

ABSTRAK

Penelitian ini ditujukan untuk mengetahui pengaruh *construed external image of the company*, *perceived sales person characteristic*, *perceived company characteristic* terhadap *customer extra role behavior* melalui *customer company identification* pada hotel Artotel di Surabaya.

Sampel yang digunakan dalam penelitian ini adalah konsumen yang pernah menginap di Hotel Artotel Surabaya pada 6 bulan terakhir. Jumlah responden dalam penelitian ini adalah sebanyak 120 orang yang berjenis kelamin laki-laki atau perempuan. Batasan usia yang digunakan adalah usia 18-60 tahun. Untuk pengolahan dan penganalisaan data dalam penelitian ini, peneliti menggunakan *software* AMOS 16.0. Hasil dari penelitian ini menunjukkan jika *construed external image of the company*, *perceived sales person characteristic* dan *perceived company characteristic* berpengaruh signifikan terhadap *customer extra role behavior* melalui *customer company identification*.

Dalam penelitian ini diteliti pengaruh pengaruh *construed external image of the company*, *perceived sales person characteristic*, *perceived company characteristic* terhadap *customer extra role behavior* melalui *customer company identification*. Dari penelitian ini terdapat variabel yang berpengaruh paling besar antara lain *perceived company characteristics* terhadap *customer company identification* dengan koefisien regresi sebesar 0.539. Diikuti oleh variabel *construed external image of the company* terhadap *customer company identification* dengan koefisien regresi sebesar 0.454. Berikutnya adalah variabel *customer company identification* terhadap *customer extra role behaviour* dengan koefisien regresi sebesar 0.374. Variabel terakhir adalah *Perceived salesperson characteristics* terhadap *customer company identification* dengan koefisien regresi sebesar 0.346.

Kata Kunci: *construed external image of the company*, *perceived sales person characteristic*, *perceived company characteristic*, *customer company identification* dan *customer extra role behavior*.

ABSTRACT

This research is aimed to know the effect of construed external image of the company, perceived sales person characteristic, perceived company characteristic to customer extra role behavior through customer company identification at Artotel hotel in Surabaya.

Samples used in this study are consumers who had stayed at Hotel Artotel Surabaya in the last 6 months. The number of respondents in this study were as many as 120 people of male or female sex. The age limit used is age 18-60 years. For processing and data sampling in this study, researchers used AMOS 16.0 software. The results of this study show that if construed external image of the company, perceived sales person characteristic and perceived company characteristic have significant effect to customer extra role behavior through customer company identification. In this research, the influence of construed external image of the company, perceived sales person characteristic, perceived company characteristic toward customer extra role behavior through customer company identification.

From this research there are variables that have the greatest influence among others perceived company characteristics to customer company identification with regression coefficient of 0.539. Followed by variable construed external image of the company to customer company identification with regression coefficient of 0.454. Next is the variable customer company identification of customer extra role behaviour with regression coefficient of 0.374. The last variable is Perceived salesperson characteristics to customer company identification with regression coefficient of 0.346.

Keywords: construed external image of the company, perceived sales person characteristic, perceived company characteristic, customer company identification and customer extra role behavior.