

ABSTRAK

Penelitian ini dilakukan untuk mengetahui implementasi strategi *Public Relations* dalam membentuk citra kualitas pelayanan pada industri kebersihan, studi kasus PT EGS Heart Group. Tujuan dari penelitian ini adalah untuk menganalisis bagaimana strategi *Public Relations* dijalankan oleh perusahaan dalam membentuk persepsi positif terhadap layanan yang diberikan, serta hambatan yang dihadapi selama proses komunikasi dengan mitra maupun publik eksternal.

Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif studi kasus. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Informan kunci dipilih menggunakan teknik *purposive sampling*, dengan subjek utama yaitu *Corporate Relations Officer* PT EGS Heart Group. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan berdasarkan Model Pembentukan Citra dari Frank Jefkins yang terdiri dari persepsi, kognisi, motivasi, dan sikap.

Hasil penelitian menunjukkan bahwa strategi *Public Relations* yang dijalankan PT EGS Heart Group berkontribusi positif dalam membentuk citra pelayanan, terutama melalui pelatihan staf, komunikasi yang responsif, dan penyampaian informasi yang terencana. Namun, masih terdapat hambatan seperti kurangnya kesadaran komunikasi internal dan masalah sikap karyawan di lapangan yang sempat memengaruhi persepsi pelanggan. Strategi PR yang efektif terbukti mampu mengelola opini publik serta meningkatkan kepercayaan mitra melalui pencitraan yang konsisten dan profesional.

Kesimpulan dari penelitian ini adalah bahwa strategi *Public Relations* memainkan peran penting dalam membentuk citra kualitas pelayanan PT EGS Heart Group di tengah persaingan ketat industri jasa kebersihan. Perusahaan perlu memperkuat komunikasi internal dan evaluasi berkelanjutan untuk menjaga dan meningkatkan citra positif tersebut.

Kata kunci: *Public Relations*, citra, kualitas pelayanan, persepsi, kognisi, motivasi, sikap, PT EGS Heart Group.

ABSTRACT

This study was conducted to examine the implementation of Public Relations strategies in shaping the image of service quality within the cleaning service industry, using a case study of PT EGS Heart Group. The objective of this research is to analyze how the company's Public Relations strategies are executed to build a positive perception of its services, as well as to identify the communication barriers encountered with clients and the public.

This research employs a qualitative approach with a descriptive case study method. Data collection techniques include in-depth interviews, observations, and documentation. Key informants were selected using purposive sampling, with the main subject being the Corporate Relations Officer of PT EGS Heart Group. Data analysis was conducted through data reduction, data presentation, and conclusion drawing based on Frank Jefkins' Image Formation Model, which consists of perception, cognition, motivation, and attitude.

The results indicate that the Public Relations strategies implemented by PT EGS Heart Group positively contribute to shaping the company's service image, particularly through staff training, responsive communication, and well-structured information delivery. However, challenges such as internal communication gaps and employee attitude issues in the field were found to influence customer perceptions. Effective PR strategies proved capable of managing public opinion and enhancing client trust through consistent and professional corporate image-building.

The conclusion of this study is that Public Relations strategies play a crucial role in forming the service quality image of PT EGS Heart Group amid the competitive cleaning service industry. The company must strengthen its internal communication and conduct continuous evaluations to maintain and improve its positive public image.

Keywords: Public Relations, image, service quality, perception, cognition, motivation, attitude, PT EGS Heart Group.