model	B	t	Say.
communications	.370	2.835	.007

Source: Data processed 2023

From the results of the analysis with the SPSS 26 program, it can be seen that the regression equation from the first equation model in this study. The linear regression equation formed is:

$$\text{Public Trust} = 1,289 + 0.370 \text{ communication} + e$$

The linear regression equation above shows that the coefficient value of the marketing communication variable is 0.370, meaning that there is a positive relationship between the effect of communication on public trust. In other words, research on the effect of communication on public trust in the government has a positive and significant influence. Effective marketing communications can build a positive image of the government, which in turn can increase the level of public trust in the government.

4.2 Partial Regression Test (T Test)

T test is used to test the hypothesis partially in order to show the effect of each independent variable individually on the dependent variable. The T test is carried out by comparing the p values in each sig column. To determine this effect, the following are the results of the test assisted by the SPSS 26 program:

Table 2. Partial Regression Test (T Test)

Model	B	t	Say.
communications	.370	2.835	.007

Source: processed data 2023

Based on the output resultscoefficient above it can be seen that the calculated T value for the communication variable is 2.835. As for the value of T table is1.662 (T count > T table). So it can be concluded that there is an influence of communication variables onpublic trust partially with a significance value of less than 0.05, namely 0.007.

4.3 Moderated Regression Analysis (MRA)

To test the effect of moderating variables, an interaction test is used, namely Moderated Regression Analysis (MRA). The results of the Moderated Regression Analysis (MRA) test can be seen below:

Table 3. Moderated Regression Analysis (MRA) Test Results

	B	Std. Error	Beta	t	Say.
MODERATI ON X1	.075	.024	.448	3.099	.003

Based on the Moderate Regression Analysis (MRA) equation, it can be interpreted and explained as follows:

1. Coefficient value of regional financial management after being moderated by *Coorprate image* of 0.075. This means that when there is an increase of 1 point in the communication variable moderated by *Coorprate image*, then there is an increase in the public trust variable of 0.075.
2. The significance value of the number of communication variables is 0.003. This value is below the criterion of 0.05, whereas if seen from the t count of 3.099 it is smaller than the t table of 1.662. The results of these numbers can be interpreted that *Coorprate image* able to moderate the relationship between communication and public trust.

4.4 Discussion

a. The effect of communication on the level of government public trust

The results of the analysis show that there is a significant influence of the communication variable on the level of public trust in the government. Based on the results of the output coefficient, the calculated T value for the communication variable is 2.835, while the T table value is 1.662. Thus, it can be concluded that there is a positive and significant influence between communication and the level of public trust. This is indicated by a significance value that is less than 0.05, which is 0.007.

It is important to note that the calculated T value which is greater than the T table indicates that the communication variable has a real influence on public trust partially. In other words, effective communication from the government to the people has a positive impact on the level of trust that the people have in the government. These results support the idea that good and transparent communication can build a positive image of the government in the eyes of the public, which in turn increases their level of trust.

Therefore, an appropriate and targeted communication strategy is very important for the government in building and maintaining public trust. Through good communication, the government can educate the public about the policies taken, respond to emerging issues, and build closer relationships with citizens. The results of this analysis provide the view that investment in effective communication can have a significant impact in building public trust in government.

Basically, the relationship between the influence of communication on the government's level of public trust is a mechanism that influences each other. Effective communication from the government to the public can shape positive and transparent

perceptions about government actions, intentions and programs. Conversely, a high level of public trust will facilitate public acceptance of the messages conveyed by the government.

Good communication has the potential to reduce uncertainty and misunderstanding between the government and the public (Pramudita, M. 2022). When governments openly communicate their goals, actions taken, and development plans, communities tend to feel more involved and the information they receive is more accurate. This creates a strong basis for trust, as citizens can see and understand the real contribution that the government is making.

When people feel that the government listens to them and understands their needs and aspirations through open and active communication, the level of public trust in the government will increase. Transparent communication also helps reduce the impression that the government is hiding information that could influence the public. Therefore, communication that is consistent, honest and accommodates the needs of the community is the key in building a relationship of mutual trust between the government and the community.

Thus, the effect of communication on government public trust is a complex dynamic, where good communication strengthens public trust, and strong public trust encourages more positive acceptance of government communication messages. This mechanism creates a continuous circle, where effective communication can build and maintain public trust, while high public trust facilitates the communication process and creates better conditions for cooperation between government and society.

b. The effect of communication on the level of government public trust can be moderated by corporate image

The relationship between the influences of communication on the level of government public trust can be moderated by corporate image, creating more complex dynamics and strengthening the linkages between communication, corporate image and public trust.

In the results of the analysis, it was found that the regional financial management coefficient after being moderated by corporate image was 0.075. This means that when there is an increase of 1 point in the communication variable moderated by corporate image, there will be an increase in the public trust variable of 0.075. The significance value for the communication variable is 0.003, which is below the criterion limit of 0.05. Furthermore, the calculated t value of 3.099 is smaller than the t table of 1.662. Based on these results, it can be interpreted that corporate image is able to moderate the relationship between communication and public trust. Thus, these findings indicate that the role of corporate image plays an important role in increasing the influence of communication on the government's level of public trust.

Corporate image, or corporate image, is the perception formed by society towards the government as an entity Indriani, S., Djakfar, Y., & Wulandari, S. (2021). In this context, corporate image refers to the public's view of the credibility, integrity and effectiveness of government. A strong corporate image creates a solid foundation for effective communication with the public, because the public tends to accept and understand messages from institutions that are viewed positively.

When good communication is combined with a strong corporate image, the impact on public trust will be even more significant. Transparent and effective communication will be better received by the public if it is accompanied by a positive government image. Corporate image can moderate people's perceptions of communication messages, making

them more open to receiving information and policies conveyed by the government (Herman, B 2022)

For example, if the government has a positive image as an institution that is honest, has integrity, and is responsive to the needs of the community, the messages communicated will be more likely to be accepted and trusted by the community. Conversely, if the corporate image is less positive or is seen as not credible, the public may be more skeptical of the information received from the government.

Thus, the relationship between the effect of communication on the government's public trust is not only influenced by the communication itself, but also by the corporate image that moderates it. A strong corporate image can strengthen the effect of communication on public trust, while a weak corporate image can limit the positive impact of effective communication. Therefore, in an effort to build stronger public trust, it is important for the government to maintain and strengthen their positive image through open, consistent and integrity communication.

V. Conclusion

In conclusion, this study indicates that there is a positive and significant influence between communications on the level of government public trust. The results of the analysis show that effective communication from the government to the public can build a positive image that helps strengthen the level of public trust in the government. This result is in line with the theory that transparent and open communication can create better relations between government and society.

However, another interesting finding is the important role of corporate image as a moderator in the relationship between communication and public trust. The results show that corporate image has the ability to strengthen the influence of communication on public trust. A strong corporate image can increase public acceptance and trust in government communication messages, so that people are more inclined to respond positively and trust government policies.

The coefficient value of regional financial management after being moderated by corporate image is 0.075 indicating that changes in communication moderated by corporate image can have an impact on an increase of 0.075 in the level of public trust. The low significance value for the communication variable (0.003) also confirms that communication has an important role in influencing public trust.

Therefore, this research provides a deeper understanding of the importance of effective communication and a positive corporate image in building and strengthening positive relations between government and society. The implication of this research is the need for the government to invest time and effort in building an open, consistent, and transparent communication strategy, as well as maintaining a positive image that can facilitate public acceptance of the communication.

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