

ANALYSIS OF CORPORATE IMAGE, TRUST, AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT THE EFG NOTARY AND LAND DEED OFFICIAL OFFICE

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Abstract

This research aims to analyze the influence of corporate image, trust, and service quality on customer satisfaction at Notary Office EFG in Batam City. The study employs a quantitative approach with a census method involving 90 respondents who processed house sale and purchase deeds in 2024 using a questionnaire with a four-point Likert scale. Data were analyzed through validity and reliability tests, multiple linear regression, t-test, F-test, and coefficient of determination.

The results show that corporate image, trust, and service quality each have a positive and significant effect on customer satisfaction. Simultaneously, all independent variables also have a positive and significant effect on customer satisfaction.

Keywords: Corporate Image, Trust, Service Quality, Customer Satisfaction

Introduction

In the era of globalization, the service sector has become one of the key drivers of economic growth across nations. In an increasingly competitive environment, service quality is recognized as a critical indicator of success for service providers. According to the World Bank (2021), the service sector contributes more than 65% to global GDP and continues to expand rapidly, in line with the rising demand for professional services (Group, 2023). In developing countries, including Indonesia, the role of the service sector in supporting economic growth is becoming more significant, particularly in the areas of legal services and public administration. The professions of notaries and Land Deed Officials (PPAT) represent a crucial component of this sector, providing essential services that ensure the legality of various transactions, especially in the continuously expanding property industry.

Corporate image reflects a company's identity (Latoki et al., 2023). A positive image demonstrates professionalism, reliability of products or services, and the company's commitment to customer satisfaction (Yolanda et al., 2021). With a strong image, companies can establish close emotional bonds with customers, leading them not only to feel satisfied but also to act as active promoters who recommend the company to others.

Trust is also a fundamental element in building strong and sustainable relationships between companies and customers. A high level of trust enables companies to establish long-term connections with their clients (Ramadhany & Supriyono, 2022). Meanwhile, service quality encompasses various aspects, including timeliness of delivery, clarity of information, administrative convenience, and professional yet friendly staff attitudes (Jangko et al., 2023). When customers receive services that meet or even exceed their expectations, the resulting positive experiences not only enhance satisfaction but also reinforce long-term loyalty to the company.

Notary Office EFG in Batam City is one of the professional service providers facing various challenges in maintaining and improving customer satisfaction amid intensifying competition. Factors such as corporate image, customer trust, and service quality are therefore key determinants of service effectiveness. Based on observations, the following section presents the number of clients in 2023–2024 who processed house sale and purchase deeds at Notary Office EFG.

Table 1: Customers who processed house sale and purchase deeds in 2023-2024

CUSTOMER DATA ON HOUSE SALE AND PURCHASE DEED SERVICES						
No	2023	Total	Percentage	2024	Total	Percentage
1	January	8	6,3%	January	7	7,8%
2	February	6	4,7%	February	6	6,7%
3	March	7	5,5%	March	5	5,6%
4	April	6	4,7%	April	6	6,7%
5	May	8	6,3%	May	8	8,9%
6	June	9	7,1%	June	9	10,0%
7	July	10	7,9%	July	6	6,7%
8	August	12	9,4%	August	5	5,6%
9	September	15	11,8%	September	10	11,1%
10	Oktober	17	13,4%	Oktober	11	12,2%
11	November	15	11,8%	November	8	8,9%
12	December	14	11,0%	December	9	10,0%
	Total	127		Total	90	

Source: Notary Office EFG

The data obtained indicate that the number of clients declined in 2024. This decrease reflects a reduction in customer satisfaction. The corporate image of Notary Office EFG continues to face significant challenges. The public generally holds a negative perception regarding the professionalism of Notary Office EFG. Such perceptions are largely shaped by negative reviews circulating on social media and online platforms. Several clients have reported dissatisfaction with the unfriendliness of front-office staff as well as with the disorganized office environment. This situation has generated doubt among prospective clients concerning the firm's credibility.

Customer trust in the office has also emerged as a critical issue. Some clients expressed dissatisfaction with the accuracy of legal documents produced, including errors in data entry and inconsistencies in legal information. Furthermore, frequent delays in document processing without clear notification or explanation—have exacerbated the erosion of trust.

Kasmad (2024) highlighted the significant influence of service excellence, brand image, and consumer satisfaction in the case of Gojek in South Tangerang. However, the study was limited to the online transportation sector, leaving similar relationships in other service industries relatively unexplored. Likewise, research by Zahratulaini & Evyanto (2023) revealed that trust, customer value, and corporate image accounted for only 55.4% of customer satisfaction, thereby opening opportunities to identify additional factors that may influence customer satisfaction.

Based on previous studies, corporate image, trust, and service quality consistently emerge as key determinants of customer satisfaction in both offline and online contexts. This study differs from earlier works as it specifically focuses on Notary Office EFG, particularly regarding services related to house sale and purchase deeds in 2024. The research problem formulation encompasses the analysis of the individual and simultaneous effects of these variables on customer satisfaction. The objective of this study is to examine in depth the roles of corporate image, trust, and service quality in shaping customer satisfaction, thus offering a new contribution to the legal services sector. The study is titled: "ANALYSIS OF COMPANY IMAGE, TRUST, AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT THE EFG NOTARY AND LAND DEED OFFICIAL OFFICE."

Research Methods

In this study, a quantitative approach is employed to examine the influence of corporate image, trust, and service quality on customer satisfaction at Notary Office EFG. The research variables include customer satisfaction (experience, expectations, needs), corporate image (personality, reputation, values, corporate identity), trust (integrity, benevolence, cognitive competence, predictability), and service quality (reliability, responsiveness, assurance, empathy, tangibles). Primary data were obtained through questionnaires using a 4-point Likert scale, distributed to 90 respondents, all of whom were selected as the sample using a census technique. The study was conducted in Batam City from December 2024 to September 2025. Data analysis comprised validity and reliability testing, classical assumption testing (normality, heteroscedasticity, multicollinearity), and hypothesis testing using multiple linear regression, t-tests, F-tests, and the coefficient of determination (R^2). This study is expected to provide accurate insights into the relationship between the research variables and customer satisfaction.

Table 2. Operational Definition of Variables

No	Variable	Definition	Indicators	Reference	Measurement
1	Customer Satisfaction (Y)	Customer satisfaction is the feeling of pleasure or disappointed that arises when an individual compares the perceived performance (outcome) of a product with the expected performance, which either meets or exceeds their expectations	<ul style="list-style-type: none"> - Knowledge - Customer expectations - requirement 	(Sebastian & Pramono, 2021)	Ordinal
2	Corporate Image (X ₁)	Corporate image refers to customers' responses to the overall offerings provided by a company and is defined as a set of beliefs, ideas, and impressions held by the public toward an organization	<ul style="list-style-type: none"> - Personality - Reputation - Value - Corporate Identity 	(Suminto & Maharani, 2020)	Ordinal
3	Trust (X ₂)	Customer trust is a crucial element in fostering customer loyalty, and brand trust is developed through past experiences	<ul style="list-style-type: none"> - Integrity - Perception of Virtue - Cognitive Competence - Predictability 	(Apriliani et al., 2020)	Ordinal
4	Service Quality (X ₃)	Service quality is defined as the customer's assessment of the extent to which the delivered service corresponds with the expected level of service	<ul style="list-style-type: none"> - Reliability - Employee Responsiveness - Assurance - Empathy - Tangibles 	(Kotler & Armstrong, 2018)	Ordinal

Source: Processed by Author, 2025

Research Result

General Overview of the Notary Office EFG

EFG Notary Office is a legal services institution officially established based on the Decree of the Minister of Law and Human Rights of the Republic of Indonesia Number: AHU-951.AH.02.01 dated June 3, 2010 for the position of Notary, as well as the Decree of the Head of the National Land Agency of the Republic of Indonesia Number: SK.NO. 912/KEP-17.3/XI/2013 dated November 20, 2013 for the position of PPAT. This office is strategically located at Ruko Graphika Commercial Park Block A No. 3A and 5, Taman Baloi, Batam City, so it is easily accessible to the public who need legal services. With a vision of providing legal protection to the public, both individuals and companies, in every business and land transaction quickly, efficiently, effectively, and upholding ethics and integrity, this office affirms its commitment to providing professional services. The missions carried out include developing human resources through improving emotional, spiritual, and intellectual aspects, strengthening communication with partners, and providing the best service to customers by cultivating 5S (Politeness, Courtesy, Smile, Greet, and Greeting). To support professional and directed operations, this office also has a clear organizational structure, so that each section can carry out its duties and responsibilities according to its function.

Respondent Data Description

This study was conducted by distributing questionnaires via Google Forms to the respondents. The questionnaires included items capturing respondent characteristics such as age, gender, and occupation. These variables were subsequently analyzed to provide a detailed overview of the respondents' demographic characteristics.

Table 3. Respondent Profile

Description	Total	Percentage
Gender		
Male	41	45,6%
Female	49	54,4%
Age		
20-30 Years	33	36,7%
31-40 Years	19	21,1%
41-50 Years	15	16,7%
>50 Years	23	25,6%
Occupation		
Student	13	14,4%
Private Employee	27	30%
Civil Sevant/Military/Police	2	2,2%
Entrepreneur	32	35,6%
Others	16	17,8%

Source: Processed by Author, 2025

Based on Table 3, the data show that a total of 41 male respondents and 49 female respondents completed the distributed questionnaire. This indicates that the number of female respondents was higher than that of male respondents. Such a pattern can be attributed to the fact that women are more frequently involved in document processing and administrative tasks, as well as playing a more active role in household decision-making.

The majority of respondents who filled out the questionnaire were between 20 and 30 years old. Furthermore, the results indicate that 19 respondents were aged 31–40 years, 15 respondents were aged 41–50 years, and 23 respondents were above 50 years old. These findings reveal that the largest proportion of respondents belonged to the 20–30 age group. This can be explained by the fact that individuals in this age range represent the younger generation who are actively building their careers, purchasing property, or starting businesses. Consequently, they have more frequent interactions with notary and land deed officials (PPAT) for processing sale–purchase agreements, contracts, certificates, and other legal documents. At this stage of life, most individuals have achieved financial independence and exhibit greater mobility in conducting various transactions, including real estate investment. This condition increases their likelihood of becoming clients of notary offices.

Based on Table 3, the respondents' occupations consisted of 13 students, 27 private employees, 2 civil servants/military/police officers, 32 entrepreneurs, and 16 respondents in other professions. Among these, the majority were entrepreneurs. This is likely because entrepreneurs tend to purchase assets, particularly houses, either as investments or for residential needs. Property is often considered an attractive investment instrument due to its consistently appreciating value, which leads entrepreneurs to engage more frequently in transactions at notary offices. In addition, entrepreneurs typically have irregular but potentially higher incomes compared to salaried employees, which gives them greater financial capacity to purchase houses, whether through direct payments or mortgage financing. Some entrepreneurs buy property not only for personal residence but also for business purposes, such as establishing offices or generating rental income. This makes them more actively engaged in property transactions compared to other occupational groups.

A descriptive analysis was conducted on respondents' answers to determine the mean score for each statement in the questionnaire. Data were collected from a total of 90 respondents through Google Forms. The responses to each questionnaire item were analyzed by calculating the average (mean) score, which was then evaluated based on the following scale range:

$$\text{Scale Range} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of Classes}}$$
$$\text{Scale Range} = \frac{4 - 1}{3} = 0.75$$

In the respondents' answers to the questionnaire, the categorization of scores used in this study is as follows:

1.00 – 1.75 = Very Low

1.76 – 2.50 = Low

2.51 – 3.25 = High

3.26 – 4.00 = Very High

Descriptive Analysis of Company Image

Based on the descriptive analysis of 90 respondents, the corporate image variable (X1) obtained an average score of 3.38, which falls into the “very high” category. All statement items showed a positive tendency, where the majority of respondents answered “strongly agree” and “agree” on aspects such as staff professionalism, the ability to adapt to customer needs, reputation influence, a sense of safety toward services, alignment of values with expectations, and consistency of communication

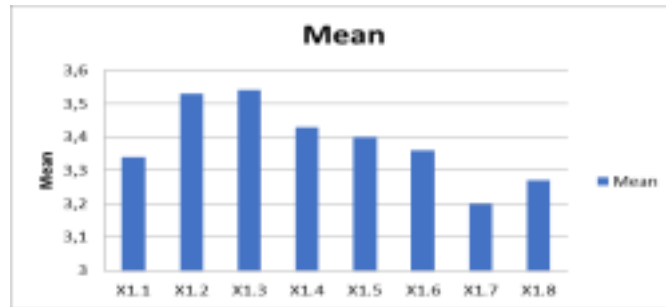


Figure 1. Description of the Corporate Image Variable
Source: Processed by Author (2025)

Based on the above data, variable X1.3 represents the statement with the highest mean score of 3.54, categorized as *very high*. Meanwhile, X1.7 obtained a mean score of 3.2, categorized as *high*. These findings indicate that, in general, respondents hold a very positive perception of the corporate image of the Notary Office EFG, as reflected in professionalism, reputation, and the quality of services provided.

Descriptive Analysis of Trust

Based on the descriptive analysis of 90 respondents, the trust variable (X2) obtained an average score of 3.48, which also falls into the *very high* category. All indicators demonstrated consistent positive perceptions from respondents, particularly regarding the timeliness of service delivery, compliance with ethical standards, attentiveness of staff to customer concerns, and the application of moral values.

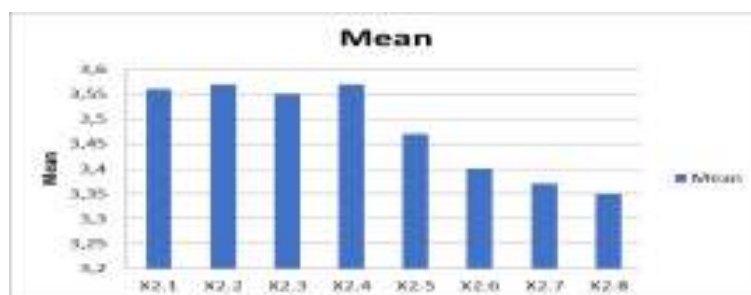


Figure 2. Description of the Trust Variable
Source: Processed by Author (2025)

Based on the descriptive analysis of variables X1.2 and X2.4, both obtained the highest mean score of 3.57, which falls into the *very high* category. Meanwhile, X2.8 recorded a mean score of 3.35, also categorized as *very high*. These results suggest that respondents generally demonstrate a high level of trust in the Notary Office EFG, reflected in professionalism, reputation, and service quality.

Descriptive Analysis of Service Quality

Based on the descriptive analysis of the service quality variable (X3), which consists of 10 statements, all indicators were categorized as *very high* with an overall mean score of 3.432. The majority of respondents answered “strongly agree,” particularly on statements related to office facilities.

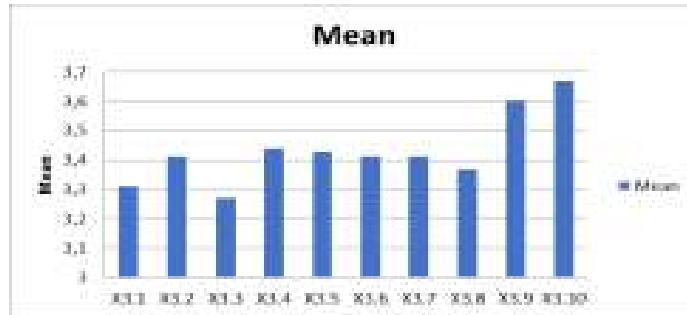


Figure 3. Description of the Service Quality Variable
Source: Processed by Author (2025)

Based on the descriptive analysis of variable X3.10, this indicator achieved the highest mean score of 3.67, categorized as *very high*, while X3.3 obtained a mean score of 3.27, which is still within the *very high* category. Cross-indicator comparisons indicate that the services of the Notary Office EFG are perceived as very good, particularly in terms of timeliness, responsiveness to complaints, compliance with regulations, staff competence, and office conditions.

Descriptive Analysis of Customer Satisfaction

Based on the descriptive analysis of the customer satisfaction variable (Y), which consists of six statements, all indicators were categorized as *very high* with an overall mean score of 3.39. The majority of respondents answered “strongly agree,” particularly on statements related to service responsiveness.

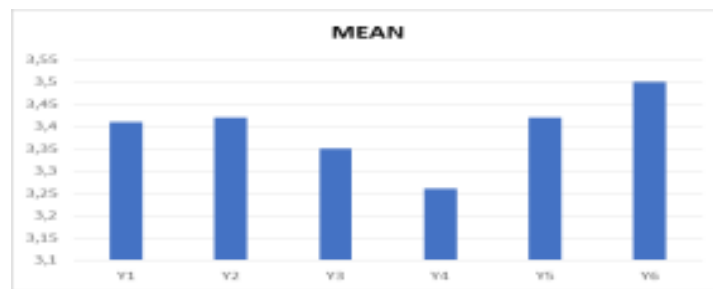


Figure 4. Description of Customer Satisfaction Variables
Source: Processed by Author (2025)

Based on the cross-analysis of customer satisfaction indicators, Y6 was found to have the highest mean score of 3.5, categorized as *very high*, while Y4 obtained a mean score of 3.26, also categorized as *very high*. Taken together, these findings imply that respondents perceive the services provided by the Notary Office EFG as very positive, reflected in professionalism, staff competence, responsiveness to complaints, timeliness, accuracy of information delivery, and the integration of moral values into service provision.

Validity Test

The validity test was conducted to determine the extent to which the measurement instrument is appropriate in performing its function. A questionnaire is considered valid if the statements contained within it are able to reflect the variable being studied. Validity refers to whether the items in the questionnaire accurately measure what they are intended to measure. The validity test was carried out by comparing the calculated r (r-count) with the critical value of r (r-table) at a significance level of <0.05 . According to the criteria, if $r\text{-count} > r\text{-table}$, then the item is declared valid; otherwise, it is considered invalid.

Table 4. Validity Test Results

Item No	R-Count	R-Table	Conclusion
Corporate Image (X1)			
X1.1	0,787	0,2072	Valid
X1.2	0,751	0,2072	Valid
X1.3	0,269	0,2072	Valid
X1.4	0,652	0,2072	Valid
X1.5	0,753	0,2072	Valid
X1.6	0,778	0,2072	Valid
X1.7	0,700	0,2072	Valid
X1.8	0,801	0,2072	Valid
Trust (X2)			
X2.1	0,717	0,2072	Valid
X2.2	0,681	0,2072	Valid
X2.3	0,790	0,2072	Valid
X2.4	0,702	0,2072	Valid
X2.5	0,773	0,2072	Valid
X2.6	0,787	0,2072	Valid
X2.7	0,816	0,2072	Valid
X2.8	0,775	0,2072	Valid
Service Quality (X3)			
X3.1	0,645	0,2072	Valid
X3.2	0,818	0,2072	Valid
X3.3	0,754	0,2072	Valid
X3.4	0,803	0,2072	Valid
X3.5	0,631	0,2072	Valid
X3.6	0,700	0,2072	Valid
X3.7	0,807	0,2072	Valid
X3.8	0,797	0,2072	Valid
X3.9	0,520	0,2072	Valid
X3.10	0,376	0,2072	Valid
Customer Satisfaction (Y)			
Y.1	0,787	0,2072	Valid
Y.2	0,751	0,2072	Valid
Y.3	0,648	0,2072	Valid
Y.4	0,720	0,2072	Valid
Y.5	0,721	0,2072	Valid
Y.6	0,658	0,2072	Valid

Source: Processed by Author (2025)

Based on the table, it can be concluded that the r-count values range from 0.269 to 0.818. Thus, based on the test results, it can be stated that all items have r-count values greater than r-table (0.207). Therefore, all items are declared valid.

Reliability Test

The reliability test was conducted to determine the extent to which the questionnaire used as an indicator variable can produce consistent data. Reliability is measured by the coefficient that shows the degree of trustworthiness of the questionnaire results, adjusted to the type of testing used. In this study, reliability testing was carried out once only, using statistical analysis through *Cronbach's Alpha*. A variable is considered reliable if the Alpha coefficient value is greater than 0.6.

Table 5. Reliability Test Results

Variable	Croncbah's Alpha	Minimu Value	Description
X1	0,844	0,6	Reliable
X2	0,892	0,6	Reliable
X3	0,880	0,6	Reliable
Y	0,809	0,6	Reliable

Source: Processed by Author (2025)

Based on the table, the results show that all variables have Alpha coefficients above 0.60, indicating that all measurement instruments of each variable are reliable. Thus, the questionnaire items for each variable are considered appropriate to be used as measurement instruments.

Classical Assumption Test

The classical assumption test was conducted to examine whether the data used met the requirements for classical regression analysis. Three types of tests were carried out, namely: normality test, multicollinearity test, and heteroscedasticity test. The results of these three tests are presented as follows:

Tabel 6. Normality Test (One-Sample Kolmogorov-Smirnov Test)

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		90
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1,05346926
Most Extreme Differences	Absolute	.062
	Positive	.059
	Negative	-.062
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200 ^d

Source: Processed by Author (2025)

Based on the table of the one-sample Kolmogorov-Smirnov test, it can be concluded that the normality test shows the multiple regression model follows a normal distribution. This is indicated by the significance value of $0.200 > 0.05$. Therefore, it can be concluded that the data used in this study are normally distributed. The normality test can also be observed through histogram graphs, with consistent results.

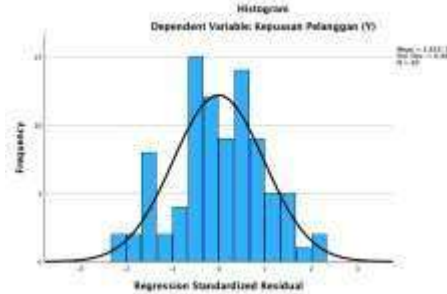


Figure 5. Histogram Normality Test Results Graph
Source: Processed by Author

From the figure, it can be concluded that the data distribution follows or approaches a normal distribution, as indicated by the bell-shaped curve. A good dataset is one that has a normal distribution pattern, without skewness to the left or right. Since this distribution shows a normal pattern, the regression model meets the normality assumption. The normality test can also be observed using the P-Plot approach, as shown in the following figure:

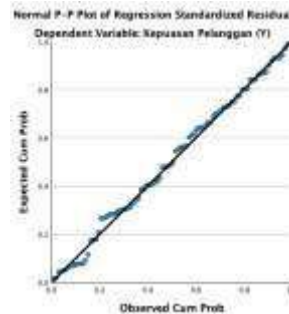


Figure 6. Normality Test Results Using P-Plot Approach
Source: Processed by Author (2025)

Based on the results of the normality test using the P-Plot approach, it can be seen that the data points are scattered around the diagonal line, following both its direction and shape. This indicates that the data are normally distributed. If the data points were scattered far from the diagonal line, the regression model would not meet the normality assumption.

Table 7. Multicollinearity Test Results

model		Coefficients ^a				t	sig.
		Unstandardized coefficients		Standardized coefficients			
		B	Std. Error	Beta			
1	(Constant)	.329	.993			.331	.741
	Corporate Image(X1)	.140	.062	.181		2.265	.062
	Trust (X2)	.217	.069	.291		3.130	.002
	Service Quality(X3)	.298	.065	.487		4.559	<.001

Source: Processed by Author (2025)

Based on the table above, it is evident that all three variables have tolerance values greater than 0.10. Furthermore, the VIF (Variance Inflation Factor) values of all three variables are less than 10. Therefore, it can be concluded that the data do not exhibit multicollinearity. There are several methods to detect the presence of heteroscedasticity, namely by examining the scatterplot and by conducting the Glejser test. In this study, heteroscedasticity was tested using the scatterplot method. A scatterplot is used to determine whether heteroscedasticity symptoms exist in the regression model. The rule is that if the points are spread randomly with no clear pattern, both above and below the value of 0 on the Y-axis, it can be concluded that there are no heteroscedasticity problems.

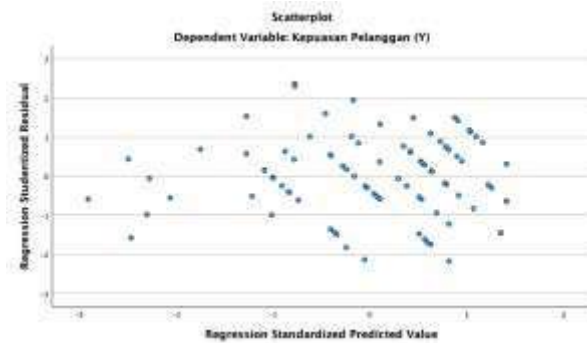


Figure 7. Scatterplot Test Results
Source: Processed by Author (2025)

The results above show that the scatterplot points are spread randomly and do not form a clear pattern. Therefore, it can be concluded that there are no heteroscedasticity problems in the regression model.

Table 8. Heteroscedasticity Test Results

Coefficients ^a						
model		Unstandardized coefficients		Standardized coefficients	t	sig.
		B	Std. Error	Beta		
1	(Constant)	.509	.573		.888	.377
	Corporate Image(X1)	-.033	.036	-.178	-.924	.358
	Trust (X2)	.023	.040	.130	.579	.564
	Service Quality(X3)	.017	.038	.118	.458	.648

Source: Processed by Author (2025)

The test results indicate that all significance values are greater than 0.05. Therefore, based on the decision rule of the heteroscedasticity test using the Glejser method, it can be concluded that there are no symptoms of heteroscedasticity in the regression model. Multiple linear regression analysis was conducted to examine the extent of the influence of the independent variables, namely Corporate Image (X1), Trust (X2), and Service Quality (X3), on the dependent variable, Customer Satisfaction (Y). The results of the regression test are presented as follows:

Table 9. Multiple Linear Regression Test Results

model		Coefficients ^a				
		Unstandardized coefficients		Standardized coefficients	t	sig.
		B	Std. Error	Beta		
1	(Constant)	.329	.993		.331	.741
	Corporate Image(X1)	.140	.062	.181	2.265	.026
	Trust (X2)	.217	.069	.291	3.130	.002
	Service Quality(X3)	.298	.065	.487	4.559	<.001

Source: Processed by Author (2025)

According to Table 9, the following results can be observed:

Constant (α) = 0.329

X1 (Corporate Image)
= 0.140

X2 (Trust)
= 0.217

X3 (Service Quality)
= 0.298

The constant represents the alpha (α) in the regression equation

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e.$$

Meanwhile, X1 to X3 are the regression coefficients of each independent variable (β in the linear regression equation). Thus, the regression model obtained is as

$$Y = 0.329 + 0.140X_1 + 0.217X_2 + 0.298X_3 + e$$

The interpretation of the multiple linear regression equation above is as follows:

- $\alpha = 0.329$, meaning that if all independent variables (Corporate Image, Trust, and Service Quality) are valued at 0, then Customer Satisfaction (Y) is estimated to be 0.329. However, this value is not statistically significant (Sig. = 0.741 > 0.05), and therefore is not too important for interpretation.
- β_1 (Corporate Image) = 0.140, meaning that if Corporate Image increases by 1 unit, Customer Satisfaction is expected to increase by 0.140 units. A significance value of 0.026 (< 0.05) indicates that the relationship is statistically significant.
- β_2 (Trust) = 0.217, meaning that if Trust increases by 1 unit, Customer Satisfaction is expected to increase by 0.217 units. A significance value of 0.002 (< 0.05) indicates that the relationship is statistically significant.
- β_3 (Service Quality) = 0.298, meaning that if Service Quality increases by 1 unit, Customer Satisfaction is expected to increase by 0.298 units. A significance value of 0.001 (< 0.05) indicates that the relationship is highly statistically significant.

Based on the results of the multiple linear regression, it can be concluded that the variables Corporate Image, Trust, and Service Quality have a significant effect on Customer Satisfaction.

Hypothesis Testing

Hypothesis testing is one of the most important stages in research using multiple linear regression analysis. This test is used to determine whether the independent variables (X) individually have an effect on the dependent variable (Y). The basis for making decisions in hypothesis testing is as follows:

- If the significance value (sig.) < 0.05 and the calculated t-value $> t$ -table, then there is a significant influence of variable X on Y.
- If the significance value (sig.) > 0.05 and the calculated t-value $< t$ -table, then there is no significant influence of variable X on Y.

Table 10. Partial Test Results (t-Test)

model		Coefficients ^a				
		Unstandardized coefficients		Standardized coefficients	t	sig.
		B	Std. Error	Beta		
1	(Constant)	.329	.993		.331	.741
	Corporate Image(X1)	.140	.062	.181	2.265	.026
	Trust (X2)	.217	.069	.291	3.130	.002
	Service Quality(X3)	.298	.065	.487	4.559	<.001

Source: Processed by Author (2025)

H1: There is a significant influence of corporate image on customer satisfaction at the EFG Notary and Land Deed Official Office

The significance value (Sig.) for the influence of Corporate Image (X1) on Customer Satisfaction (Y) is $0.026 < 0.05$, and the calculated t-value = $2.265 > t$ -table = 1.987. Thus, it can be concluded that there is a significant influence of Corporate Image on Customer Satisfaction.

H2: There is a significant influence of trust on customer satisfaction at the EFG Notary and Land Deed Official Office

The significance value (Sig.) for the influence of Trust (X2) on Customer Satisfaction (Y) is $0.002 < 0.05$, and the calculated t-value = $3.130 > t$ -table = 1.987. Thus, it can be concluded that there is a significant influence of Trust on Customer Satisfaction.

H3: There is a significant influence of service quality on customer satisfaction at the EFG Notary and Land Deed Official Office

The significance value (Sig.) for the influence of Service Quality (X3) on Customer Satisfaction (Y) is $0.001 < 0.05$, and the calculated t-value = $4.559 > t$ -table = 1.987. Thus, it can be concluded that there is a significant influence of Service Quality on Customer Satisfaction.

From these test results, it can be concluded that the variables of corporate image (X1) with a t-value of 2.265, trust (X2) with a t-value of 3.130, and service quality (X3) with a t-value of 4.559 all have a significant effect, with service quality (X3) being the variable with the greatest influence.

The F-test is used to measure the influence of each independent variable on the dependent variable. In addition, the F-test is conducted to test the final hypothesis of this research, namely whether corporate image, trust, and service quality simultaneously have a positive effect on customer satisfaction.

- If the calculated F-value < F-table or sig. > 0.05, then H0 is accepted and H1 is rejected, meaning that all independent variables do not simultaneously influence the dependent variable.
- If the calculated F-value > F-table or sig. < 0.05, then H0 is rejected and H1 is accepted, meaning that all independent variables simultaneously influence the dependent variable.

Table 11. Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	486.384	3	162.128	141.163	<.001 ^b
	Residual	98.772	86	1.149		
	Total	585.156	89			

Source: Processed by Author (2025)

H4: It is suspected that there is a significant influence of Corporate Image, Trust, and Service Quality simultaneously on Customer Satisfaction at the EFG Notary and Land Deed Official Office

Based on the output above, the significance value (Sig.) is $0.001 < 0.05$. Thus, according to the decision rule of the F-test, it can be concluded that H0 is rejected and Ha is accepted. This means that simultaneously the independent variables X influence the dependent variable Y.

Based on the SPSS output table above, it is known that the calculated F value is 141.163. Since the calculated F value > F table 2.709, then based on the decision rule of the F-test it can be concluded that H0 is rejected and Ha is accepted. This means that simultaneously the independent variables X affect Y.

Conclusion: Based on both discussions above, it can be concluded that simultaneously the independent variables X significantly influence the dependent variable Y.

The Coefficient of Determination “R²” represents the proportion of influence contributed by the independent variables on the dependent variable (Y). In other words, the R-square value is useful to predict and see how much contribution is given by the independent variables (X) simultaneously to the dependent variable (Y). One requirement that must be met in using the F-test is significance. If the F-test is not significant, then the R-square test cannot be used.

Table 12. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.912 ^a	0,831	0,825	1,07169
a. Predictors: (Constant), Service Quality (X3), Corporate Image (X1), Trust (X2) b. Dependent Variable: Customer Satisfaction (Y)				

Source: Processed by Author (2025)

Based on the “Model Summary” output above, it is known that the R Square value is 0.831. This value comes from the square of the correlation coefficient (R), namely $0.912 \times 0.912 = 0.831$. It is known that the coefficient of determination is 0.831 or 83.1%. This means that the independent variables X influence the dependent variable (Y) by 83.1%, while the remaining percentage is influenced by other variables outside this regression equation.

Discussion

This research aims to determine whether corporate image, trust, and service quality influence customer satisfaction at the Notary Office EFG. Based on data analysis from 90 respondents using SPSS version 31, the results indicate that all three independent variables have a positive and significant effect on customer satisfaction. The majority of respondents were female, aged 20–30 years (36.7%), and self-employed (35.6%). The multiple linear regression analysis demonstrates that corporate image, trust, and service quality positively and significantly affect customer satisfaction. This finding shows that each independent variable makes a meaningful contribution to shaping customer satisfaction. A positive corporate image enhances favorable perceptions, confidence, and loyalty. Trust in the notary’s integrity, transparency, and credibility builds a sense of security and satisfaction, while optimal service quality in terms of speed, accuracy, friendliness, and professionalism strengthens satisfaction and long-term relationships. In conclusion, this research confirms that customer satisfaction at the Notary Office EFG is not determined by a single factor but rather by the combination of a positive corporate image, strong trust, and high-quality service delivery.

- **(H1) The Significant Influence of Corporate Image on Customer Satisfaction at EFG Notary and Land Deed Official Office**

The first hypothesis states that corporate image (X1) influences customer satisfaction (Y). Based on the partial test (t-test), the significance value (Sig.) obtained was 0.026, which is smaller than the significance level of 0.05 ($0.026 < 0.05$), and the t-value obtained was 2.265, greater than the t-table value of 1.987 ($2.265 > 1.987$). These results indicate that the first hypothesis is accepted, meaning that there is a positive and significant influence of corporate image on customer satisfaction. This finding suggests that the better the corporate image presented by Notary Office EFG, the higher the level of customer satisfaction perceived by clients.

Corporate image has a positive and significant effect on customer satisfaction, consistent with Suminto and Maharani (2020), who define corporate image as the customer's response to the overall offerings provided by a company, which is seen as a collection of trust, ideas, and impressions of the public toward an organization. This finding proves that the positive corporate image built by Notary Office EFG through professionalism, credibility, and a strong reputation fosters trust as well as positive perceptions among clients.

This result also aligns with Sahid et al. (2023), who in their study at the TOEFL institution in Pekanbaru, Indonesia, revealed that corporate image significantly influences customer satisfaction and loyalty. Similarly, Kasmad's (2024) research in the context of digital services such as Gojek reported that corporate image contributes to improving customer satisfaction among Gojek users in South Tangerang.

- **(H2) The Significant Influence of Trust on Customer Satisfaction at EFG Notary and Land Deed Official Office**

The second hypothesis states that trust (X2) influences customer satisfaction (Y). Based on the partial test (t-test), the significance value (Sig.) was 0.002, which is smaller than the significance level of 0.05 ($0.002 < 0.05$), and the calculated t-value was 3.130, greater than the t-table value of 1.987 ($3.130 > 1.987$). These results indicate that the second hypothesis is accepted, meaning that trust has a positive and significant effect on customer satisfaction. This finding suggests that the higher the level of trust customers place in Notary Office EFG, the higher their perceived satisfaction. Customer trust encompasses confidence in the reliability of the services provided, the maintained integrity of the notary and PPAT, and consistency in meeting clients' legal needs.

The results of this study confirm that trust significantly affects customer satisfaction, aligning with theoretical perspectives which emphasize that customer trust is a critical factor in building loyalty and satisfaction. Apriliani et al. (2020) also argue that trust in a brand or service provider is shaped by past experiences perceived by customers, including service quality, consistency, and corporate integrity. This is consistent with the findings of this study at Notary Office EFG, where positive customer experiences—such as procedural clarity, transparency of information, and accountable legal responsibilities—contributed to building trust and enhancing customer confidence. With stronger trust, clients feel safer and more comfortable using the offered services, leading to higher levels of satisfaction.

These findings are further supported by research conducted by Sinta Rosita Sari and Ali Maskur (2024), who highlight that trust significantly influences customer satisfaction by reinforcing loyalty and confidence. Their study illustrates that the dimension of trust plays a crucial role in shaping satisfaction. Similarly, Sihayukci (2024) reports that in the automotive retail sector, customer trust directly and positively impacts satisfaction, strengthening the argument that trust is a fundamental determinant of customer perceptions and experiences.

- **(H3) The Significant Influence of Service Quality on Customer Satisfaction at EFG Notary and Land Deed Official Office**

The third hypothesis states that Service Quality (X3) influences Customer Satisfaction (Y). Based on the partial test (t-test), the significance value (Sig.) was 0.001, which is smaller than the significance level of 0.05 ($0.001 < 0.05$), and the calculated t-value was 4.559, greater than the t-table value of 1.987 ($4.559 > 1.987$).

These results indicate that the third hypothesis is accepted, meaning that service quality has a positive and significant effect on customer satisfaction. This finding suggests that the higher the quality of services provided by Notary Office EFG, the higher the level of satisfaction perceived by customers. In the context of notarial services, service quality covering timeliness, clarity of information, professionalism, and responsiveness to client needs proves to create a strong sense of trust and comfort.

This finding is consistent with the theory presented by Kotler & Armstrong (2018), which defines service quality as an assessment of the degree to which the delivered service matches customer expectations. The study results confirm that the closer the notary's services at EFG align with customer expectations, the higher the satisfaction levels experienced. In line with Kotler & Armstrong, this implies that optimal service quality ensuring accuracy, efficiency, and clarity plays a critical role in achieving customer satisfaction, particularly in professional services such as notary and PPAT work.

The present study is also supported by Ardiani et al. (2024), who found that service quality significantly affects customer satisfaction. Similarly, Jayanti & Susila (2024) demonstrated that service quality is a determining factor in shaping satisfaction, reinforcing the significance of consistent, accurate, and professional service delivery in notarial practice.

- **(H4) The Significant Influence of Corporate Image, Trust, and Service Quality on Customer Satisfaction at EFG Notary and Land Deed Official Office (Simultaneous Test)**

The fourth hypothesis (F-test) shows a significance value (Sig.) of $0.001 < 0.05$. This indicates that the regression model used in this study is valid and significant for simultaneous testing. Thus, the independent variables corporate image, trust, and service quality together have a significant influence on customer satisfaction. Furthermore, the calculated F-value was 141.163, greater than the F-table value of 2.709, confirming that the fourth hypothesis is accepted. These results prove that the regression model can effectively explain the relationship between the independent variables and customer satisfaction.

This finding suggests that corporate image, trust, and service quality simultaneously have a significant positive effect on customer satisfaction. The result aligns with the definition of satisfaction, described as the emotional response of customers when their expectations are met or exceeded. In the case of Notary Office EFG, customers feel satisfied not only because their legal needs are met but also because they perceive the office's reputation, trustworthiness, and service quality as highly credible and professional.

The results are supported by Kasmad (2024), who found that corporate image, service quality, and trust significantly influence customer satisfaction in the digital service industry, specifically in the context of Gojek customers in South Tangerang. Similarly, Ridwinda & Sukat (2023) confirmed that service quality, corporate image, and trust simultaneously have a positive and significant effect on customer satisfaction in the banking sector (PT. BPR Cinda Niaga Lumbung Batam).

Conclusion

Based on the research findings, it can be concluded that corporate image, trust, and service quality have a positive and significant effect on customer satisfaction at the Notary Office EFG. A good corporate image is able to enhance customer trust and confidence; trust that is built through service integrity and transparency creates a sense of security,

while consistent service quality strengthens customer loyalty and reinforces the professional image of the office. Collectively, these three variables have been proven to be key factors in creating and improving customer satisfaction. Therefore, strategies to maintain corporate image, build trust, and improve service quality are essential steps for the success and sustainability of services in this notary office.

Recommendations

Based on the research findings, several recommendations can be made to improve customer satisfaction at the Notary Office EFG. These include strengthening corporate image through internal improvements (employee education, standard operating procedures, and training) as well as external efforts (transparency, communication, and customer satisfaction evaluation). Customer trust can be enhanced by providing consistent, timely service with clear information, while service quality can be improved through communication training, prompt and empathetic complaint handling, and continuous evaluation. In addition, a comprehensive evaluation of procedures and service standards is required, along with strengthening human resource competencies and ensuring responsive communication with customers to achieve professional and proactive service delivery. For future research, it is recommended to include additional variables such as service pricing, satisfaction with administrative processes, or customer loyalty, as well as extending the study period to obtain a more comprehensive picture of customer satisfaction.

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