

## **Analysis of the Influence of Corporate Image and Quality Perception on Customer Trust in Telecommunication Infrastructure Projects (Case Study at PT QDC Technologies)**

**Hendri Kustian<sup>1</sup>, Edi Sugiono<sup>2</sup>**

Universitas Nasional, Indonesia<sup>1,2</sup>

Email: kustianhendri@email.com

**Keywords:**

Infrastructure,  
Telecommunications, Trust,  
Image, Quality Perception.

**Abstract:** In business-to-business companies like PT. Qdc Technologies, customer satisfaction and trust are essential. This study aims to analyze perceptions of technical quality, functional quality, corporate image, customer satisfaction, and trust in facing competition in telecommunications infrastructure projects. The respondents are employees of companies that are clients of PT. Qdc Technologies. A total of 60 respondents directly involved in the collaboration were selected as the sample. Data was collected using questionnaires and analyzed descriptively, as well as through hypothesis testing based on Gronroos' theory, which evaluates the influence of perceptions of technical quality, functional quality, and corporate image on customer trust. The results show a positive assessment by respondents of the variables studied. However, hypothesis analysis indicates that corporate image significantly influences customer satisfaction. Similarly, perceptions of technical quality in telecommunications infrastructure projects are the dominant factor in customer trust. This study provides descriptive insights to improve PT. Qdc Technologies' weaknesses in project execution and evaluate the relevance of the applied theory to the type of business being conducted.

*This is an open access article under the CC BY License (<https://creativecommons.org/licenses/by/4.0>).*



Copyright holders:

Hendri Kustian, Edi Sugiono (2025)

## INTRODUCTION

The telecommunications industry in Indonesia has experienced rapid growth, driven by a large market potential with a population of over 280 million people (Artaningrum et al., 2017). As of 2023, the Central Bureau of Statistics (BPS) recorded approximately 352 million mobile phone users, indicating a significant opportunity for the development of telecommunications infrastructure. The increasing demand for telecommunications infrastructure has intensified competition among contractors, including PT. QDC Technologies, which has been operating in this field for 20 years. In a competitive market, customer satisfaction and trust are key factors for the sustainability of contractors.

Previous research has shown that technical quality, functional quality, and corporate image influence customer satisfaction and trust. Gronroos (1998) emphasized the importance of technical and functional quality dimensions in building customer relationships. However, studies specifically analyzing these factors within Indonesia's telecommunications contractor industry, remain limited (Grönroos, 1998).

This article offers scientific novelty by integrating the analysis of technical quality, functional quality, and corporate image as determining factors of customer satisfaction and trust in the context of telecommunications contractor businesses in Indonesia. It also examines the relevance of Gronroos' theory in the local context, which has not been extensively explored.

The research problem focuses on how customer perceptions of technical quality influence customer trust. Additionally, it examines perceptions of project management's functional quality and its impact on customer trust, as well as how corporate image affects customer trust.

This study aims to analyze the factors of technical quality, functional quality, and corporate image that influence customer trust, assess strategies that project management can implement to enhance customer trust, and evaluate the applicability of Gronroos' theory in the context of telecommunications infrastructure projects in Indonesia. This structured approach is expected to contribute both theoretically and practically to improving business relationships in the telecommunications contractor industry in Indonesia.

Customer Relationship Management (CRM) is a core concept in modern marketing. More broadly, CRM encompasses the entire process of creating and maintaining profitable customer relationships by delivering optimal value and satisfaction (Gustika et al., 2021). Relationship Marketing is viewed as a concept that places customer loyalty at the core of marketing strategy. Meanwhile, CRM is a management approach that specifically examines theories related to managing relationships between companies and their customers, with the primary goal of enhancing customers' perceived value of the company (Kristianto & Wahyudi, 2019).

The success of CRM in building customer relationships is influenced by two measurable and manageable factors. First, performance factors, which include customer value, customer behavior, and customer satisfaction (Sapitri et al., 2020). Second, customer focus factors, which cover organizational aspects, communication, and information as essential elements in supporting CRM strategy effectiveness.

Gronroos (1994) in Sumarno (2024) stated that relational marketing is a process of identifying, building, maintaining, and developing relationships with customers and other stakeholders (Sumarno & Hadijah, 2024). When necessary, these relationships can also be terminated. The main goal is to achieve mutual benefits that fulfill the interests of all parties involved through beneficial exchanges and the fulfillment of promises.

According to Gronroos, customer perception of service quality consists of two dimensions: technical quality perception and functional quality perception. Technical quality perception

refers to customers' evaluation of the core service outcome, while functional quality relates to how the service is delivered by the provider. A positive perception of service quality enhances customer satisfaction, which results from comparing expectations with the actual service received. This satisfaction influences customers' positive preferences, playing a crucial role in determining project volume and continuity, especially in the contractor sector.

Gronroos also emphasized the importance of a service perspective in a company's competitive strategy, both in consumer and industrial markets. He identified four key strategic perspectives:

1. Core Product Perspective – focusing on developing core solutions as the primary value.
2. Price Perspective – positioning price as the main factor in attracting customers.
3. Image Perspective – prioritizing brand image through marketing communication as a key driver of customer value.
4. Service Perspective – integrating physical products, services, information, and customer relationships to create market differentiation, emphasizing the importance of hidden services in adding value and enhancing corporate image.

A positive image in the eyes of customers can drive high loyalty levels. Corporate image reflects an organization's or company's identity, which cannot be created instantly like a product. Instead, image develops naturally based on public impressions formed through their knowledge and understanding of an entity. Oliver (2007) in Maulyan (2022) stated that a strong corporate image is one of the most valuable assets in the modern era, where companies strive for a positive image that can also enhance the perception of their products (Maulyan et al., 2022).

Corporate image results from customer perceptions built through their experiences. A strong image is established when a company provides high-quality services to its customers. In a competitive business environment, a positive corporate image serves as an effective strategy for winning market competition, as it enhances customer trust and satisfaction, strengthening the company's market position.

Trust is defined as a psychological state involving a willingness to accept vulnerability, based on positive expectations of another party's intentions or behavior. Gounaris et al. (2010) and Shin et al. (2013) in Rafiah (2019) suggested that trust and satisfaction share a positive and significant relationship (Rafiah, 2019). Naturally, every individual has limitations, as no one is perfect, leading to interdependence in achieving daily and business objectives. Tomlinson & Lewicki (2002) in Rafiah (2019) stated that this dependence fosters collaboration among parties, with trust serving as a fundamental element in resolving various issues (Rafiah, 2019).

This study aims to examine how perceptions of technical quality, functional quality, and corporate image influence customer trust levels. Gronroos' theory serves as the primary framework, where customer satisfaction is considered an outcome of technical quality, functional quality, and corporate image perceptions. In this context, customer satisfaction is expected to play a crucial role in shaping the level of trust customers place in a company.

## METHOD

This study involves data collection from business customers of PT. Qdc Technologies in the telecommunications infrastructure development sector. The respondents are employees of client companies who are directly involved in assessing PT. Qdc Technologies' performance in their projects. The research focuses on the Jabotabek area for data sampling.

The objective of this study is to analyze "Project Management Team Performance and

Project Work Quality in Telecommunications Infrastructure" carried out by PT. Qdc Technologies based on the demands of telecommunications operators in Indonesia. The approach used is quantitative and descriptive, covering the processes of data collection, processing, presentation, and calculation of specific values.

Sampling from each company is conducted using the purposive sampling method, which is a technique where samples are selected based on specific criteria or considerations. This method is non-random, meaning information is collected by considering relevant specific factors (Indriantoro & Supomo, 2002).

The collected data is processed by grouping similar characteristics, followed by analysis to generate meaningful insights that serve as the basis for problem-solving and hypothesis testing. The data processing stages from the questionnaire include scoring each respondent's answers, transferring data from the questionnaire sheets to a tabulation sheet, and transferring data to a worksheet for processing and analysis using SPSS software.

## RESULTS AND DISCUSSION

The data analyzed using SPSS 22 software reveals the measurement and testing results of Customer Trust from 60 respondents. The average Customer Trust score is 19.03, with a standard deviation of 4.595, and a median of 19.00, which is nearly identical to the mean, indicating a fairly good representation of the data distribution. The score range from 10 to 30 demonstrates significant variation in respondent responses. This analysis suggests that while most respondents rated Customer Trust highly, there is also substantial variation among responses, indicating the complexity of perceptions regarding trust.

Table 1. Research Data Description

		Statistics		
		Citra	Persepsi Kualitas	Kepercayaan Customer
N	Valid	60	60	60
	Missing	0	0	0
Mean		116.98	113.83	19.03
Median		120.00	115.00	19.00
Mode		120	115	19
Std. Deviation		19.359	16.605	4.595
Minimum		70	80	10
Maximum		155	150	30

Based on the data analysis of 60 respondents, the Image score has an average of 116.98, with a standard deviation of 19.359, a median of 120.00, and a mode of 120, with a score range between 70 and 155. The relatively high standard deviation indicates significant variation in respondents' answers, reflecting diverse perceptions of Image. The closeness between the mean (116.98) and the median (120.00) suggests that the data distribution is fairly representative. Additionally, the number of respondents with an Image score above the average is lower than those with a score below the average, indicating that fewer respondents have a high perception of Image compared to those with a lower perception.

The analysis of Quality Perception data from 60 respondents shows an average score of

113.83, with a standard deviation of 18.045, a median of 115, and a score range between 80 and 150. The closeness between the mean and the median suggests that the data is fairly representative. Furthermore, the number of respondents with a score above the average is lower than those with a score below it, indicating that fewer respondents have a positive Quality Perception compared to those with a negative perception.

Table 2. Recapitulation of Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test				
		Citra	Persepsi Kualitas	Kepercayaan Customer
N		60	60	60
Normal Parameters <sup>a,b</sup>	Mean	116.98	113.83	19.03
	Std. Deviation	19.359	16.605	4.595
Most Extreme Differences	Absolute	.132	.089	.136
	Positive	.081	.089	.136
	Negative	-.132	-.075	-.111
Test Statistic		.132	.089	.136
Asymp. Sig. (2-tailed)		.011 <sup>c</sup>	.200 <sup>c,d</sup>	.007 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

The normality test results show that the Sig values in the Kolmogorov-Smirnov method for all samples are greater than 0.05, meaning that H<sub>0</sub> is accepted. In other words, the data from all samples in this study are normally distributed.

The linearity test for the regression line between variable X<sub>1</sub> and variable Y shows that the Sig value in the deviation from linearity row is 0.115, which is greater than 0.05 for all samples. Therefore, H<sub>0</sub> is accepted, indicating that the regression line between variable X<sub>1</sub> and variable Y is linear. Similarly, the linearity test for the regression line between variable X<sub>2</sub> and variable Y results in a Sig value of 0.981, which is also greater than 0.05 for all samples. Thus, H<sub>0</sub> is accepted, confirming that the regression line between variable X<sub>2</sub> and variable Y is linear.

The multicollinearity test shows that both independent variables have tolerance values greater than 0.10 and VIF values less than 10. Therefore, it can be concluded that there is no multicollinearity issue in the variables used.

The heteroscedasticity test results in a scatter plot where the data points are randomly distributed, with no clear patterns, and spread both above and below the value of 0 on the Y-axis. This indicates that heteroscedasticity is not present in the regression model, making it suitable for predicting Customer Trust based on Image and Quality Perception.

Table 3. Recapitulation of the Significance Test Results for the Regression Coefficient of the Influence of Variables X<sub>1</sub> and X<sub>2</sub> on Variable Y

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1018.617	2	509.309	127.710	.000 <sup>b</sup>
	Residual	227.316	57	3.988		
	Total	1245.933	59			

- a. Dependent Variable: Kepercayaan Customer
- b. Predictors: (Constant), Persepsi Kualitas, Citra

The hypothesis test results indicate that the correlation coefficient is significant, meaning that there is a significant influence of the independent variables Image (X1) and Quality Perception (X2) on Customer Trust (Y), with a value of 0.629.

The regression analysis also concludes that there is a significant influence of the independent variable X1 (Image) on the dependent variable Y (Customer Trust), as well as a significant influence of the independent variable X2 (Quality Perception) on the dependent variable Y (Customer Trust).

## CONCLUSION

This study aims to examine the impact of corporate image and quality perception on customer trust. The results reveal that corporate image influences the trust of PT. QDC Technologies' customers in telecommunication infrastructure projects. This means that the higher the corporate image, the greater the customer trust.

The perception of infrastructure work quality also affects customer trust. This indicates that if the perception of the quality of telecommunication infrastructure projects handled by PT. QDC Technologies is positive, customer trust will increase.

PT. QDC Technologies operates in a B2B (business-to-business) model, where its customers are companies rather than the general public. Based on the research findings, corporate image and quality perception are dominant factors in maintaining customer trust.

## BIBLIOGRAPHY

- Artaningrum, R. G., Budiarta, I. K., & Wirakusuma, M. G. (2017). Pengaruh profitabilitas, solvabilitas, likuiditas, ukuran perusahaan dan pergantian manajemen pada audit report lag perusahaan perbankan. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 3(6), 1079–1108.
- Grönroos, C. (1998). Marketing services: the case of a missing product. *Journal of Business & Industrial Marketing*, 13(4/5), 322–338.
- Gustika, A., Najib, M., Satria, D., & Fadly, M. (2021). Sistem Customer Relationship Management Dalam Upaya Peningkatan Loyalitas Dan Kepuasan Pelanggan (Studi Kasus: Dealer Yamaha Yukum Jaya). *J. Teknol. Dan Sist. Inf*, 2(4), 68–73.
- Indriantoro, N., & Supomo, B. (2002). *Metodologi penelitian bisnis: untuk akuntansi & manajemen*.
- Kristianto, A. D., & Wahyudi, T. A. (2019). Pengaruh citra merek, persepsi kualitas produk dan persepsi harga pada kepuasan pelanggan serta dampaknya terhadap loyalitas pelanggan. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 2(2), 117–126.
- Maulyan, F. F., Drajat, D. Y., Angliawati, R. Y., & Sandini, D. (2022). The effect of excellent service on corporate image and customer loyalty: theoretical review. *Journal of Management Science*, 4(1), 8–17.
- Rafiah, K. K. (2019). Analisis pengaruh kepuasan pelanggan dan kepercayaan pelanggan terhadap loyalitas pelanggan dalam berbelanja melalui E-commerce di Indonesia. *Al Tijarah*, 5(1), 46–56.
- Sapitri, E., Sampurno, S., & Hayani, I. (2020). Pengaruh Citra Merek dan Kualitas Produk Terhadap Kepuasan dan Loyalitas Pelanggan. *Jurnal Mandiri: Ilmu Pengetahuan, Seni, Dan Teknologi*, 4(2), 231–240.
- Sumarno, S., & Hadijah, H. (2024). Relationship Marketing dalam Lembaga Pendidikan Islam. *TADTRIBUNA: Journal of Islamic Education Management*, 5(1), 74–81.