

## **ABSTRACT**

*This research is aimed to examine the influence of product attributes, service quality perception, and corporate communication on the image of the corporation in improving customer's trust.*

*The sample of this research is the customers of Mandiri Sharia Bank Ltd., Branch of Pekalongan, as many as 100 respondents. The structural Equation Modeling (SEM), run on the AMOS software, is used to analyze the data. The analysis results show that product attributes, service quality perception, and corporate communication influence on the image of the corporation in improving customer's trust.*

*Those empirical findings indicate that product attributes, service quality perception, and corporate communication influence significantly on the image of the corporation; then the image of the corporation influences significantly on customer's trust. In sequence, the most influencing variable in constructing the image of the corporation that also leads to the construction of customer's trust is the variable of communication, and then followed by the variable of service quality and the variable of product attributes.*

*Keywords: product attributes, service quality perception, corporate communication, image of the corporation, customer's trust*