

THE EFFECTS OF CUSTOMER'S RECIPROCITY
PERCEPTION ON PURCHASE INTENTION THROUGH
CORPORATE IMAGE AND BRAND IMAGE AS
MEDIATORS: THE CASE OF THE EXECUTIVE
TUNJUNGAN PLAZA MALL SURABAYA



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WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA

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UNDERGRADUATE THESIS
Addressed to
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
to fulfill in part the requirement for
BACHELOR DEGREE IN MANAGEMENT

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APPROVAL PAGE

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FOREWORDS

Praise and thanksgiving to the Lord Jesus Christ for all of his help, love, and guidance during the final task of this thesis. So that the author can finish this thesis in marketing topic titled “The Effects of Customer’s Reciprocity Perception on Purchase Intention Through Corporate Image and Brand Image as Mediators : The Case of The Executive Tunjungan Plaza Mall Surabaya.”. This thesis is written as one of the requirements to meet the completion requirements of the S-1 Major Education Program Management Faculty of Business Catholic University Widya Mandala Surabaya.

The final preparation of the final report will not work properly without the help, guidance, and support from various parties. Therefore, the author would like to express gratitude to:

1. Dr. Lodovicus Lasdi, MM., Ak., CA., CPAI. As the Dean of Business Faculty at Widya Mandala Catholic University Surabaya.
2. Robertus Sigit Haribowo Lukito, SE., M.Sc. as the Head of Management Department at Widya Mandala Catholic University Surabaya.
3. Dr. Wahyudi Wibowo, ST., MM. as the Coordinator of International Business Management Program, Faculty of Business, Widya Mandala Catholic University Surabaya.
4. Lena Ellitan, Ph.D. as Advisor I, who have spent time, effort, a lot of important advises, motivation and support to guide the author in completing this thesis.
5. Andi Anugerah Amrullah , SE., M.Fin. as Advisor II, who have spent time, effort, a lot of important advises, motivation and support to guide the author in completing this thesis.
6. All administrative staffs in Faculty of Business Widya Mandala Catholic University Surabaya who have helped and provided information for the thesis writing.
7. My family, who has supported me all the time in the form of prayers, moral supports, and material.

8. Erlangga Filbert for astounding support, a never-ending initiative, released my stress in this thesis.
9. Friends who always support and help author during the thesis writing process, Brenda, Rachel, Vina, and IBM Batch 2016.
10. Laboratory friends who support the author throughout the difficulties of the final assignment.
11. All friends and other parties who cannot be named one by one, thank you for all the help and support.

The author realizes that this thesis is far from perfect. Therefore, all suggestions and criticisms are expected for the improvement of this thesis. Hopefully this thesis can provide benefits for readers.

Surabaya, 19 June 2020



Julieta Natania Sukamto

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ABSTRAK

Pada era sekarang ini dunia fashion menjadi bagian penting untuk kita. Fashion yang memiliki banyak gaya, membuat orang-orang yang menggunakan bisa memberi kenyamanan dan membuat lebih baik pada satu waktu tertentu melalui fashion. The Executive merupakan brand retail pakaian dan menjadi pemimpin smartphone formal fashion di Indonesia. Dengan adanya nama brand yang baik akan membuat pelanggan melakukan niat beli. Riset ini dilakukan untuk memahami pengetahuan antara persepsi timbal balik pelanggan terhadap niat beli melalui gambar perusahaan dan citra merek di The Executive.

Riset ini menggunakan metode penelitian kuantitatif, dengan total responden 161 orang yang terdiri dari 69 orang pria dan 91 orang wanita. Responden dari riset ini harus pengguna produk The Executive dan berdomisili di Surabaya. Responden harus mengisi kuesioner yang terdapat di google form yang telah dibagikan melalui media sosial. Analisa data adalah Structural Equation Modeling (SEM) menggunakan program PLS.

Penelitian ini menemukan bahwa (1) *Brand image* berpengaruh positif terhadap *Purchase Intention*. (2) *Corporate image* berpengaruh positif terhadap *Brand image*. (3) *Reciprocity perception* berpengaruh positif terhadap *brand Image*. (4) *Corporate image* tidak mempengaruhi *Purchase Intention*. (5) *Reciprocity perception* berpengaruh positif terhadap *Corporate Image*. (6) *Reciprocity perception* berpengaruh positif terhadap *Purchase intention*.

Kata kunci: Reciprocity Perception, Purchase Intention, Brand Image, Corporate Image

ABSTRACT

In this era, fashion is an important part for us. Fashion that has many styles, makes people who use can provide comfort and make better at a certain time through fashion. The Executive is a clothing retail brand and is the leader of formal fashion smartphones in Indonesia. With a good brand name will make customers make a purchase intention. This research was conducted to understand the knowledge between reciprocal customer perceptions of purchase intentions through the company's image and brand image in The Executive.

This research uses quantitative research methods, with a total of 161 respondents consisting of 69 men and 91 women. Respondents from this research must be users of The Executive products and domiciled in Surabaya. Respondents must fill out a questionnaire contained in Google form that has been distributed through social media. Data analysis is Structural Equation Modeling (SEM) using the PLS program.

This study found that (1) Brand image has a positive effect on Purchase Intention. (2) Corporate image has a positive effect on Brand image. (3) Reciprocity perception has a positive effect on brand image. (4) Corporate image does not affect Purchase Intention (5) Reciprocity perception has a positive effect on Corporate Image. (6) Reciprocity perception has a positive effect on Purchase intention.

Keywords: Reciprocity Perception, Purchase Intention, Brand Image, Corporate Image

