

ABSTRAK

Perkembangan zaman semakin berkembang dan menjadi peluang besar untuk sebuah perusahaan, dari perkembangan zaman ini akan muncul gaya hidup baru yang mengakibatkan orang-orang terpengaruhi. Sushi Tei menjadikan peluang ini dengan memperkenalkan gaya hidup kuliner Jepang di Indonesia. Sushi Tei juga memberikan rasa yang cocok dengan selera orang Indonesia. Sushi Tei juga memanfaatkan teknologi internet untuk melakukan pemesanan dan pengantaran. Dengan teknologi internet ini Sushi Tei lebih mempermudah konsumen dalam melakukan pemesanan dan menikmati makanan tanpa harus datang ke restoran.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Construed external image of the company*, *Perceived sales person characteristics*, dan *Perceived company characteristics* terhadap *Customer extra role behaviors* melalui *Customer company identification*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Customer company identification* sehingga meningkatkan *Customer extra role behaviors* yang pada akhirnya akan meningkatkan proses pembelian kembali restoran Sushi Tei.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 205 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, mengetahui Sushi Tei dan pernah melakukan pembelian di Sushi Tei dalam kurun 3 bulan terakhir.

Hasil penelitian menunjukkan bahwa *Construed external image of company* berpengaruh positif tetapi tidak signifikan terhadap *customer company identification* dengan koefisien regresi sebesar 0.131 dan C.R. sebesar 0.556; variabel *perceived salesperson characteristic* berpengaruh positif tetapi tidak signifikan terhadap *customer company identification* dengan koefisien regresi sebesar 0.453 dan C.R. sebesar 2.199; variabel *Perceived company characteristic* berpengaruh signifikan terhadap *customer company identification* dengan koefisien regresi sebesar 0.597 dan C.R. sebesar 2.581; variabel *Customer company identification* berpengaruh signifikan terhadap *Customer extra role behaviors* dengan koefisien regresi sebesar 0.656 dan C.R. sebesar 3.177.

Kata kunci: *Construed external image of the company*, *Perceived sales person characteristics*, *Perceived company characteristics*, *Customer company identification*, dan *Customer extra role behaviors*.

ABSTRACT

The rapid development of technology becomes an opportunity for companies to grow their business. One of the most useful technological innovations is the internet. With the internet, companies can sell their products or services online called e-commerce services. Traveloka is one of the companies engaged in the field. The presence of Traveloka facilitate consumers in comparing the price of airline tickets and hotels.

The purpose of this study was to determine the effect of *Perceived Usefulness, Perceived Ease of Use, Compatibility, Emotional Value, Price Value, and Functional Value* and the influence of *Behavioral Intention* against *Actual Usage*. The expected benefits of this research is to increase the repertoire of knowledge in the field of management, especially how large the influence of *Behavioral Intention* so as to increase *Actual Usage* that will eventually form the success of the company in the long run.

This study is causal. The method used is quantitative methods of processing the data using AMOS. Data was collected by distributing questionnaires to 205 respondents with the characteristics of male and female respondents aged 18-60 years, know about Sushi Tei and buy food from Sushi Tei at least 3 months and live in Surabaya.

The results showed that Construed external image of company have positive but not significant to customer company identification with regression coefficient equal to 0131 and C.R. of 0556; variable perceived salesperson characteristic have positive but not significant to customer company identification with regression coefficient equal to 0453 and C.R. 2,199; Perceived company characteristic variable significantly influence to customer company identification with regression coefficient of 0.597 and C.R. 2,581; Customer company identification variable significantly influence customer extra role behaviors with regression coefficient of 0.656 and C.R. of 3,177

Key Words: *Construed external image of the company, Perceived sales person characteristics, Perceived company characteristics, Customer company identification, and Customer extre role behaviors.*