

ABSTRAK

PERILAKU PERUSAHAAN DAN PENGARUHNYA TERHADAP PENINGKATAN KINERJA USAHA PADA INDUSTRI JASA FOTOKOPI (STUDI KASUS PADA INDUSTRI JASA FOTOKOPI DI KAWASAN UNIVERSITAS LAMPUNG

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Penelitian bertujuan untuk mengetahui dan menganalisis pengaruh strategi produk, strategi harga, strategi promosi dan layanan konsumen serta strategi kerjasama perusahaan industri jasa fotokopi terhadap kinerja industri jasa fotokopi. Penelitian ini menggunakan model *unstructured* dengan jumlah observasi sebanyak 40 perusahaan industri. Hasil estimasi menunjukkan variabel strategi produk, strategi harga, strategi promosi dan layanan konsumen serta strategi kerjasama berpengaruh positif dan secara signifikan mempengaruhi kinerja perusahaan.

Kata kunci : Industri Jasa Fotokopi, Kinerja Perusahaan, Perilaku Perusahaan, Strategi Harga, Strategi Kerjasama, Strategi Produk, Strategi Promosi dan Layanan konsumen.

ABSTRACT

THE BEHAVIOR OF THE COMPANY AND ITS IMPACT ON BUSINESS PERFORMANCE IMPROVEMENT IN PHOTOCOPYING SERVICES INDUSTRIES (STUDIES ON PHOTOCOPYING SERVICES INDUSTRY IN THE REGION OF LAMPUNG UNIVERSITY)

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The research is to identify and analyze the effect of product strategy, pricing, promotion and customer service and also cooperation strategy on business performance improvement in photocopying services industry. This study uses unstructured models with observations by 40 industrial enterprises. The result show that variable product strategy, pricing, promotion and customer services and also cooperation strategy are significantly and positive influenced for the company performance.

Key Word: Behavior of the company, Company performance, Cooperation strategy, Photocopying services industry, Pricing strategy, Product strategy, Promotion and customer service strategy.