

ABSTRACT

Nowaday, developing world's banking is currently growth too fast. This is indicated by the number of existing banks in Indonesia, causing fierce competition. To be able to still exist and survive in the world of banking, a bank is required to maintain the trust of customers. Customer trust is affected by the banking company's image itself. PT Bank Negara Indonesia (Persero) Tbk is one of the commercial banks that participate enliven competition in the Indonesian banking industry. PT Bank Negara Indonesia (Persero) Tbk is required in order to maintain the good image in the eyes of customers, this is done because a good image is required by a company to enhance customer trust against the company concerned

This study examines the process of the credibility of a firm in an effort to improve corporate image. Research problems based on research data described in 2008, which explains that the image ratings of PT BNI (Persero) Tbk from 2006 until the year 2008 is fluktuatif. This things impressed this is a problem for the company.

From the above problems underlying this research is to find out how to enhance corporate image and the most influential factor on the image of the company. In this study developed a theoretical models with the proposed four hypotheses to be tested using Structural Equation Models (SEMs) using the AMOS software 16th. Respondents used in this study is costumer of PT BNI (Persero) Tbk in Semarang which amounts to 100 respondents. Results from SEM data processing for the full model modification indices have largely meet the criteria of goodness of fit as follows, namely chi square = 92.809 probability = 0.239, GFI = .902, AGFI = .860, TLI = .982, CFI = 0.986; Cmin / DF = 1.105, RMSEA = .033. Thus it can be said that this model is feasible to use. The results of this study demonstrate the process to enhance the company image through corporate credibility through quality service, product quality and safety.

Keywords : *Quality of service, product quality, security, credibility of the company, and company image*