

**ANALYSIS OF PERTAMINA WAY PROGRAM IN
IMPROVING THE IMAGE OF PERTAMINA**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

Analysis of Pertamina Way program in improving the image of Pertamina

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The transformation program of Pertamina initiate researcher to analyze about the corporate communication program. Pertamina is the pioneer and the largest Indonesian oil company; the company performs business both downstream and upstream. Unfortunately the performance of Pertamina is dissatisfied; the customers complained that Pertamina has low satisfactory of service, inaccurately fuel's quantity, lack of gas station's facilities and other related matters. By these reasons, public perceive negative image of Pertamina. In the new era of Pertamina, the transformation has begun, by using Pertamina Way program in order to improve the company image.

Purpose of the research is to understand the Pertamina Way program which is formulated to improve company image, followed by analyzing the Pertamina Way impact that happened to its stakeholder's perception and obtain its correlation, between the communication strategy and corporate image improvement.

The respondents of the research are the costumers of Pertamina gas station, which already certified as Pasti Pas. The target sample size for the research is 80 respondents. The data collection will be analyzed by using descriptive statistic analysis, factor analysis and regression analysis methods, facilitated by SPSS 17 for windows and AMOS 18. The researcher also analyzed the literature review and interview result with communication team and gas station owner.

Result of the research, is a significant relationship between Pertamina Way program and the corporate image. Since Pertamina conduct the new communication strategy, Pertamina Way program, the image of Pertamina improved steadily. The improvement

not only increases in image but also in customer's satisfaction and trust toward Pertamina.



DEDICATION

I dedicate this thesis to my beloved parent, Erwin Prayudi and Tien Prayudi.

Thank you for your love, pray and support.



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