

## ABSTRAK

Penelitian ini menguji pengaruh parsial dan simultan kualitas pelayanan dan citra perusahaan terhadap kepuasan pelanggan air minum dalam kemasan merek AQUA di PT. Indah Permai Depo Singaraja. Penelitian ini berjenis kuantitatif kausal. Subjek penelitian ini adalah pelanggan air minum dalam kemasan merek AQUA di PT. Indah Permai Depo Singaraja dan objek penelitian ini adalah kualitas pelayanan, citra perusahaan, dan kepuasan pelanggan. Data dikumpulkan dengan kuesioner, dan dianalisis dengan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, (2) citra perusahaan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, (3) kualitas pelayanan dan citra perusahaan berpengaruh signifikan terhadap kepuasan pelanggan air minum dalam kemasan merek AQUA di PT. Indah Permai Depo Singaraja.

Kata-kata kunci: citra perusahaan, kepuasan pelanggan, kualitas pelayanan

### Abstract

*This study to examine the effects partial and simultaneously of service quality and corporate image on customer satisfaction of AQUA brand bottled water in PT. Indah Permai Depo Singaraja. This study is a casual quantitative research. The subject in this study were the customers of AQUA brand bottled water in PT. Indah Permai Depo Singaraja and the object in this study is service quality, corporate image, and customer satisfaction. Data in this study is collected by equestionnaire method and analyzed by multiple regression analysis. The result showed that (1) service quality has a positive and significant effect on customer satisfaction toward, (2) corporate image has a positive and significant effect on customer satisfaction toward, (3) service quality and corporate image have a significant effect on customer satisfaction toward AQUA brand bottled water in PT. Indah Permai Depo Singaraja.*

**Keywords:** corporate image, customer satisfaction, service quality