

ABSTRACT

STEPHEN SIMON

03011180007

ANALYSIS FACTORS CONSTRUED EXTERNAL IMAGE, PERCEIVED SALESPERSON CHARACTERISTICS, PERCEIVED COMPANY CHARACTERISTICS ON CUSTOMER EXTRA ROLE BEHAVIOR THROUGH CUSTOMER COMPANY IDENTIFICATION ON ZERIBOWL

(xxi+ 157 pages; 18 Figure; 37 Tables; 6 appendixes)

Medan is famous in the food and beverage industry that the major of Medan ones says that Medan is the “kitchen of Asia”. Therefore, the industries there have to adapt to the advancement of the market trend to be able to complete one another. Branding, product, and service are the three main basic concerns of the overall aspect in order to gain retention and loyalty from its customers. Zeribowl is one of the Taiwanese dessert bars that has operated since 2014 who has passed through much competition in the market and they survive and keep growing until today. Due to the high competition in the market, Zeribowl is keen to know how they need to develop and improve on their brand, product, and service in order to boost the retention and loyalty from their customer in Medan.

The purpose of this study was to analyze the effect of Construed External Image (CEI), Perceived Salesperson Characteristics (PSC), Perceived Company Characteristics (PCC) towards Customer Company Identification (CCI), and Customer Company Identification (CCI) towards Customer Extra Role Behavior (CERB) at Zeribowl Medan.

This study is causal research. The method used is quantitative methods of processing the data using the Structural Equation Model (SEM) with AMOS. Data was collected by distributing questionnaires to 115 respondents with the characteristics of male and female respondents aged 18-60 years, have visited Zeribowl Medan once in the last 2 years.

The result of this research shows that Construed External Image has a positive and significant effect on Customer Company Identification regression coefficient value of 0.566; Perceived Salesperson Characteristics has a positive but not significant on Customer Company Identification regression coefficient value of 0.071. Perceived

Company Characteristics has a positive and significant effect on Customer Company Identification regression coefficient value of 0.385. Customer Company Identification has a positive and significant effect on Customer Extra Role Behavior showed a regression coefficient value of 0.91.

Keyword: Construed External Image, Perceived Salesperson Characteristics, Perceived Company Characteristics, Customer Company Identification, Customer Extra Role Behavior

Reference: (---) (1909-2021)



ABSTRAK

STEPHEN SIMON

03011180007

ANALYSIS FACTORS CONSTRUED EXTERNAL IMAGE, PERCEIVED SALESPERSON CHARACTERISTICS, PERCEIVED COMPANY CHARACTERISTICS ON CUSTOMER EXTRA ROLE BEHAVIOR THROUGH CUSTOMER COMPANY IDENTIFICATION ON ZERIBOWL

(xxi+ 157 pages; 18 Figure; 37 Tables; 6 appendixes)

Medan terkenal di industri makanan dan minuman dimana Gurbanur Medan pernah mengatakan bahwa Medan adalah "dapurnya Asia". Oleh karena itu industri di sana harus beradaptasi dengan kemajuan tren untuk dapat saling melengkapi. Branding, produk, dan layanan adalah tiga perhatian dasar utama dari keseluruhan aspek untuk mendapatkan retensi dan loyalitas dari pelanggannya. Zeribowl adalah salah satu dessert bar Taiwan yang telah beroperasi sejak tahun 2014 yang telah melewati banyak persaingan di pasar dan mereka bertahan dan mampu terus berkembang hingga saat ini. Karena tingginya persaingan di pasar, Zeribowl ingin tahu bagaimana mereka perlu mengembangkan dan meningkatkan merek, produk, dan layanan mereka untuk meningkatkan retensi dan loyalitas dari pelanggan mereka di Medan.

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *Construed External Image (CEI)*, *Perceived Salesperson Characteristics (PSC)*, *Perceived Company Characteristics (PCC)* terhadap *Customer Company Identification (CCI)*, dan *Customer Company Identification (CCI)* terhadap *Customer Extra Role Behavior (CERB)* di Zeribowl Medan.

Penelitian ini merupakan penelitian kausal. Metode yang digunakan adalah metode kuantitatif yang pengolahan datanya menggunakan *Structural Equation Model (SEM)* dengan AMOS. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 115 responden dengan karakteristik responden pria dan wanita berusia 18-60 tahun, pernah mengunjungi Zeribowl Medan 1 kali dalam 2 tahun terakhir.

Hasil penelitian menunjukkan bahwa *Construed External Image* berpengaruh positif dan signifikan terhadap *Customer Company Identification* dengan nilai koefisien regresi sebesar 0,566; *Perceived Salesperson Characteristics* berpengaruh positif namun tidak signifikan terhadap *Customer Company Identification* dengan nilai koefisien regresi sebesar 0,071. *Perceived Company Characteristics* berpengaruh

positif dan signifikan terhadap *Customer Company Identification* dengan nilai koefisien regresi sebesar 0,385. *Customer Company Identification* berpengaruh positif dan signifikan terhadap *Customer Extra Role Behavior* menunjukkan nilai koefisien regresi sebesar 0,91.

Keyword: Construed External Image, Perceived Salesperson Characteristics, Perceived Company Characteristics, Customer Company Identification, Customer Extra Role Behavior.

Reference: (---) (1909-2021)

