

## ABSTRAK

Penelitian ini mengenai pengaruh implementasi prinsip-prinsip *Good Corporate Governance* terhadap reputasi PT. Kereta Api Indonesia (Persero) Daerah Operasi 8 Surabaya. Praktisi *Public Relations* berperan dalam melaksanakan pengelolaan reputasi yang menjadi aset perusahaan. Sebagai BUMN operator transportasi kereta api di Indonesia, reputasi yang baik bagi PT. Kereta Api Indonesia (Persero) penting untuk dipertahankan bahkan ditingkatkan demi menggerakkan roda perekonomian nasional dan memberikan manfaat sebesar-besarnya kepada masyarakat.

Tujuan penelitian ini adalah menjelaskan pengaruh dari implementasi prinsip-prinsip *Good Corporate Governance* terhadap reputasi PT. Kereta Api Indonesia (Persero) Daerah Operasi 8 Surabaya. Populasi dalam penelitian ini adalah pengguna jasa layanan kereta api penumpang pada tahun 2016. Teknik pengambilan sampel penelitian ini adalah *random sampling* dengan teknik *cluster sampling*. Perhitungan jumlah sampel menggunakan rumus Taro Yamane. Data diolah menggunakan uji analisis regresi linear sederhana dengan bantuan program SPSS versi 23. Penelitian ini menggunakan pendekatan kuantitatif tipe eksplanatif dan metode survei dengan menyebarkan kuesioner kepada 100 pengguna jasa layanan angkutan kereta api. Data dianalisis dan diukur berdasarkan prinsip-prinsip *Good Corporate Governance* Peraturan Menteri BUMN Nomor: PER-01/MBU/2011 pasal 3. Reputasi perusahaan diukur melalui *Reputation Quotient* Fombrun dan juga dielaborasi menggunakan peran *Public Relations* dalam mengelola reputasi perusahaan.

Hasil penelitian menunjukkan arah hubungan antara variabel implementasi prinsip-prinsip *Good Corporate Governance* dengan reputasi PT. Kereta Api Indonesia (Persero) Daerah Operasi 8 Surabaya bersifat positif. Selain itu, terdapat pengaruh signifikan dan korelasi kuat antara implementasi prinsip-prinsip *Good Corporate Governance* dengan reputasi PT. Kereta Api Indonesia (Persero) Daerah Operasi 8 Surabaya.

Kata kunci: *Good Corporate Governance*, Reputasi Perusahaan, Pengelolaan Reputasi, *Public Relations*.

**ABSTRACT**

*This research is about the influence of the implementation of Good Corporate Governance principles on the reputation of PT. Kereta Api Indonesia (Persero) Operasi 8 Surabaya. Public Relations practitioners play a role in managing the reputation of the company's assets. As a state-owned railway transport operator in Indonesia, a good reputation for PT. Kereta Api Indonesia (Persero) is important to be maintained and even enhanced in order to move the wheels of the national economy and provide the maximum benefit to the society.*

*The purpose of this study is to explain the influence of the implementation of the principles of Good Corporate Governance on the reputation of PT. Kereta Api Indonesia (Persero) Operasi 8 Surabaya. The population in this research is the passenger rail service in 2016. The sampling technique of this research is random sampling with cluster sampling technique. Calculation of the number of samples using Taro Yamane formula. The data was processed using simple linear regression analysis test with SPSS version 23 program. This research uses a quantitative approach to explanative type and survey method by distributing questionnaires to 100 rail service users. Data is analyzed and measured based on the principles of Good Corporate Governance Ministerial Decree No. PER-01 / MBU / 2011 article 3. Company reputation is measured by Reputation Quotient Fombrun and also elaborated using Public Relations role in managing company reputation.*

*The results showed the direction of the relationship between the variables of implementation of the principles of Good Corporate Governance with the reputation of PT. Kereta Api Indonesia (Persero) Daerah Operasi 8 Surabaya is positive. In addition, there is a significant influence and strong correlation between the implementation of the principles of Good Corporate Governance with the reputation of PT. Kereta Api Indonesia (Persero) Operasi 8 Surabaya.*

*Keywords: Good Corporate Governance, Corporate Reputation, Reputation Management, Public Relations.*