

## **ABSTRACT**

*This research examines the importance of corporate reputation for business growth, sustainability and success, because corporate reputation is an intangible asset for the management of all companies. Facing the challenges posed by the traditional banking system, MSMEs are often prevented from obtaining the financing they need to grow and develop. In this context, P2P lending emerges as an empowering solution, with PT Amarthas acting as the main study case.*

*This study aims to analyze the relationship between improvements in the peer-to-peer (P2P) lending model and customer satisfaction in maintaining corporate reputation, using PT Amarthas as a case study. In the context of increasingly intense business competition, P2P lending companies are expected to continuously innovate to enhance customer satisfaction and sustain a good reputation.*

*A quantitative analysis approach was employed, utilizing a Likert scale for measurement and involving PT Amarthas's P2P lending platform users as the research population.*

*The analysis results indicate that operational efficiency, service innovation, and process speed have a positive impact on corporate reputation. Customer satisfaction, as a mediating variable, also significantly positively influences corporate reputation.*

*This study recommends that PT Amarthas continue to maintain and enhance service quality in terms of operational efficiency, service innovation, and process speed to further improve customer satisfaction. Additionally, PT Amarthas should continue to pursue new innovations and improve service performance to boost satisfaction levels and strengthen the company's reputation.*

**Keywords:** *Operational Efficiency, Service Innovation, Process Speed, Customer Satisfaction, Company Reputation.*