

Analisis Pengaruh Corporate Identity dan Corporate Image dalam Membentuk Corporate Reputation Badan Standardisasi Nasional = Analysis of the Impact of Corporate Identity and Corporate Image in Shaping Corporate Reputation of the National Standardization Agency of Indonesia (BSN)

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Abstrak

Penelitian ini menguji pengaruh corporate identity dan corporate image dalam membentuk corporate reputation Badan Standardisasi Nasional dengan melakukan survei pada seratus orang yang merupakan stakeholders Badan Standardisasi Nasional. Hasil analisis jalur model intervening menunjukkan bahwa corporate identity BSN berpengaruh positif dan signifikan terhadap corporate reputation BSN. Corporate image BSN juga berpengaruh positif dan signifikan terhadap corporate reputation BSN. Lalu corporate identity berpengaruh positif dan signifikan terhadap corporate image. Sedangkan pengaruh corporate identity terhadap corporate reputation melalui corporate image menunjukkan bahwa fungsi variable intervening (corporate image) cukup berpengaruh, karena menambah besar pengaruh langsung. Di sini berarti posisi corporate identity maupun corporate image merupakan prakondisi atau prasyarat terjadinya corporate reputation

.....This research tested the impact of corporate identity and corporate image in shaping corporate reputation of the National Standardization Agency of Indonesia (BSN) by surveying a sample of 100 stakeholders member of the National Standardization Agency of Indonesia. As the result of path analysis and simple regression showed that the Corporate Identity of BSN had positive and significant impact to the Corporate Reputation of BSN. Corporate Image BSN also had positive and significant impact to the Corporate Reputation BSN. Then the Corporate Identity also had positive and significant impact to the Corporate Image. Corporate Identity to Corporate Reputation toward Corporate Image showed that it had intervening function that positive and significant. It means that Corporate identity and corporate image is a pre condition of corporate reputation.