

ABSTRAK

Perkembangan gaya hidup masyarakat dan persaingan industri yang semakin ketat mengakibatkan beberapa perusahaan retail harus menutup gerai bahkan dinyatakan bangkrut. Hypermart merupakan salah satu perusahaan yang masih mampu bertahan dan mengikuti perkembangan industri. Hypermart merupakan jaringan hipermarket terbesar di Indonesia yang menjual barang kebutuhan sehari-hari.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Construed External Image*, *Perceived Salesperson 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 *Customer Extra Role Behaviors* yang pada akhirnya akan meningkatkan pembelian aktual dari perusahaan Hypermart.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 102 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili di Surabaya dan berbelanja di Hypermart minimal 2 kali dalam 1 bulan terakhir.

Hasil penelitian menunjukkan bahwa *Construed External Image* dengan koefisien regresi sebesar 0.480 secara positif dan signifikan mempengaruhi *Customer Company Identification*; *Perceived Salesperson Characteristics* dengan koefisien regresi sebesar 0.299 secara negatif dan tidak signifikan mempengaruhi *Customer Company Identification*; *Perceived Company Characteristics* dengan koefisien regresi sebesar 0.395 secara positif dan signifikan mempengaruhi *Customer Company Identification*; *Customer Company Identification* dengan koefisien regresi sebesar 0.965 secara positif dan signifikan mempengaruhi *Customer Extra Role Behaviors*.

Kata kunci: *Construed External Image*, *Perceived Salesperson Characteristics*, *Perceived Company Characteristics*, *Customer Company Identification*, dan *Customer Extra Role Behaviors*.

ABSTRACT

The rapid development of people's lifestyles and increasingly fierce industrial competition resulted in several retail companies having to close outlets and even declared bankrupt. Hypermart is one from the companies that is still able to survive and keep abreast of industry developments. Hypermart is the largest hypermarket network in Indonesia that sells daily necessities.

This study aims to determine how the influence of *Construed External Image*, *Perceived Salesperson Characteristics*, and *Perceived Company Characteristics* on *Customer Extra Role Behaviors* through *Customer Company Identification*. The expected benefit of this research is to increase the repertoire of knowledge in the field of management, especially how much influence the *Customer Company Identification* so that the *Customer Extra Role Behaviors* which will ultimately increase the actual purchase of the Hypermart company.

This research is causal research. The research method used is a quantitative method with data processing using AMOS. Data collection was carried out by distributing questionnaires to 102 respondents with the characteristics of male and female respondents aged 18-60 years, domiciled in Surabaya and shopping at Hypermart at least 2 times in the last 1 month.

The results showed that *Construed External Image* with a regression coefficient of 0.480 positively and significantly affected *Customer Company Identification*; *Perceived Salesperson Characteristics* with a regression coefficient of 0.299 negatively and did not significantly affect *Customer Company Identification*; *Perceived Company Characteristics* with a regression coefficient of 0.395 that positively and significantly influences *Customer Company Identification*; *Customer Company Identification* with a regression coefficient of 0.965 positively and significantly influences *Customer Extra Role Behaviors*.

Key Words: *Construed External Image, Perceived Salesperson Characteristics, Perceived Company Characteristics, Customer Company Identification, dan Customer Extra Role Behaviors.*