

PENGARUH SATISFACTION DAN INTERPERSONAL TRUST TERHADAP GUANXI VALUE (Studi pada Pedagang dan Pemasok Komputer di Kota Yogyakarta)

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Abstract

Computer dealers and suppliers relationship have been relying on trust. Computer dealers and suppliers are usually not aware of the relationship between on the run is guanxi. Parties concerned in this relationship consumers and suppliers. This study aimed to determine the effect of interpersonal trust and satisfaction in the computer business guanxi value. The sample consisted of 30 respondents, supplier and computer trader in Yogya IT and Ramai Mall.

Results of this study found that the "t test", the variable satisfaction has a positive and significant effect on guanxi value (t arithmetic = 3.327 > 2.051 t table). Variable interpersonal trust also has a positive and significant impact on guanxi value based test "t test " which gained value (t arithmetic = 2.287 > 2.051 t table). Testing the influence of independent variables together indicate that simultaneous satisfaction and brand interpersonal trust has a positive and significant effect on guanxi value obtained value (calculated F arithmetic = 34.092 > F table 3.34). From the calculation regression coefficient of determination (adjusted R^2) in this study was 0,716. Thus guanxi value is influenced by interpersonal satisfaction and brand by 71.6%, while the remaining 28.4% as guanxi value is influenced by other variables not examined in this study.

Keywords: Guanxi Value, Satisfaction and Interpersonal Trust

Abstrak

Hubungan pedagang komputer dan pemasoknya selama ini mengandalkan kepercayaan. Pedagang komputer dan pemasoknya secara umum tidak menyadari bahwa hubungan yang selama ini di jalankan merupakan guanxi. Pihak-pihak yang memiliki peran atau kepentingan paling besar dalam lingkungan pedagang komputer adalah konsumen dan pemasoknya. Penelitian ini bertujuan untuk mengetahui pengaruh satisfaction dan interpersonal trust dalam bisnis komputer terhadap guanxi value. Sampel penelitian ini terdiri dari 30 responden yaitu pemasok dan pedagang komputer di Yogya IT dan Ramai Mall.

Hasil penelitian ini mendapatkan bahwa uji "t", variabel satisfaction mempunyai pengaruh positif dan signifikan terhadap guanxi value (t hitung = 3.327 > t tabel 2.051). Variabel interpersonal trust juga mempunyai pengaruh positif dan