

**IMPORTANCE-PERFORMANCE ANALYSIS OF *PT PELINDO*
TERMINAL PETIKEMAS' CORPORATE IMAGE**

Nugraha Kusbianto

Faculty of Social and Political Sciences,
University of 17 Agustus 1945 Surabaya;

Ute Chairuz M. Nasution

Faculty of Social and Political Sciences,
University of 17 Agustus 1945 Surabaya,
uthe@untag-sby.ac.id;

V. Rudy Handoko

Faculty of Social and Political Sciences,
University of 17 Agustus 1945 Surabaya,
rudy@untag-sby.ac.id;

Ayun Maduwinarti

Faculty of Social and Political Sciences,
University of 17 Agustus 1945 Surabaya,
ayunmaduwinarti@untag-sby.ac.id;

ABSTRACT

Corporate image is an important factor that can affect the performance of a company. *PT Pelindo Terminal Petikemas (SPTP)* is one of the subholdings of *PT Pelindo* that operates the container terminal business in Indonesia. This study aims to identify the factors of corporate image that are important to stakeholders and how *PT SPTP* performs in meeting those factors. The study used the importance-performance analysis (IPA) method with a questionnaire as the data collection instrument. The respondents were internal stakeholders (structural employees, non-structural employees, and shareholders) and external stakeholders (academics, members of the *DPR RI*, relevant associations, customers, government agencies, journalists, partner companies, CSR recipients, and vendors). The results of the study showed that the factors of corporate image that are important to *PT SPTP* stakeholders are: Company reputation, Business ethics, Social and environmental responsibility, Positive feelings, and Usefulness, *PT SPTP* has met most of these factors. However, there are still some factors that need to be improved, namely: Communication of social and environmental responsibility, and Communication of company activities. This study is expected to provide information to *PT SPTP* to improve its corporate image.

Keywords: *corporate image, PT Pelindo Terminal Petikemas, importance-performance analysis*

A. PRELIMINARY

PT Pelindo Terminal Petikemas (SPTP) is one of the subholdings formed by *PT Pelabuhan Indonesia (Persero)* or Pelindo. *SPTP* operates in the field of managing container terminals throughout Indonesia. Related to the results of the merger of *PT Pelabuhan Indonesia* and the formation of the subholding *PT Pelindo Terminal Petikemas* in October 2021 (Petikemas, 2024). The research aims to measure the level of the corporate image of *PT Pelindo Terminal Petikemas* among stakeholders. Corporate image is a key factor in building stakeholder trust, especially in the context of B2B businesses such as those run by *SPTP* (Balmer et al., 2020). Companies generally prefer to do business with companies that have a positive corporate image (Hafez, 2018). Corporate image was also found to have a significant impact on stakeholder trust in the company (Soelistiawan et al., 2021). In addition, satisfactory service accompanied by a positive corporate image is said to create customer loyalty and a tendency to recommend products to their colleagues (Widiastuti & Trianaasari, 2020).

Corporate image is defined as the overall impression that a company has in the minds of stakeholders including customers, suppliers, employees, shareholders, and other public (Widiastuti & Trianaasari, 2020). Corporate image is the mental image that stakeholders have about an organization (Gray & Balmer, 1998). Corporate image is also defined as the perception of a company in the minds of consumers (Keller, 1993). Corporate image is a crucial aspect for companies to instill a positive image in the minds of customers and maintain competitive advantage (Purwanto et al., 2020). The term "image" literally refers to sight, perception, image, and painting. Apart from the products and services offered, the company has its image in the eyes of society or the public. Corporate Image itself cannot be created like goods and services but is formed from a series of processes in maintaining and improving services to consumers or service users (Saputra & Sumantyo, 2022).

A positive corporate image can significantly increase stakeholder awareness of the company (Widiastuti & Trianaasari, 2020). When a company has a good corporate image, consumers are more likely to trust brands associated with that company (Widiastuti & Trianaasari, 2020). This makes them more open to trying new or old products or services from the company. In the context of this research, when stakeholders have a good corporate image, they will be more open to using the products or services offered by *PT Pelindo Terminal Petikemas*.

The corporate image attached to a company needs to be built positively. When a company wants to get customers and maintain their loyalty, building a good image and maintaining it strongly is very important for a company (Jasfar, 2005; Mardalis, 2005). Apart from that, image is also an important factor for stakeholders considering the use of services and recommendations (Kandampully & Suhartanto, 2000).

Corporate in the view of stakeholders (stakeholders) has an important role for the company. Yu et al. (2020) show that company image is a determining factor that influences consumers' subjective perceptions and subsequent behavior. In addition, corporate image, customer satisfaction, and perceived value are significant predictors of customer behavioral intentions (Yu et al., 2020).

The main stakeholders that companies must pay attention to are: customers, distributors and retailers, suppliers, joint venture partners, financial institutions and analysts, shareholders, government regulatory agencies, social action organizations, the general public, and employees (Gray & Balmer, 1998). Gray & Balmer (1998) further suggest that a company's reputation in the views of these groups will influence their willingness to provide support or withhold support. Thus, if customers develop negative perceptions of a company or its products, the company's sales and profits will likely suffer.

Based on initial interviews and discussions with the management of *PT Pelindo Terminal Petikemas (SPTP)*, researchers and company management intend to measure its corporate image in the eyes of both internal and external stakeholders. Using IPA analysis, we can identify important and priority factors in improving the corporate image of *PT Pelindo Terminal Petikemas*. The objectives of this research are: (1) Measuring the level of Corporate Image of the *PT Pelindo Terminal Petikemas* company among stakeholders. (2) Provide recommendations to improve PT's Corporate Image. Pelindo Container Terminal.

B. RESEARCH METHOD

The target respondents in this survey consisted of external stakeholders and internal stakeholders related to *PT Pelindo Terminal Petikemas*. External Stakeholders consist of respondents outside *PT Pelindo Terminal Petikemas*, including: Customers/service users, Ministry of Transportation, Port Authority, *DPR RI* Commissions V & VI, Provincial and city Transportation Services, Maritime Academics/Experts (Academics from Local Universities), Vendors/Work Partners, and Media, CSR Recipient Communities, and Pelindo's Foster Partners. Meanwhile, internal stakeholders consist of respondents within *PT Pelindo Terminal Petikemas* including: Structural Employees, non-structural Employees, and Shareholders. The list of stakeholders is organized into clusters based on their roles and the target respondents in the survey, with the population of each group listed in the following table.

Cluster	Population
Academics	40
Member of the Republic of Indonesia DPR	110
Association	67
Customer	1,273
Government agencies	1,765
Media	248
Development Partners	315
Structural Officials	218
Shareholders	2
CSR recipients	327
Vendor	312
Employee	5,465
TOTAL	10,142

In this survey, a margin of error of 5% is used, so ($e = 0.05$). So the total sample required based on the Slovin formula (Sugiyono, 2017) is as follows:

$$n = \frac{N}{1 + (N/e^2)}$$

$$n = \frac{10.142}{1 + (10.142/0.05^2)}$$

$$n = 384.83 \text{ (rounded up to 385)}$$

The minimum total sample required based on the Slovin formula is 385. Next, the number of samples per cluster is calculated using the Sampling Fraction Per Cluster formula as follows:

$$n_i = f_i \times n$$

Descriptions:

f_i = the cluster sampling fraction

N_i = the number of populations in each cluster

N = the total population

n = the minimum number of total samples = 385

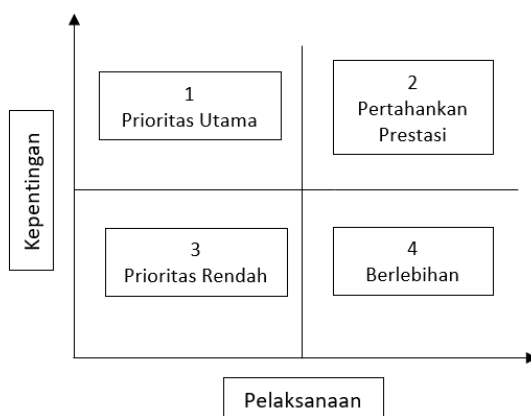
n_i = the number of subsamples in each cluster

The sample calculation results for each cluster can be seen in the following table:

Cluster	Population	f_i	Minimum Sample ($f_i \times n$)
Academics	40	0.003944	2
Member of the Republic of Indonesia DPR	110	0.01084599	5
Association	67	0.00660619	3
Customer	1,273	0.12551765	49
Government agencies	1,765	0.17402879	68
Media	248	0.02445277	10
Development Partners	315	0.03105896	12
Structural Officials	218	0.02149477	9
Shareholders	2	0.0001972	1
CSR recipients	327	0.03224216	13
Vendor	312	0.03076316	12
Employee	5,465	0.53884835	208
TOTAL	10,142		392

The survey method uses a questionnaire distributed hybridly, both online and offline, to respondents in Jakarta and Surabaya in the period 23 November - 7 December 2023. This survey involves direct contact with respondents via telephone or private message, with reminders every 2 days to complete the questionnaire. filled. The total sample collected was 489 respondents. Data

collected from 489 respondents was then analyzed using descriptive analysis and Importance Performance Analysis (IPA). IPA is used to assess the level of the corporate image of *PT Pelindo Terminal Petikemas* in the view of stakeholders. The results of the IPA analysis are also used to determine the development priorities required by the company.



IPA is used to analyze the gap between expectations and reality of services, quadrant analysis is used. This quadrant analysis was developed by Supranto (2011). Quadrant analysis divides service attributes into four quadrants, namely: (I) Quadrant I: Attributes that are considered to influence indicators include service elements that are considered very important. However, management has not implemented it according to stakeholder wishes. (II) Quadrant II: Attributes that are considered to influence the indicators include service elements that are considered very important. Management has carried out according to the wishes of stakeholders. (III) Quadrant III: Attributes that are considered less important for stakeholders and implementation by the company are considered mediocre or less satisfactory and less important. (IV) Quadrant IV: Attributes that influence Stakeholders are less important but their implementation is excessive. This is considered less important but very satisfying for stakeholders.

Quadrant analysis is carried out by comparing the results of customer satisfaction surveys with the performance standards set by the company. Customer satisfaction survey results were obtained by distributing questionnaires to customers. Performance standards are obtained from the results of the company's internal analysis, for example from benchmarking results with similar companies.

$$\text{Indicator} = \frac{\text{Total of (Perceived value x Scale value)}}{\text{total weight of all filled questions}}$$

The indicator values obtained will range from 1 to 4, and to facilitate interpretation, the indicator values are converted into service quality values on a

scale of 100 with the following formula:

PERCEIVED VALUE	INDICATOR INTERVAL VALUE	INDICATOR CONVERSION INTERVAL VALUE	INDICATOR LEVELS	Description
1	1.00 – 2.5596	25.00 – 64.99	D	Bad
2	2.60 – 3.064	65.00 – 76.60	C	Not good
3	3.0644 – 3.532	76.61 – 88.30	B	Good
4	3.5324 – 4.00	88.31 – 100.00	A	Very good

Description:

Quality D: Indicators are Bad, so fundamental changes are needed in the implementation of elements to improve indicators.

Quality C: Indicators are not good, and there is still a lot that needs to be addressed/improved.

Quality B: Good indicators, but the quality still needs to be improved.

Quality A: Very good indicator, so it needs to be maintained.

Next, the survey results will be reported in general and then detailed based on stakeholder positions (external and internal). A Likert scale with four answer choices (1-4) was used to measure the level of respondents' perception of corporate image indicators. A value of 1 indicates a perception that strongly disagrees, a value of 2 indicates a perception that disagrees, a value of 3 indicates a perception that agrees, and a value of 4 indicates a perception that strongly agrees. The following are the attributes used for Corporate Image Indicators in this survey.

Num .	Item	Atribut	Statement
1	CI1	Company reputation	In my opinion, the overall reputation of the <i>PT Pelindo Terminal Petikemas / SPTP</i> company is good
2	CI2	Publication of social and environmental responsibility	I often hear about the corporate social responsibility (CSR) program carried out by <i>PT Pelindo Terminal Petikemas / SPTP</i>
3	CI3	Business ethics	In my opinion, <i>PT Pelindo Terminal Petikemas / SPTP</i> carries out business very ethically
4	CI4	Implementation of social and environmental responsibility	I believe that <i>PT Pelindo Terminal Petikemas / SPTP</i> is responsible for the environment and contributes to sustainability
5	CI5	Positive feeling	I have positive feelings towards the <i>PT Pelindo Terminal Petikemas / SPTP</i> company as a whole
6	CI6	Usefulness	In my opinion, <i>PT Pelindo Terminal Petikemas / SPTP</i> provides significant benefits to the wider community.
7	CI7	Notification of company activities	I have often seen the news about <i>PT Pelindo Terminal Petikemas / SPTP</i> in the last 3 months

C. RESULT AND DISCUSSION

The following is the profile of the respondents in this research:

Characteristics		Frequency (person)	Percentage (%)
Clusters	Employees	210	42.94
	Vendors	72	14.72
	Government agencies	69	14.11
	Customers	51	10.43
	Structural officials	30	6.13
	CSR recipients	13	2.66
	Built partners	12	2.45
	Media	10	2.04
	Academics	8	1.64
	Associations	7	1.43
	Members of the <i>DPR RI</i>	6	1.23
	Shareholders	1	0.20
Domiciles	Surabaya	282	57.67
	Jakarta	207	42.33

In general, the total sample amounted to 489 respondents. The majority of respondents to this survey consisted of employees totaling 210 respondents (42.94%) who lived in Jakarta and Surabaya. The smallest cluster is the shareholder of 1 respondent (0.20%). Meanwhile, for the survey area division, 282 respondents (57.67%) were stakeholders from Surabaya and 207 respondents (42.33%) were stakeholders from Jakarta. The number of samples and the diversity of respondent profiles who took part in this survey can represent the voices of *PT Pelindo Terminal Petikemas (SPTP)* stakeholders in Jakarta and Surabaya in answering the questions asked.

Overall Descriptive Analysis

Atribut	Respondent's answer								Mean	Importance
	1		2		3		4			
	f	%	f	%	f	%	f	%		
CI1	4	1	6	1	241	49	238	49	3.46	3.56
CI2	5	1	51	10	241	49	192	39	3.27	3.40
CI3	4	1	9	2	247	51	229	47	3.43	3.53
CI4	3	1	8	2	235	48	243	50	3.47	3.54
CI5	4	1	8	2	237	48	240	49	3.46	3.55
CI6	3	1	11	2	246	50	229	47	3.43	3.49
CI7	4	1	57	12	242	49	186	38	3.25	3.35

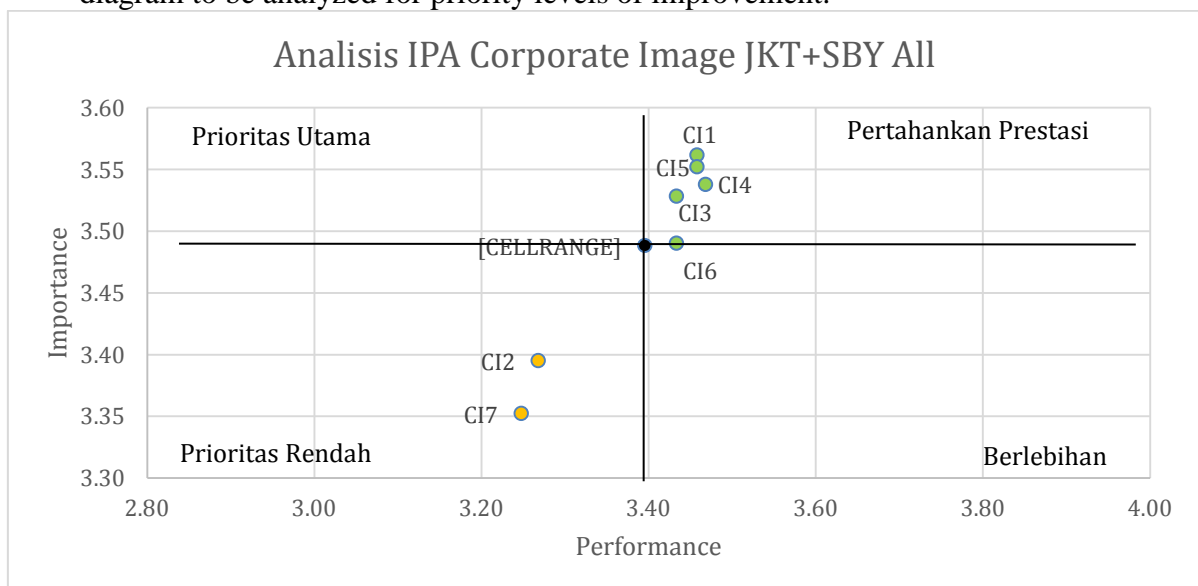
The above is a summary of respondents' answers when given statements regarding the Corporate Image of *PT Pelindo Terminal Petikemas / SPTP*. It can be seen that the majority of stakeholders have a positive Corporate Image towards *PT Pelindo Terminal Petikemas / SPTP*. The most widely agreed statement was "I believe that *PT Pelindo Terminal Petikemas / SPTP* is responsible for the environment and contributes to sustainability." Meanwhile, the one that was least strongly agreed was "I have often seen news about *PT Pelindo Terminal Petikemas / SPTP* in the last 3 months." Indicating that even though it already has a positive Corporate Image, there are still stakeholders who rarely see news about *PT Pelindo Terminal Petikemas* during the last 3 months.

Overall IPA Analysis

The following is a tabulation and conversion of scores for each attribute that measures Corporate Image:

Item	SCORE	CONVERSION
CI1	3.46	86.45%
CI2	3.27	81.70%
CI3	3.43	85.84%
CI4	3.47	86.71%
CI5	3.46	86.45%
CI6	3.43	85.84%
CI7	3.25	81.19%
MEAN	3.40	84.88%

The Corporate Image attributes are then loaded into the Cartesian IPA diagram to be analyzed for priority levels of improvement.



The following are the results for each attribute based on the results of the IPA quadrant analysis.

QUADRANT I Top Priority:-

QUADRANT II Maintain Achievement: CI1, CI5, CI4, CI3, CI6

QUADRANT III Low Priority: CI2, CI7

QUADRANT IV Excessive:-

In general, all *PT Pelindo Terminal Petikemas* stakeholders in Jakarta and Surabaya already have a positive Corporate Image, namely at the level of 84.88% (Good). However, this can still be improved by improving several attributes included in Quadrant III, namely CI2 ("I often hear about the corporate social responsibility (CSR) program carried out by *PT Pelindo Terminal Petikemas / SPTP*"), and CI7 ("I feel that *PT Pelindo Terminal Petikemas / SPTP* is always committed to safeguarding the interests of all stakeholders.") Meanwhile, the performance of the attributes included in quadrant II, namely CI1, CI5, CI4, CI3 and CI6, can be maintained.

Internal Descriptive Analysis

Atribut	Respondent's Answer								Mean	Importance
	1		2		3		4			
	f	%	f	%	f	%	f	%		
CI1	2	1%	1	0%	97	40%	141	59%	3.56	3.56
CI2	1	0%	18	7%	107	44%	115	48%	3.39	3.40
CI3	1	0%	2	1%	108	45%	130	54%	3.52	3.53
CI4	1	0%	3	1%	101	42%	136	56%	3.54	3.54
CI5	1	0%	2	1%	100	41%	138	57%	3.56	3.55
CI6	1	0%	5	2%	106	44%	129	54%	3.51	3.49
CI7	1	0%	20	8%	111	46%	109	45%	3.36	3.35

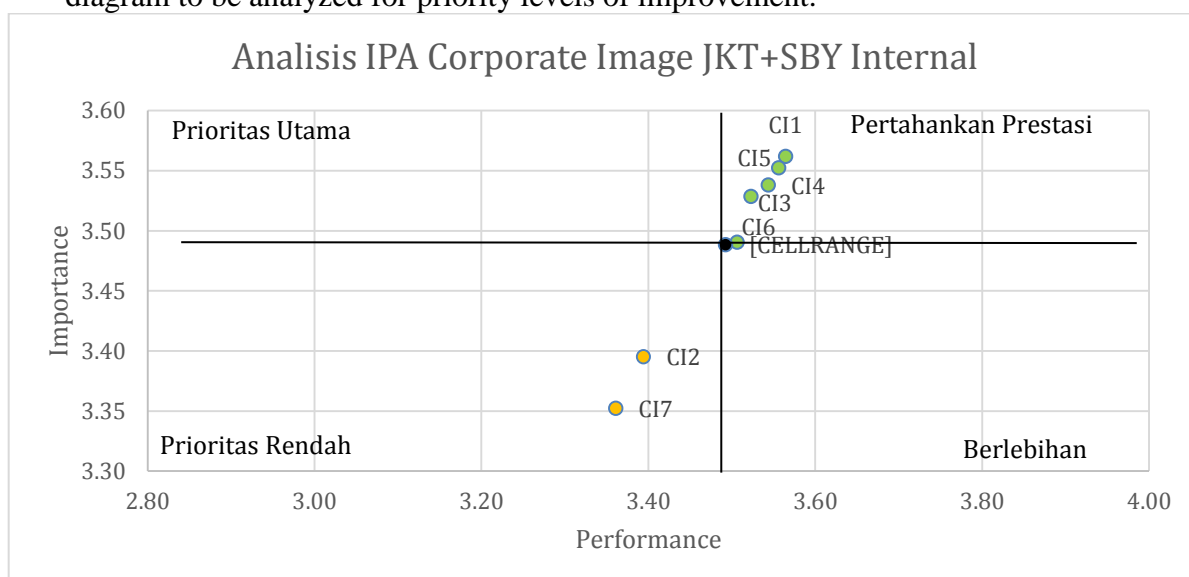
The above is a summary of respondents' answers when given statements regarding the Corporate Image of *PT Pelindo Terminal Petikemas / SPTP*. It can be seen that most internal stakeholders have a positive Corporate Image towards *PT Pelindo Terminal Petikemas / SPTP*. The most widely agreed statement was "I think the overall reputation of the company *PT Pelindo Terminal Petikemas / SPTP* is good." Meanwhile, the one that was least agreed upon was "I have often seen the news about *PT Pelindo Terminal Petikemas / SPTP* in the last 3 months." Indicating that even though it already has a positive Corporate Image, there are still internal stakeholders who rarely see news about *PT Pelindo Terminal Petikemas* during the last 3 months.

Internal IPA Analysis

The following is a tabulation and conversion of scores for each attribute that measures Corporate Image:

Item	SCORE	CONVERSION
CI1	3.56	89.11%
CI2	3.39	84.85%
CI3	3.52	88.07%
CI4	3.54	88.59%
CI5	3.56	88.90%
CI6	3.51	87.66%
CI7	3.36	84.02%
MEAN	3.49	87.31%

The Corporate Image attributes are then loaded into the Cartesian IPA diagram to be analyzed for priority levels of improvement.



The following are the results for each attribute based on the results of the IPA quadrant analysis.

QUADRANT I Top Priority:-

QUADRANT II Maintain Achievement: CI1, CI5, CI4, CI3, CI6

QUADRANT III Low Priority: CI2, CI7

QUADRANT IV Excessive:-

In general, all internal stakeholders of *PT Pelindo Terminal Petikemas* in Jakarta and Surabaya already have a positive Corporate Image, namely at the level of 87.31% (Good). However, this can still be improved by improving several attributes included in Quadrant III, namely CI2 ("I often hear about the corporate social responsibility (CSR) program carried out by *PT Pelindo Terminal Petikemas / SPTP*"), and CI7 ("I feel that *PT Pelindo Terminal Petikemas / SPTP* is always committed to safeguarding the interests of all stakeholders.") Meanwhile, the performance of the attributes included in quadrant II, namely CI1, CI5, CI4, CI3 and CI6, can be maintained.

External Descriptive Analysis

Atribut	Respondent's Answer								Mean	Importance
	1		2		3		4			
	f	%	f	%	f	%	f	%		
CI1	2	1%	5	2%	144	58%	97	39%	3.35	3.46
CI2	4	2%	33	13%	134	54%	77	31%	3.15	3.19
CI3	3	1%	7	3%	139	56%	99	40%	3.35	3.39
CI4	2	1%	5	2%	134	54%	107	43%	3.40	3.44
CI5	3	1%	6	2%	137	55%	102	41%	3.36	3.39
CI6	2	1%	6	2%	140	56%	100	40%	3.36	3.47
CI7	3	1%	37	15%	131	53%	77	31%	3.14	3.21

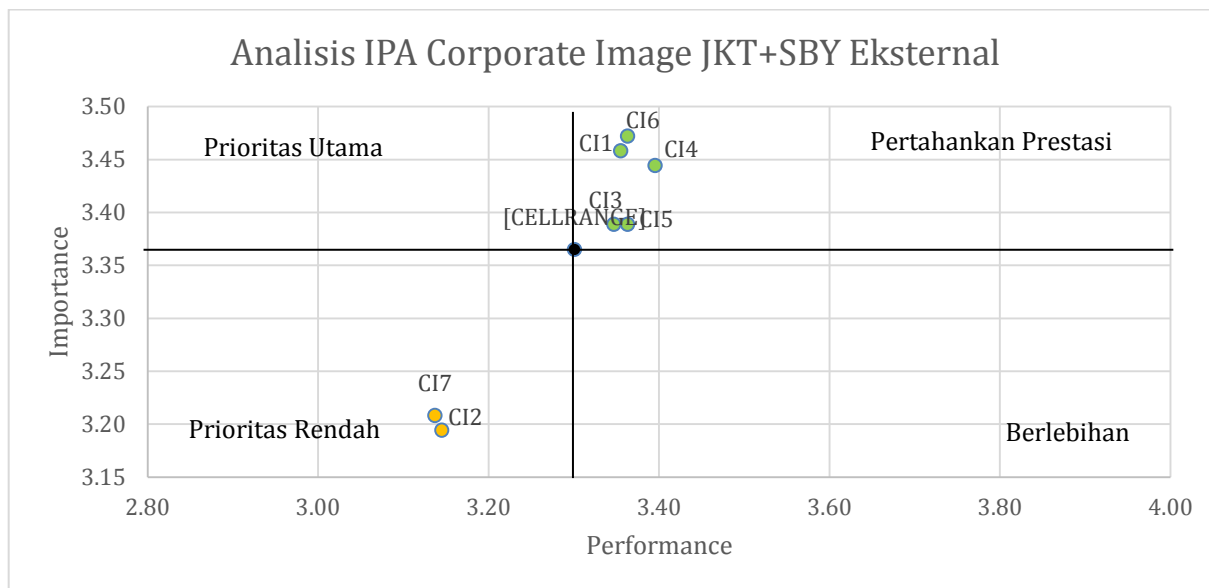
The above is a summary of respondents' answers when given statements regarding the Corporate Image of *PT Pelindo Terminal Petikemas / SPTP*. It can be seen that most external stakeholders have a positive Corporate Image towards *PT Pelindo Terminal Petikemas / SPTP*. The most widely agreed statement was "I believe that *PT Pelindo Terminal Petikemas / SPTP* is responsible for the environment and contributes to sustainability." Meanwhile, the one that was least strongly agreed was "I have often seen news about *PT Pelindo Terminal Petikemas / SPTP* in the last 3 months." Indicating that even though it already has a positive Corporate Image, there are still internal stakeholders who rarely see news about *PT Pelindo Terminal Petikemas* during the last 3 months.

External IPA Analysis

The following is a tabulation and conversion of scores for each attribute that measures Corporate Image:

Atribut	SCORE	CONVERSION
CI1	3.35	83.87%
CI2	3.15	78.63%
CI3	3.35	83.67%
CI4	3.40	84.88%
CI5	3.36	84.07%
CI6	3.36	84.07%
CI7	3.14	78.43%
MEAN	3.30	82.52%

The Corporate Image attributes are then loaded into the Cartesian IPA diagram to be analyzed for priority levels of improvement.



The following are the results for each attribute based on the results of the IPA quadrant analysis.

QUADRANT I Top Priority:-

QUADRANT II Maintain Achievement: CI1, CI6, CI4, CI3, CI5

QUADRANT III Low Priority: CI2, CI7

QUADRANT IV Excessive:-

In general, all internal stakeholders of *PT Pelindo Terminal Petikemas* in Jakarta and Surabaya already have a positive Corporate Image, namely at the level of 82.52% (Good). However, this can still be improved by improving several attributes included in Quadrant III, namely CI2 ("I often hear about the corporate social responsibility (CSR) program carried out by *PT Pelindo Terminal Petikemas / SPTP*"), and CI7 ("I feel that *PT Pelindo Terminal Petikemas / SPTP* is always committed to safeguarding the interests of all stakeholders"). Meanwhile, the performance of the attributes included in quadrant II, namely CI1, CI5, CI4, CI3, and CI6, can be maintained.

Recapitulation of IPA Analysis Results

The following is a summary of the results of all important performance Analysis analyses for each indicator and analysis group in this survey.

STAKEHOLDER	SCORE (%)	IPA Attribute Quadrant			
		I	II	III	IV
ALL	84.88	-	CI1,CI5,CI4,CI3,CI6	CI2,CI7	-
INTERNAL	87.31	-	CI1,CI5,CI4,CI3,CI6	CI2,CI7	-
EXTERNAL	82.52	-	CI1,CI6,CI4,CI3,CI4	CI2,CI7	-

In general, the Corporate Image of *PT Pelindo Terminal Petikemas (SPTP)* in Surabaya and Jakarta has received a score of 84.88% which is classified as

Good. Based on the IPA analysis above, it can be seen that the important factors whose performance is good and therefore need to be maintained are CI1 (Company Reputation), CI3 (Business Ethics), CI4 (Implementation of Social and Environmental Responsibility), CI5 (Positive Feelings), and CI6 (Implementation of Social and Environmental Responsibility). usefulness). However, efforts are still needed to improve the Corporate Image, especially at the external stakeholder level. The priority order for improving Corporate Image based on the frequency of appearance in the IPA quadrant can be seen in the table below:

No	Atribut	Quadrant III	Identification of problems
1	CI2	3	Stakeholders rarely hear news about CSR carried out by <i>PT Pelindo Terminal Petikemas (SPTP)</i>
2	CI7	3	Stakeholders rarely hear news about <i>PT Pelindo Terminal Petikemas (SPTP)</i>

As in the table above, the factors that are priority improvements in efforts to increase the Corporate Image of *PT Pelindo Terminal Petikemas* are reporting on social and environmental responsibility (CI2) and reporting on company activities (CI7). CI2 which appears 3 times in quadrant III indicates that Stakeholders rarely hear news about CSR carried out by *PT Pelindo Terminal Petikemas (SPTP)*. Meanwhile, CI7 which also appears 3 times in quadrant III indicates that Stakeholders rarely hear news about *PT Pelindo Terminal Petikemas (SPTP)*. Following are several recommendations that can be carried out by *PT Pelindo Terminal Petikemas*.

PT Pelindo Terminal Petikemas (SPTP) faces a problem where stakeholders rarely hear news about the Corporate Social Responsibility (CSR) activities they carry out. As a recommendation, communication and publication regarding CSR need to be strengthened through various media such as mass media, social media, and company websites. It is also important to determine specific target recipients of CSR information to make it easier for *SPTP* to determine the right media and messages. In addition, it is recommended to use language that is easy to understand and interesting so that CSR information is easier for stakeholders to understand and remember. Finally, it is important to include supporting data and evidence to strengthen the credibility of the CSR information presented.

The problem faced is the low level of stakeholder attention to news about *PT Pelindo Terminal Petikemas (SPTP)*. To overcome this, it is recommended to collaborate with mass media to increase company visibility. This collaboration can be carried out by providing interesting and useful information to the mass media, providing access to cover company activities, and carrying out active communication with them. *PT Pelindo Terminal Petikemas (SPTP)* is also advised to hold a press conference to announce important information about the company and invite the mass media to cover various activities, such as CSR activities or company operations.

D. CONCLUSION

This research discusses the Corporate Image of *PT Pelindo Terminal Petikemas (SPTP)* after the merger with *PT Pelabuhan Indonesia*, with the main aim of measuring the level of corporate image among stakeholders. Corporate image is considered crucial in building stakeholder trust, especially in the B2B business context. A positive corporate image can increase corporate awareness and consumer trust in brands associated with the company. The research method uses IPA analysis (Importance Performance Analysis) involving external and internal stakeholders. The results of the IPA analysis show that in general, the corporate image of *PT Pelindo Terminal Petikemas* is considered good by stakeholders, but there are still several aspects that need to be improved, namely in terms of reporting on corporate social responsibility (CSR) and company activities. Stakeholders consider that information about CSR is rarely heard, so it is recommended to increase communication and publication regarding CSR activities through various media. Apart from that, companies also need to collaborate with mass media to increase visibility and stakeholder attention to company news. Thus, the main recommendation that can be given is to strengthen communication regarding CSR and increase cooperation with the mass media to improve the corporate image of *PT Pelindo Terminal Petikemas*. This increase is expected to help the company maintain and increase the level of stakeholder trust, which in turn can contribute to the company's success in the market.

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