

ABSTRAK

Rendahnya tingkat kepemilikan asuransi di Indonesia akibat keterbatasan literasi dan kepercayaan masyarakat memicu persaingan ketat, sehingga PT Jasa Raharja Putera Palembang dituntut memperkuat citra merek (*brand image*) melalui kualitas pelayanan prima demi memperluas pangsa pasar dan mempertahankan nasabah. Penelitian ini bertujuan untuk mengetahui apakah terdapat hubungan serta seberapa erat tingkat hubungan antara kualitas pelayanan administrasi dan citra merek pada nasabah perusahaan tersebut. Metode penelitian yang digunakan adalah kuantitatif korelasional. Pengumpulan data dilakukan melalui penyebaran kuesioner menggunakan skala Likert, sehingga diperoleh sampel akhir sebanyak 95 responden ($n=95$). Hasil uji instrumen menunjukkan seluruh butir pernyataan valid dan reliabel dengan koefisien *Cronbach's Alpha* di atas 0,60. Analisis deskriptif digunakan untuk memetakan karakteristik responden meliputi jenis kelamin, usia, pekerjaan, dan lama menjadi nasabah. Hasil analisis statistik menggunakan uji korelasi *Spearman's Rho* menghasilkan nilai koefisien korelasi sebesar 0,641**, yang dikategorikan dalam tingkat hubungan yang kuat. Arah hubungan bernilai positif, mengindikasikan bahwa semakin optimal kualitas pelayanan administrasi maka semakin meningkat citra merek perusahaan secara signifikan. Pengujian hipotesis menunjukkan nilai signifikansi (Sig.) sebesar 0,000 ($< 0,05$), sehingga secara sah menolak H_0 dan menerima H_1 . Kesimpulan penelitian membuktikan terdapat hubungan yang positif dan signifikan antara kualitas pelayanan administrasi dan citra merek pada PT Jasa Raharja Putera Palembang. Temuan ini menegaskan bahwa optimalisasi pelayanan administrasi yang diberikan menjadi strategi dalam membangun persepsi positif nasabah.

Kata kunci: *Kualitas Pelayanan, Citra Merek, Nasabah Asuransi, Korelasi Spearman's Rho.*

ABSTRACT

The low level of insurance ownership in Indonesia due to limited public literacy and trust triggers intense competition, forcing PT Jasa Raharja Putera Palembang to strengthen its brand image through excellent service quality to expand its market share and retain customers. This study aims to determine whether there is a relationship and how strong the level of relationship is between administration service quality and brand image among the company's customers. The research method used is quantitative correlational. Data collection was conducted through the distribution of questionnaires using a Likert scale, obtaining a final sample of 95 respondents (n=95). Instrument testing showed that all statement items were valid and reliable with a Cronbach's Alpha coefficient above 0.60. Descriptive analysis was used to map respondents' characteristics, including gender, age, occupation, and length of membership. The statistical analysis results using the Spearman's Rho correlation test yielded a correlation coefficient value of 0.641, categorized as a strong relationship. The direction of the relationship is positive, indicating that more optimal administrative service quality significantly increases the company's brand image. Hypothesis testing shows a significance value (Sig.) of 0.000 (< 0.05), thus legally rejecting H_0 and accepting H_1 . The study concludes that there is a positive and significant relationship between administration service quality and brand image at PT Jasa Raharja Putera Palembang. These findings confirm that optimizing the administrative services provided becomes a strategy in building positive customer perceptions.

Keywords: Service Quality, Brand Image, Insurance Customer, Spearman's Rho Correlation.