

## ABSTRAK

### PENGARUH REPUTASI PERUSAHAAN, *CUSTOMER RELATIONSHIP*, DAN ETIKA BISNIS DALAM MENINGKATKAN LOYALITAS PELANGGAN DI TOKO *JAYA ELEKTRONIK*

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Tujuan dari penelitian ini adalah mengetahui apakah reputasi perusahaan, *customer relationship*, dan etika bisnis berpengaruh secara parsial terhadap loyalitas pelanggan, dan untuk mengetahui apakah reputasi perusahaan, *customer relationship*, dan etika bisnis berpengaruh secara simultan terhadap loyalitas pelanggan. dan untuk mengetahui variabel mana yang paling dominan terhadap loyalitas pelanggan.

Metode yang digunakan untuk mengumpulkan data primer adalah metode sensus, atau yang lebih dikenal dengan sampling jenuh. Penelitian ini menggunakan 30 responden. Alat yang digunakan dalam penelitian ini adalah Uji Validitas, Uji Reliabilitas, Uji Asumsi Klasik, Analisis regresi linier berganda, analisis korelasi berganda, koefisien determinasi, Uji T dan Uji F. Dari analisis korelasi berganda, koefisien determinasi, uji t dan uji f. Hasil analisis regresi linier berganda diperoleh persamaan  $Y = 2,812 + 0,228 X_1 + 0,156 X_2 + 0,659 X_3$ .

Dari hasil analisis tersebut dapat di simpulkan  $(X_1)= 2,812$   $(X_2)= 0,228$   $(X_3)=0,659$ . Sehingga etika bisnis yang lebih berpengaruh dominan terhadap loyalitas pelanggan. Hasil uji hipotesis uji t, dimana variabel reputasi perusahaan  $X_1$  diperoleh  $(2,213 > 2,056)$  *customer relationship*  $X_2$   $(2,661 > 2,056)$  Etika Bisnis  $X_3$   $(5,726 > 2,056)$  dengan tingkat signifikan 0,05 secara parsial mempunyai pengaruh yang signifikan terhadap loyalitas pelanggan. Hasil perhitungan uji F, dimana  $F_{hitung} > F_{tabel}$  yaitu  $33,723 > 2,98$  dengan tingkat signifikan 0,05 Secara simultan mempunyai pengaruh yang signifikan terhadap loyalitas pelanggan.

Dari hasil penelitian dapat diambil kesimpulan bahwa reputasi perusahaan, *customer relationship*, dan etika bisnis secara parsial berpengaruh signifikan terhadap loyalitas pelanggan yang dapat dilihat dari hasil  $t_{hitung} > t_{tabel}$ . Reputasi perusahaan, *customer relationship*, dan etika bisnis secara parsial berpengaruh signifikan terhadap loyalitas pelanggan yang dapat dilihat dari hasil  $F_{hitung} > F_{tabel}$  dan etika bisnis mempunyai pengaruh paling dominan terhadap loyalitas pelanggan.

*Kata kunci : Reputasi Perusahaan, Customer Relationship, Etika Bisnis, Loyalitas Pelanggan*

## ABSTRACT

### THE EFFECT OF COMPANY REPUTATION, CUSTOMER RELATIONSHIP, AND BUSINESS ETHICS IN IMPROVING CUSTOMER LOYALTY AT *JAYA ELECTRONIC SHOP*

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The purpose of this research is to find out whether company reputation, customer relationships, and business ethics have a partial effect on customer loyalty, and to find out whether company reputation, customer relationships, and business ethics have a simultaneous effect on customer loyalty. and to find out which variable is the most dominant in customer loyalty.

In addition, the method employed in this study to collect primary data is the census method, better known as saturated sampling. This study used 30 respondents. The tools used in this research are validity test, reliability test, classic assumption test, multiple linear regression analysis, multiple correlation analysis, coefficient of determination, T-test, and F test. From multiple correlation analysis, the coefficient of determination, t-test, and f-test.

Moreover, the results of multiple linear regression analysis obtained the equation  $Y = 2.812 + 0.228 X_1 + 0.156 X_2 + 0.659 X_3$ . From the results of this analysis, it can be concluded  $(X_1) = 2.812$   $(X_2) = 0.228$   $(X_3) = 0.659$ . So business ethics has a more dominant influence on customer loyalty. The results of the t-test hypothesis test, where the company's reputation variable  $X_1$  is obtained  $(2.213 > 2.056)$  customer relationship  $X_2$   $(2.661 > 2.056)$  Business Ethics  $X_3$   $(5.726 > 2.056)$  with a significant level of 0.05 partially has a significant effect on customer loyalty. The results of the calculation of the F test, where  $F_{count} > F_{table}$ , namely  $33.723 > 2.98$  with a significant level of 0.05 Simultaneously have a significant influence on customer loyalty.

To conclude with, based on the research results showed company reputation, customer relationships, and business ethics partially have a significant effect on customer loyalty which can be seen from the results of  $t_{count} > t_{table}$ . Company reputation, customer relationships, and business ethics partially have a significant effect on customer loyalty which can be seen from the results of  $F_{count} > F_{table}$  and business ethics have the most dominant influence on customer loyalty.

*Keywords: Company Reputation, Customer Relationship, Business Ethics, Customer Loyalty*