

PENGARUH *CYBER PUBLIC RELATIONS* DAN *CORPORATE IDENTITY* TERHADAP REPUTASI PT PETROSYNC: MEDIASI CITRA PERUSAHAAN

ABSTRAK

Meningkatnya kebutuhan sertifikasi kompetensi migas dan persaingan lembaga pelatihan mendorong pentingnya *Cyber Public Relations* dan *Corporate Identity* dalam membangun citra serta meningkatkan reputasi PT Petrosync. Penelitian ini bertujuan untuk menguji pengaruh *Cyber Public Relations* dan *Corporate Identity* terhadap Reputasi PT Petrosync dengan Citra Perusahaan sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 286 responden yang merupakan konsumen PT Petrosync. Analisis data dilakukan menggunakan *Structural Equation Modeling* berbasis *Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa *Cyber Public Relations* berpengaruh positif dan signifikan terhadap Reputasi ($\beta = 0,273$; $p < 0,05$), serta berpengaruh signifikan terhadap Citra Perusahaan ($\beta = 0,350$; $p < 0,05$). *Corporate Identity* juga terbukti berpengaruh positif dan signifikan terhadap Reputasi ($\beta = 0,317$; $p < 0,05$), serta memiliki pengaruh lebih dominan terhadap Citra Perusahaan ($\beta = 0,530$; $p < 0,05$). Pengujian keberadaan mediasi menunjukkan bahwa Citra Perusahaan mampu memediasi secara parsial pengaruh *Cyber Public Relations* terhadap Reputasi serta memediasi pengaruh *Corporate Identity* terhadap Reputasi. Nilai koefisien determinasi menunjukkan bahwa model memiliki kemampuan prediktif yang moderat, dengan R^2 sebesar 0,504 (50,4%) pada Citra Perusahaan dan 0,692 (69,2%) pada Reputasi. Temuan ini menegaskan bahwa reputasi perusahaan dibentuk melalui sinergi antara komunikasi digital (*cyber public relation*), identitas korporat, dan citra perusahaan.

Kata Kunci: Humas, Citra, Reputasi, Identitas.

The Effect of Cyber Public Relations and Corporate Identity on the Reputation of PT Petrosync: The Mediating Role of Corporate Image

ABSTRACT

The growing demand for oil and gas competency certification and competition among training institutions underscore the importance of Cyber Public Relations and Corporate Identity in building the image and enhancing the reputation of PT Petrosync. This study aims to examine the effect of Cyber Public Relations and Corporate Identity on the Reputation of PT Petrosync, with Corporate Image as a mediating variable. This research employs a quantitative approach using a survey method involving 286 respondents who are consumers of PT Petrosync. Data analysis was conducted using Structural Equation Modeling based on Partial Least Square (SEM-PLS). The results indicate that Cyber Public Relations has a positive and significant effect on Reputation ($\beta = 0.273$; $p < 0.05$), and also significantly influences Corporate Image ($\beta = 0.350$; $p < 0.05$). Corporate Identity is also proven to have a positive and significant effect on Reputation ($\beta = 0.317$; $p < 0.05$), and has the most dominant influence on Corporate Image ($\beta = 0.530$; $p < 0.05$). The mediation test shows that Corporate Image partially mediates the effect of Cyber Public Relations on Reputation and mediates the effect of Corporate Identity on Reputation. The coefficient of determination indicates that the model has moderate predictive power; with R^2 values of 0.504 (50,4%) for Corporate Image and 0.692 for Reputation. These findings confirm that corporate reputation is shaped through the synergy of digital communication (cyber public relation), corporate identity, and corporate image.

Keywords: *Digital, Identity, Image, Reputation.*