THE INFLUENCE OF MARKETING PUBLIC RELATION AND SERVICE QUALITY ON CORPORATE IMAGE THROUGH PUBLIC OPINION: STUDIES AT MANDIRI BANK

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Abstract. The Influence of Marketing Public Relation and Service Quality on Corporate Image Through Public Opinion: Studies at Mandiri Bank*. This research aims to analyze the influence of marketing public relation and service quality at Bank Mandiri on corporate image through public. Convenience sampling method has been selected in order to obtain the data in this study. The analysis method that used was the path analysis. The research result had shown that: marketing public relation and service quality have significant influence simultaneously and partially on public opinion on the first structure equation. The second structure equation shows that: marketing public relation, service quality had significant influence simultaneously on corporate image. The service quality have not partially the quality of service have not influence significant partially on corporate, but variable marketing and public relation have partially influential public opinion influence significant partially on corporate image.*
Keywords: *corporate image, public relation, public opinion, path analysis*

Abstrak. Pengaruh pemasaran hubungan masyarakat, gambaran perusahaan, opini publik. *Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran relasi publik dan mutu layanan Bank Mandiri terhadap citra perusahaan melalui opini publik. Metode convenience sampling telah dipilih untuk memperoleh data dalam penelitian ini. Metode analisis yang digunakan adalah analisis lajur. Hasil penelitian menunjukan bahwa pemasaran relasi publik dan mutu layanan berpengaruh secara simultan dan parsial tidak berpengaruh signifikan terhadap opini publik pada persamaan struktur pertama. Pada persamaan struktur kedua menunjukan bahwa pemasaran relasi publik, mutu layanan, opini publik secara simultan berpengaruh signifikan terhadap citra perusahaan. Secara parsial mutu layanan tidak berpengaruh secara signifikan terhadap citra perusahaan, tetapi variabel pemasaran relasi publik dan opini publik secara parsial berpengaruh signifikan terhadap citra perusahaan.*
Kata Kunci: *gambaran perusahaan, hubungan masyarakat, opini publik, analisis jalur*

INTRODUCTION

Communication in everyday life is very important because communication is a way for a person to interact with others. With the existence of a interwoven good communication will certainly generate good relationships, therefore a company should have good communication with consumers to make the good relationship and in harmony with consumer. Therefore it takes a Public Relation in maintaining the stability of the good relationships with consumers in order to create a harmonious relationship between companies and consumers as well as the positive image of the company was staying awake.

In this case the communication is closely associated with the creation of the corporate image, because through the communication, company can identify things to note in the service to customers. In addition the communication relationship between companies and need to be intermediaries by the public relation which is can organize everything that should need create positive corporate image through public opinion.

Can be describe here some definition of public relations that are pointed out by a communication expert. Public Relations, defined by Jefkins (2004), is:

> "All forms of communication that are planned, either inward or outward, between an organization with all of the audiences in order to achieve the specific goals based on mutual understanding."

PR is a management function that evaluates public behavior, identify the organization's policies and procedures with the public interest, and implement action programs (communications) to get an understanding and public understanding (http://goo.gl/9BP5sy).

Public relation (PR) is a typical management functions that support the construction and maintenance of the joint line between organizations with the public regarding its communication, understanding, acceptance and cooperation, involving management problems and issues. It is asserted that communication in PR activities is very important. Then help management to give you information and responses in relation to public opinion. Two-way communication means of the organization to the public and vice versa. Establish and emphasize the responsibility of management in following and utilizing the change effectively, act as an early warning system in helping precedes the

tendencies (http://goo.gl/9BP5sy). PR functions solidify the leadership of manager and enables faster and efficient achievement of the objectives of the organization's efforts to become a reality. Using research techniques as well as a healthy and ethical communication as the primary means of. Relations with the public is very important to always maintained so that there is a shared understanding and become harmonious relationships between organizations and the public (http://goo.gl/lnyRP3).

PR is not a part of marketing. Provide service to the PR is the part of marketing, provide services to the organization. The promotion is a special service (with function and philosophy of PR), direct and not in helping marketing him as a preventative or creative, for the benefit and the benefit of all parties (http://goo.gl/G1IjEv).

According by Reck in Saputra and Nasrullah(2011:2) *Public relations is the continued process of keying policies, services and actions to be the best of interest of those individual and groups whose confidence and goodwill an individual or institutions covets and secondly, it's the interpretation of these policies, services and actions to assure complete understanding and appreciation.* Second, the exercise of discretion, service and attitude to ensure the understanding and appreciation as well as possible. This is in line with what is expressed by Jefkin means creating mutual understanding. Public relation is something to get something without having to do anything.

The emergence of public relation marketing itself has existed since the 1930 ' 90s in America. Edward Bernays, the father of modern public relation marketing program created a variety of successful public relation. Among there is the success of Bernays boost sales of bananas the United Fruits Company with publishing a study that proves the ability of banana fruit in the fight against the disease cystic fibrosis. It uses the means of communication normally used by the public relation, i.e. writing articles and third-person endorser as persuasive way closer to the consumer.

Kotler is the first to bring up the concept of Mega Marketing which is a combination of the power of PR and Marketing Mix. Kotler in Kasali (2005) defines the Mega Marketing coordination as an application programmatically

over the elements of Economics, psychology, politics, and public relations skills to elicit sympathy (cooperation) of the parties related to operating or entry into a specific market. Then comes again the term Marketing Public Relations (MPR), as the next stage of development of the previous concept (Mega Marketing) was popularized by Harris in Ruslan (2008). The concept of marketing public relations (MPR) is a process of planning and evaluating programs that stimulate sales and visitors. This is done through a credible communication of information and impressions which can connect the product with the requirements of the company, as well as the attention of visitors.

Kotler and Mindak split five ways companies function in regulating the marketing and public relations, that the structural relations of marketing and public relations can be assembled from the traditional way, where both are separate and not related at all, until both of them share a similar relationship and mutual benefit. Both are able to recognize market segmentation and capable of producing a different satisfaction. Every function need a boost over the other, internal conflicts can be reduced and a positive message for stakeholders.

So the sense of marketing that there is here no longer cramped, but with regard to expansion aspects of influence, informative, persuasive and educative, both in terms of the expansion of the marketing, (makes a marketing) of a product of goods and services being launched, as well as associated with "expansion" a certain influence (makes an influence) of a force or institution related to the image and identity of the company (corporate image and identity) (Ruslan, 2007).

The concept is as follows: Marketing Public Relation is a process of planning and evaluating programs that stimulate sales and customers. This is done through the concept of assembly of Harris in 1991, one at the top is not much different from the sense defined by Kotler, namely:

"Marketing Public Relation works because it adds value to product through its unique ability to lend credibility to product message." Understanding the concept of the MPR in outline there are three tactics to implement the program in achieving the goals, namely: *First,* public relation is

the potential to have a pull strategy tactics. *Second,* power as disabled, the push strategy in terms of marketing. *Third,* pass strategy as an attempt to influence public opinion or creating a profitable.

Service company engaged in banking at present merrier, of course this adds competition in getting the trust of consumers to choose services company. The role of the company as well as the positive image of the company is certainly capable of making consumers will take the service, of course with a good quality of service and quality, of course with a good quality. Service quality became very important for consumers because it would create comfort for consumers.

This is what makes Bank Mandiri is able to serve its customers with excellent service. Of course with good service and good communication will improve the company's image through public opinion.

Research done by Muhammad Fadli entitled "External Public Relation and Corporate Image (correlation study on the influence of customer service of the company's image among the bank's North Sumatra Branch Office Assistant to Dr. Mansyur field street)". The methods used in this research is quantitative approach with korelasional methods, i.e. methods that seek to examine the extent to which variation in one variable is associated with a variety of other variables. The purpose of this research is to know how the customer service of company's image among customers. Based on the hypothesis test results is performed using spearman rank correlation coefficient formula then there are relationships influence customer service and client perceptions of improvement of corporate image.

Subsequent studies examined by Felicia Sinar Sari entitled "Effect Of Marketing Public Relation To The Creation Of Brand Image Via Gran Café". This study uses judgment sampling method, in roommates researcher refer to direct visitors who had been to Café Thrice Gran Via. Hypothesis stating Marketing Public Relations has strong influence on the creation of Brand Image Café. The method of analysis used the quantitative explanative, roommates Explains the nature or characteristics of a phenomenon through quantitative results.

Research conducted by Yumei Lianty/Widayatmoko (2011) with the title "An empirical analysis of the influence of public relation to the image of the Hero Supermarket". The method used is a simple linear regression analysis. Thus public relation Hero Supermarket has a positive and significant influence on the image of the Hero Supermarket.

Further research is research conducted by Nandan Limakrisna with the title "The influence of the service and client relations against the image of PT. Bank Negara Indonesia Bandung". The research method used regression analysis. Partial test results show that sig = 0,0683 > 0.05 it showed that there was no influence of the quality of service to the image of the BNI 46.

Further Research conducted by Hilmi (2011) with the title "Consumer perception of the quality of hospital service areas Cut Meutia Lhokseumawe. This research aims to know the consumer's perception of the quality of health ministers at the hospital simultaneously as well as partial, by using purposive sampling random technique. The results of the study show that the consumer perspective effect significantly to quality of service and customer satisfaction.

METHODS

The research used a quantitative method research that aim to clarify the effect of independent variable Marketing Public Relation (X_1), Service Quality (X_2) to dependent variable Public Opinion (Y_1), Corporate Image (Y_2). Quantitative analysis of 60 questionnaires to communities spreading around and Bank Mandiri, with details of the use of a detail questionnaire data 20 pre-test was used to calculate the validity and reliability and the next 20 questionnaire data were used to calculate the test path analysis. Questionnaire using likert scale, the scale provides opportunities to the respondents to express their feelings in the form of agreement to a statement. The statement provided a tiered, starting from the lowest to the highest levels.

This research using the method of path analysis (path analysis). Sandjojo (2011) gives the sense that path analysis is a method of research that is primarily used to test the strength of the direct and indirect relationships among variables. Fraenkel and Wallen (2006) in Sandjojo Nidjo (2011) stated that path analysis is used to test the possibility of a causal relationship between

three or more variables. Thus, path analysis is essentially a means of analyzing causal relationships between variables in order to know the good influence direct or indirect influences between the free variables of variables are bound.

Systematically analysis path follows the pattern of the structural model, so the first step to working on or implement x path model analysis by structural equation and formulates the diagram based on study of the theory which has been described above. According to Solimun (2002) in Riduwan (2011) information provided when the purpose of the research wanted to get the interest of model predictions, then the appropriate structural model is used.

According to Fraenkel and Wallen (2006) in Sandjojo Nidjo (2011) path analysis consists of four basic steps. *First,* one theory that connects some of the variables are formulated to explain the phenomenon of special attention. *Second*, variable-a variable set then measured in a certain way. *Third*, the coefficient correlation was calculated to show the strength of the relationship between each pair of variables that postulate. *Fourth*, the relationship between coefficients are analyzed in conjunction with theory.

Before the authors use path analysis in this study, the researchers have devised a model of the relationships between variable called path diagrams. Diagram of the path arranged by the framework of thought that developed from the theory being used for research. A Variable that is associated in the study was independent variables (exogenous) X (Marketing and Public Relation Service Quality) and the dependent variable (endogenous) Y_1 (public Opinion) and Y_2 (Corporate Image).

DISCUSSION

The validity of such a question is assessed on the results of content titles with SPSS output item statistics. Assess the validity of each of the questions assessed the value of the corrected item total correlation > from r_{table}. significant test is done by comparing the value of $r_{calculate}$ to the r_{table} for degree of freedom (df) = n-2, in this case, n is the number of samples.

The questionnaire is divided into four main factors, namely Marketing Public Relation (X_1) with 6 questions, Service Quality (X_2) with 6 questions, Public Opinion (Y_1) 5 questions, and Corporate Image (Y_2) with 9 questions. So,

the number of questions in the questionnaire as many as 26 questions with a total of 60 respondents. Prior to this a questionnaire given to 60 respondents, bypassing the writers try out the 20 respondents to assess the validity and reliability of the tiers in the children's questions. Number of samples (n) = 20 and magnitude can be calculated df 20 – 2 = 18 with 18 and gained 0.05 alpha r_{table} 0,3610 (Ghozali 2006: 49). From testing the validity of the entire question has a value of $r_{calculate}$ is greater than 0.361. so the questions in the questionnaire can be said to be valid and referable to research further.

Reliability is a tool to measure a questionnaire which is an indicator of variable or invalid constructs. A questionnaire is said to be reliable or reliable, if someone's answers to the questions are consistent or stable over time (Ghozali 2006). An invalid constructs or variables are said to be reliable if it provides value to Cronbach Alpha > 0.60 (Ghozali, 2006). All variables have the value of Cronbach's Alpha is greater than 0.60. So it can be summed up all the variables used in this study is reliable

To see the influence of variable Marketing Public Relation (X_1) and Service Quality (X_2) through Public Opinion (Y_1) indicated by the table summary. The magnitude of the numbers R Square is 0,140. This number is used to see the magnitude of the influence that belongs to the variable Marketing Public Relation and Service Quality. The result means that the influence of Marketing Public Relation and Service Quality in combined is 14%, while the remainder (100%-14% = 86%) are affected by other variables or factors outside this model. Meaning of probability (Public Opinion) can be explained by 14% by variable Marketing Public Relation and Service Quality.

To see the influence of variable Marketing Public Relation (X_1), Service Quality (X_2), through Public Opinion (Y_1) on Corporate Image (Y_2). The magnitude of the numbers R Square in the table is 0,553. This number is used to see the magnitude of the influence that belongs to the variable Marketing Public Relation, Service Quality, and Public Opinion against the Corporate Image. The result means that the influence of Marketing Public Relation Service Quality in combined was 55,3%, while the rest (55,3%-100% = 44.7%) affected by other variables or factors outside this model. Meaning of probability (Corporate

Image) can be explained by 55,3% by variable Marketing, Public Relation Service Quality and Public Opinion.

On a table variant analysis (ANOVA) be shown test results of F which is used to test whether the variable Marketing Public Relation (X_1) and Service Quality (X_2) effect significantly to Public Opinion (Y_1) simultaneously or together. From the results of the calculation has obtained the value of $F_{calculate}$ is equal to 4,656. F_{table} with significant levels of based on 0.05 and df_1=2 and df_2 = 57, then the value of F_{table} = 3,158. Because the value of $F_{calculate}$ (4,656) >F_{table} (3,158), then H_0 is rejected or a match between the model with data. It can therefore be concluded that aspects of the variable marketing public relation and service quality influence on public opinion. Or if you see by using the value of significance, it is noted that the value of the sig (0,013 < 0.05) so it has the same conclusion with respect to the F-test is a match among models with research data.

On a table variant analysis (ANOVA) be shown test results of F which is used to test whether the variable Marketing Public Relation (X_1), Service Quality (X_2), and Public Opinion (Y_1) effect significantly to Corporate Image (Y_2) simultaneously or together. Testing conducted with the hypothesis put forward by the F-test. From the results of the calculation has obtained the value of $F_{calculate}$ is of 23,067. F_{table} with significant levels of based on 0.05 and df_1= 3 and df_2 = 56, then the value of F_{table} = 2,769. Because the value of $F_{calculate}$ (23,067) >F_{table}(2,769), then H_0 is rejected or a match between the model with data. It can therefore be inferred that the variable aspects of Marketing Public Relation, Service Quality, and Public Opinion influence on Corporate Image. Or if you see by using the value of significance, it is noted that the value of the sig (0.000 < 0.05) so it has the same conclusion with respect to the F-test is a match among models with research data.

Calculation of $t_{calculate}$ value obtained was 1,543 while t_{table} with a significance level of 0.05 based on/2 = 0.025 and degrees of freedom (df) with df = n-2 or 60 – 2 = 58. With the conditions obtained a number of t_{table} 2.001. Then, from the above results can be compared to that value (1,543) $t_{calculate}$<t_{table} (2.001), with a value of 0,128 > 0.05. H_0 is accepted, so that means Marketing

Public Relation does not influence significantly to Public Opinion. According to Hartono quoted by Arifin (2008) outlines, public relation is a function of management with the task of conducting research on opinions, desires and attitudes of the public, doing businesses information and relationships to achieve mutual understanding, trust, support, and integration with the public. There is another factor of marketing public relation that doesn't have an effect on public opinion outside of this research.

Calculation of $t_{calculate}$ value obtained was 2,008 while t_{table} with a significance level of 0.05 based on/2 = 0.025 and degrees of freedom (df) with df = n-2 or 60 – 2 = 58. With the conditions obtained a number of t_{table} 2,001. Then, from the above results can be compared to that value (2,008) $t_{calculate}$>t_{table} (2.001), with a value of 0.049 < 0.05. H_0 is rejected, it means that the Service Quality may affect the Public Opinion. These results are in accordance with research conducted by Hilmi (2011) that there was significant influence between the variable perception or opinion of the quality of public services.

From the results of the analysis show that variable partial testing Marketing Public Relation does not influence significantly to Public opinion. While the variable Service Quality affects significantly to public opinion.

Calculation of $t_{calculate}$ value obtained is 4,267, while t_{table} with a significance level of 0.05 based on/2 = 0.025 and degrees of freedom (df) with df = n-3 or 60 – 3 = 57. With the conditions obtained numbers t_{table} of 2,002. Then, from the above results can be compared to that value (4,267) $t_{calculate}$>t_{table} (2,002), with a value of 0,000 < 0,05 H_0 is rejected, so that means Marketing Public Relation impact significantly to Corporate Image. These results are in accordance with research done by Muhammad Fadli stating that there is a positive and significant effect of public relation in terms of customer service and public opinion against the corporate image Bank of North Sumatra Branch Office Assistant to Dr. Mansur Street terrain.

The same study also conducted by Yumei Lianty/Widiyatmoko (2011) which States that the effect on the image of public relation of PT Hero Supermarket, Tbk. And public relation has a positive and significant influence over the image of a company/organization. According to previous research

conducted by Siti Khadijah External Public Relation, in this case is the media as a tool to bridge the connection between public relation with communities, customers, the Government, and also the mass media itself to form a public opinion so that created the positive image of the company. Public relation is also used to build and repair the company's image.

The calculation of earned value $t_{calculate}$ is 1,300 while t_{table} with a significance level of 0.05 based on/2 = 0.025 and degrees of freedom (df) with df = n-3 or 60 – 3 = 57. With the conditions obtained numbers t_{table} of 2,002. Then, from the above results can be compared that value $t_{calculate}$ (1,300) < t_{table} (2,002). H_0 is accepted, so that Quality Service does not influence significantly to Corporate Image. These results are in accordance with research conducted by Nandan Limakrisna (2008) stating that there is no significant influence on the service quality of the corporate image of PT. Bank Negara Indonesia in Bandung. An indication of this is the existence of this other factor affecting the corporate image in addition to the quality of service.

Calculation of $t_{calculate}$ value obtained is 4,596 while t_{table} with a significance level of 0.05 based on/2 = 0.025 and degrees of freedom (df) with df = n-3 or 60 – 3 = 57. With the conditions obtained numbers t_{table} of 2,002. Then, from the above results can be compared to that value (4,596) $t_{calculate}$ > t_{table} (2,002), with a value of 0.000 < 0.05 H_0 is rejected, so, Public Opinion affects significantly to Corporate Image. These results are in accordance with the community's opinion about the theory of an organization largely determined how the Organization's image in the eyes of society according to Kasali (2000), the image is an impression or perception that arise due to the understanding of a phenomenon or a specific condition.

According to Nimmo (2006), the image is always changing with the changing experience. The image can replace chaos with order. Then in this case was clear that Public Opinion is a significant influence on the company's image. From the results of the analysis show that variable partial testing Marketing Public Relations, Public opinion influence significantly to Corporate Image. While the variable Service Quality does not influence significantly to Corporate Image.

Path analysis results shows, that the variables marketing public relation and service quality simultaneously effect to the variables public opinion of the corporate image. The Structure of this research presents results of value of the coefficient (R) that is equal to 0,375 or 37,5% which indicates that the variable marketing public relation has good relations to the variable public opinion. The research result of structure II gets the value of the coefficient (R) 74,3% that means the variables marketing public relation and service quality has a very strong relationship to the variable public opinion.

Marketing is the process by which companies create value for customers and build strong relationships with customers in order to capture value from customers in return. The goal of marketing is to make a sale is not needed anymore. Sales and advertising is only part of the marketing mix a larger set of marketing tools that work together to satisfy the needs of customers and creating relationships with customers.

According to Kotler Keller in Drucker (2009), The aim of marketing is to make selling superfluous and to know, understand the customer so well that the product or service fits him and sell it self. Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available.

Marketing becomes the important thing for a company that will sell goods to consumers in the market since before starting to market goods and services usually companies will conduct research on the behavior of their consumers about goods that will be sold in the market and marketing also became important to consumers because of consumer marketing will know more about the product to be bought and traded. In this case the relation is the product servicing.

According to Iriantara (2007), public relation as the communication process as well as activities that run the organization. As the process of communication, public relation is an organized activity and aim so that it could be distinguished by communication activities conducted for granted and do not have a clear purpose. Whereas, public relation activities as an aims to help the public understand the organization and product organizations. Based on some

definitions of public relation, it can be concluded that the public relation is a venture planed on an ongoing basis in implementing the programs planned to inflict an understanding and acceptance of the public. Public relation includes a variety of programs designed to promote or protect the image of the company or their respective products. Public relation tasks is to keep the relationship between the organization and the public takes place. Through public relation, a firm can identify a growing aspiration among the people and analyze the information that develops so as to be able to be studied and implemented in a process of communication between the community and the company.

Manager of marketing and public relation specialists are not always aligned. One major difference is the marketing manager is more oriented to the final results, while the public relation practitioners in respect of their duties was to prepare and disseminate communication. However this distinction is being lost. Many companies are forming Marketing Public Relations (MPR) to support directly the company/product promotion and creation of images.

Kasali (2005) states Marketing public relation is part of marketing activities, the highest is the Manager in charge of marketing, and marketing activities of objective public relation is supporting the objectives in the field of marketing. Kasali also explains that marketing public relation is the process of planning, implementation, and evaluation of programs that stimulate purchases and customer satisfaction through a reliable communication and interest, especially from companies that meet the needs, desires, wills, and consumer attention.

Harris in Soemirat (2001) suggested the definition of marketing public relation is the process of planning, implementing, and evaluating programs that encourage interest in purchasing and consumer satisfaction, through the submission of information and a convincing impression, in an attempt to show that the company and its products according to the needs, desires, interests, and the interests of consumers.

Arthurs (2001) said that marketing public relations is one of the latest marketing strategy much discussed among the corporate world, especially when the issue of a global market increasingly heavy blows, even slowly has become a

phenomenon of the present business. The concept of marketing is actually an application of public relation activities public relation in marketing activities.

According to Savaliya (2003), an image as a total perception of an object formed by processing information from different sources every time. According to Buchari Alma (2005), the image is defined as an impression which is obtained according to the knowledge and experience of a person about something. Likewise according to Kasali (2003), the image is an impression that arise because of the understanding will be a reality. According to Kotler and Armstrong (Kartawan et al, 2003), the image is power, meaning that the image has the ability of outside companies that can add to the strength of the products generated by the companies and delay effects for the image of the company, that means the image is formed by the company do not affect directly against the company but takes a relatively long time.

According to Zeithaml and Bitner (Kartawan et al, 2003: 97), defines an image as an impression against a product or brand from a company that is stored in the memory of a person or group that is generated through experience of the service received by consumers is good, and will form a good image of the company. Conversely, if the services accepted it bad, it will form the image of the bad anyway. The definition of image according to Dowling (in Nha Nguyen, 2006):

"Corporate image is described as overall impression made on the minds of the public about the organization. It is related to business name, architecture, variety of product/services, tradition, ideology, an to the impression of quality communicated by each employee interacting with the Organization's clients ".

That means the corporate image is the overall impression created in the mind of the community about the company. Where the image is associated with the name of the business, architecture, variety of products, traditions, ideology and impression on the quality of communication is done by any employees who interact with the client organization. The image can be said as the public perception of the experiences, beliefs, feelings, and knowledge society itself against the company, so that aspect of the facilities owned by the company, and a service that is delivered to the consumer can influence employee perception of consumers against the images.

According to Zinkhan (2006) there are several reasons underlying the importance of the company to build and manage a corporate image that is: *first,* it can stimulate sales can build a company's good name. *Second,* build an identity for its employees. *Third,* affect investors and financial institutions. *Fourth,* advance the good relations with the community, with the government, with community leaders and with the opinion leaders. *Sixth,* position in competition.

Kotler (2009) provide a definition or understanding the image as a set of beliefs, ideas, and the impression of belonging to a person against an object. Jefkins (Soemirat & Adrianto, 2007) gives a definition or understanding the image as a person or individual impression about something that appeared as a result of his knowledge and his experience. The image is the main goal and the reputation and the achievements accomplished public relations. However, understanding the image itself is abstract (intangible) and can not be measured mathematically, but his form can be felt from the results of good and bad (Ruslan, 2005).

The image of a runways are usually rooted from the "values of trust" that its concrete is given on an individual basis and the views or perceptions. The process of accumulation and the trust that has been given the mandate by the individuals will experience the process sooner or later to form public opinion, which is often called image (Ruslan, 2007).

The Public relating to the company's internal and external public will produce an opinion that will be influential for a company. Internal Public is a person who became part of the company itself and the public external is an outsider or the general public gets the information and explanation for the growth of positive feelings and good relations of the company. According to Soemirat and Wxfz (2003) understanding public opinion was the attitude of people about something where they are members of the same society.

Furthermore according to Soemirat and Wxfz (2003), this definition States that public opinion is closely related to human attitude that attitude personally and as a member of the group. Borgadus in Ruslan (2008) argues that there are various notions of public opinion, among others, as follows: *First*, Personal opinion namely opinion based on individual interpretation. *Second,*

Personal opinion that this opinion is the foundation for personal opinion as it is an integral part of a personal opinion. *Third,* Group's opinion , the opinions are divided into group a majority and minority opinion. The Group's opinion is very close to the public opinion. *Fourth,* Opinion of the coalition that this opinion is a minority opinion groups merge and become the majority opinion. *Fifth,* this opinion is forming opinion through a process of negotiation to reach a mutual agreement and are the opinion of the majority opinion was formed by mutual agreement. *Sixth,* public opinion which forms the opinion that the general opinion is rooted in values that developed and applies in the community or a specific group based on their customs, habits, culture and norms embraced the community in question.

This research have implication for Bank Mandiri's marketing activities specifically in the communication with media. The variables marketing public relation and service quality have a value of 14% to public opinion, which means that the variables marketing public relation and service quality only influence the variable public opinion with the value of 14%, and 86% come from other factors that are not describe in this research.Therefore,the variables marketing public relation and service quality have a good influence the variable public opinion of Bank Mandiri.

This research result also shows, that the variables marketing public relation and service quality contribute a value of 23,5% to corporate image, whereas the variable public opinion contributes a value of 53% to corporate image has a stronger influence on the corporate image than the variables marketing public relation and service quality.

This research also implies that the variables marketing public relation, service quality, and public opinion are not only the factors , which influence the variable corporate image, many more factors , which are not subject of this research influence the corporate image. From this result, the variables marketing public relation and service quality are creating the corporate image, but through the public opinion, the corporate image could be improved.

According to Kotler (2007) that the service has four main characteristics that distinguishes it from an item: *First,* Intangibility. The service is an Act,

performance (performance). Or effort that could only be consumed but not owned. Services are intangible that can't be seen, felt, heard or kissed. We handle them before your purchased and consumed. Thus, one cannot assess the quality of service before feeling/consume themselves.

Second, Inseparability. Goods are usually produced, sold and consumed. While the services are generally sold in advance, and then produced and consumed simultaneously. The interaction between service providers and customers is a distinctive feature in marketing services. In the relationship service providers and customers, the effectiveness of the individual who delivered the service (contact-personnel) is an important element. *Third,* Variability. The service is very variable because it is non-standardized output, meaning a lot of variation form, quality, and type, depending on who, when, and where the resulting services. The buyer of the services are very concerned with this high variability and often they ask other people's opinions before deciding to vote.

Fourth, Perishability. The service is a commodity not durable and cannot be saved. This is not a problem when demand remains as it is easy to set up a Ministry for the previous request. When demand fluctuates, issues arise with regard to the capacity of the unemployed (as lonely demand) and customers not served by risk disappointing or switch to other service providers (peak demand).

According to Garvin (in Tjiptono, 2008), there are five types of developing quality theorist. The five kinds of perspectives that could explain why quality is interpreted differently by each person in a different context. As for the five kinds of perspectives that quality include: *First,* Transcendental approach. This perspective quality is seen as innate excellence,. This perspective assert that people only learn to understand of quality through getting the experience of export (repeated exposure). This kind of perspective is usually applied in the world of art such as music, art as art music, art and drama, dance and Visual Arts.

Second, Product-based approach. This perspective assumes that the quality is characteristic, the component can attribute in objective or quantitative

and can be Measured. The difference in terms of quality Reflects the difference in the amount of some element or attribute that belongs to the product. The more attributes that belong to a product or brand, the quality of these products.

Third, User-based approach. This perspective is based on the idea that quality depended on the person who found this, so most products satisfy the preference of a person (maximum satisfaction) is a product of the highest quality. The subjective nature of this perspective which States that every customer has the needs and wants of each different from each other, so that the quality of a person is equal to the maximum the satisfaction he feels.

Fourth, Manufacturing-based approach. This perspective is both supply-based and focus more on an engineering practices and manufacturing, as well as defining as the compliance or compatibility with the requirements (conformance to requirements). In the context of business services, quality based on perspective this operation tends to be driven. The draft like this hit production specifications and adjustment operations are organized internally, which is often fueled by the desire to improve productivity and cost. So determining the quality standards that are established companies, not consumers who buy products/services.

Fifth, Value based approach. This perspective looks at the quality of this aspect of value and price. Taking into account trade-of between performance and price, the quality of our affordable excellence is defined as the level of the best performance or value for money paid. In this perspective quality is relative, so a product that has the highest quality product is not necessarily the most valuable. But the most valuable goods/services is the most appropriate purchase.

According to Tjiptono (2008), there are five dimensions that are arranged according to the level of double or twin bedded its relative importance as follows: *First,* Reliability, related to the company's ability to deliver the promised services accurately since it first. For example, a company may select consultants solely based on reputation. If the consultant is able to deliver what the client wants, the client will be satisfied and paid the fee consultation. *Second,* Responsiveness, with regard to the willingness of the willingness and ability to

assist the provision of the services, subscriber and respond to their requests immediately. *Third,* Guarantee, with regard to knowledge and politeness of employees as well as their ability to foster a sense of trust and confidence of customers. *Fourth,* Empathy, companies understand the problems its customers are acting in the interest of the customer, as well as provide personal attention to our customers and have convenient hours of operation. *Fifth,* Physical evidence, with regard to the physical quality of service, equipment/supplies company, human resources and corporate communications material.

CONCLUSION

Path analysis results shows, that the variables marketing public relation and service quality simultaneously effect to the variables public opinion of the corporate image. The Structure of this research presents results of value of the coefficient (R) that is equal to 0,375 or 37,5% which indicates that the variable marketing public relation has good relations to the variable public opinion. The research result of structure II gets the value of the coefficient (R) 74,3% that means the variables marketing public relation and service quality has a very strong relationship to the variable public opinion.

Simultaneous test (F-test) had shown that in the structure I suggest that, the variables marketing public relation and service quality simultaneously influence significantly to public opinion. Evidenced by the value $F_{calculate}$ (23,067) > F_{table} (2,769) and sig 0,013 < 0.05 H_0 is rejected and H_1 accepted, whereas the test results F structure II indicates that the variables marketing public relation, service quality, and public opinion simultaneously affect significantly the variable corporate image.

Partial test (t-test) results showed that on the structure I, the variable marketing public relation has no significant effect on the public opinion, with the value of 0,128 > 0,05. The variable service quality has a significant effect on the public opinion, with the significance value of 0,04 < 0,05. The result of the structure II, the variables marketing public relation and public opinion has a significant effect to the corporate image, with the significance value of 0,000 < 0,05. The variable service quality has no significant effect to the variable corporate image, with the significance value of 0,199 > 0,05.

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