

# Pengaruh bauran identitas perusahaan dan operasi bisnis terhadap reputasi perusahaan dan konsekuensinya = The impact of corporate identity mix and business operations on corporate reputation and consequences of corporate reputation

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## Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini merupakan replikasi dari penelitian Money, Rose dan Hillenbrand (2010b) yang dilakukan pada konteks yang berbeda yaitu konteks service pada pelanggan perusahaan penerbangan. Penelitian ini dilakukan untuk menggeneralisasi model penelitian yang melibatkan pengaruh corporate identity mix (CIM) terhadap corporate reputation (CR) secara bersama-sama dengan pengaruh pengalaman pelanggan terhadap business operations (BO) sehari-hari. Pengaruh CIM dimediasi oleh corporate brand beliefs (CBB). Model penelitian ini terdiri dari lima konstruk dan empat hipotesis yang diuji melalui data hasil kuesioner terhadap 215 pelanggan dan menggunakan partial least squares untuk pengolahan datanya. Hasilnya mengindikasikan pengaruh yang signifikan dari CIM dan BO terhadap CR.

<hr><b>ABSTRACT</b><br>

This study is a replication from previous research by Money, Rose, and Hillenbrand (2010b) that implemented to other service context which is to customers of airlines company. The aim of this study is to generalize model that propose the effect of corporate identity mix (CIM) toward corporate reputation (CR) alongside daily business operations (BO). The impact of CIM mediated through corporate brand beliefs (CBB). This model consist of five constructs with four hypotheses assessed using data collected from a questionnaire completed by 215 customers and analyse the data using partial least squares. The results indicate significance effect of CIM and BO towards CR., This study is a replication from previous research by Money, Rose, and Hillenbrand (2010b) that implemented to other service context which is to customers of airlines company. The aim of this study is to generalize model that propose the effect of corporate identity mix (CIM) toward corporate reputation (CR) alongside daily business operations (BO). The impact of CIM mediated through corporate brand beliefs (CBB). This model consist of five constructs with four hypotheses assessed using data collected from a questionnaire completed by 215 customers and analyse the data using partial least squares. The results indicate significance effect of CIM and BO towards CR.]