ABSTRACT

Wallace

03011180063

THE EFFECT OF CONSTRUED EXTERNAL IMAGE, PERCEIVED SALESPERSON CHARATERISTICS, PERCEIVED COMPANY CHARATERISTICS ON EXTRA ROLE BEHAVIORS THROUGH CUSTOMER COMPANY IDENTIFICATION ON ZARA CUSTOMER IN SUN PLAZA MEDAN

This study aims to determine the effect of external image, perceived characteristics of salespeople, perceived company characteristics on extra-role behavior through identification of customer companies to Zara customers at Sun Plaza Medan. The data used in this study is primary data obtained from the results of respondents' answers through questionnaires distributed to 115 Zara customer respondents at Sun Plaza Medan using non-probability sampling technique. The data analysis method used is structural equation modeling (SEM) analysis. The results of this study prove that Construed External Image and Customer Company Identification show positive and significant results with a value of C.R. = 2.067 and a regression coefficient of 0.249, Perceived Salesperson Characteristics and Customer Company Identification show significant results with a C.R. value = 2.100 and a regression coefficient of 0.239, Perceived Company Characteristics and Customer Company Identification showed positive and significant results with a value of C.R. = 2.196 and a regression coefficient of 0.305, Customer Company Identification and Extra Role Behaviors showed positive and significant results with a value of C.R. = 4.541 and a regression coefficient of 0.498.

Keywords: Kata Kunci: Construed External Image, Perceived Salesperson Characteristics, Perceived Company Characteristics, structural equation modeling (SEM)

ABSTRAK

Wallace
03011180063

PENGARUH CITRA EKSTERNAL YANG DIRASAKAN, KARAKTERISTIK TENAGA PENJUAL YANG DIPERSEPSIKAN, KARAKTERISTIK PERUSAHAAN YANG DIPERSEPSIKAN TERHADAP PERILAKU PERAN EKSTRA MELALUI IDENTIFIKASI PERUSAHAAN PELANGGAN PADA PELANGGAN ZARA DI SUN PLAZA MEDAN

Penelitian ini bertujuan untuk mengetahui pengaruh citra eksternal yang diartikan, karakteristik tenaga penjual yang dipersepsikan, karakteristik perusahaan yang dipersepsikan terhadap perilaku peran ekstra melalui identifikasi perusahaan pelanggan pada pelanggan zara di sun plaza medan. Data yang digunakan dalam penelitian ini merupakan data primer yang diperoleh dari hasil jawaban responden melalui kuesioner yang disebarkan kepada 115 responden pelanggan Zara di Sun Plaza Medan dengan menggunakan teknik non-probability sampling. Metode analisis data yang digunakan adalah analisis structural equation modeling (SEM). Hasil penelitian ini membuktikan Construed External Image dan Customer Company Identification menunjukkan hasil positif dan signifikan dengan nilai C.R.= 2,067 dan koefisien regresi sebesar 0,249, Perceived Salesperson Characteristics dan Customer Company Identification menunjukkan hasil signifikan dengan nilai C.R.= 2,100 dan koefisien regresi sebesar 0,239, Perceived Company Characteristics dan Customer Company Identification menunjukkan hasil positif dan signifikan dengan nilai C.R.= 2,196 dan koefisien regresi sebesar 0,305, Customer Company Identification dan Extra Role Behaviors menunjukkan hasil positif dan signifikan dengan nilai C.R.= 4,541 dan koefisien regresi sebesar 0,498.

Kata Kunci: Citra Eksternal yang Diartikan, Karakteristik Tenaga Penjual yang Dipersepsikan, Karakteristik Perusahaan yang Dipersepsikan, structural equation modeling (SEM).