

# THE EFFECT OF COMMUNICATION STYLE AND APPEARANCE ON COMPANY IMAGES: SURVEY OF COMPANY CUSTOMERS XYZ

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**THE EFFECT OF COMMUNICATION STYLE AND APPEARANCE  
ON COMPANY IMAGES: SURVEY OF COMPANY CUSTOMERS XYZ**

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**ABSTRACT**

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*Competition in the industry is very tight, it needs strong managerial capabilities of labor in communication and appearance, companies must have an image, three well-managed variable components can increase continuity. the above variables were tested with SmartPLS, the results of the differences gave rise to weight and correlation coefficients. An important finding in the study is that when all variables work comprehensively and influence each other, the correlation coefficient, total influence, and influence power will change, meaning that there is no single variable in the dominant in communication. the limitation of this study is the existence of a dateline (researchers did not collect large respondents), the results obtained were not optimal. The authenticity of the research is to find a score on the manifest, so that it can make research suggestions that focus only on the object of the problem.*

**Keyword:** competition, appearance, communication, image.

**INTRODUCTION**

Global competition in industries in each country is spreading everywhere, the world today is without a partition. The borders of the State are merely just as administrative, the fact that every human being can move anywhere to all countries in the world. This is certainly a tough challenge for the business world (Balde, 2005), because competition is increasingly fierce and increasing the image of the company is so important, world-class companies in all fields of business continue to demonstrate their ability to strengthen business globally, under these conditions a image strongly is needed, this cannot be looked down on (Mohamed et.al, 2013: 177). Based on the Indonesia Ship Owner Association (INSA) data base, shipping companies in Indonesia are around 1300 units, meaning that fellow shipping companies make a dispute to obtain customers (directory INSA, 2018). Similar to company image, communication style also has a level of urgency that is not simple, some cases of companies get claims that the cause is a communication style that is not optimal. building an understanding of better communication styles and their influence on others, identifying the dominant communication styles of people as employed is important (Hanif et al., 2012: 233), active and calm communication shows as genuine and planned state to determine things, of course this is oriented towards regular and better tasks (Gate et.al, 2009: 53-56). There are three types of information in appearance (expressions, gestures, clothing) give this to several people to evaluate. Everyone only sees one combination (Laura.et.al, 2009: 1662). Individualization of information about the physical appearance and personality influences way, this can be distinguished by sex (Yuliana et.al, 2016: 272). Corporate image and reputation are

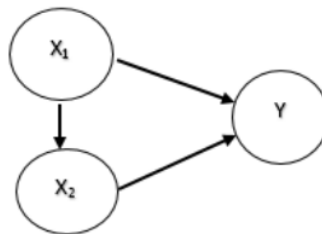
considered as important factors in the overall evaluation for the organization, the strength that lies in the customer's perceptions and thoughts when hearing the name of the organization becomes important (Fombrun, 1996: 72; Barnett et.al, 2006; Nguyen, 2001). The image has a positive and significant influence on customers behavior (Achmad et.al, 2014: 71). Image has create a positive impact on loyalty, because loyalty plays a fundamental role in improving attitudes. Loyalty also mediates the trust of images with an attitude of expansion to customers (Ayesha et.al 2011:

## LITERATURE REVIEW

Knowing and assessing the personal communication style and managing it well is a need for communication to customers (Ayesha Hanif et al, 2012). Of course, this is obtained from maximum effort to survive and be sustainable. Good company's image is a company need (Abratt, 1989), because the company's image cannot be considered easy, to build an image it takes a big effort from the organization. While appearance can provide information about collections and different personality dimensions. This can be assessed if it is done consistently (Warner, 1986). The image will remain and will influence because of the image as a driving force (Yi Zhang, 2015: 58).

## MODEL RESEARCH TO PROPOSE

Based on the concept of literature and previous research, researchers determined the variables in the study were about the communication style, appearance and corporate image with the conceptual thinking flow as in the following chart,



**Figure 1: Model to Propose**

Source: Data Research, 2019

## RESEARCH METHODOLOGY

Research is a process carried out through study and analysis of various situational factors and data is needed for their work settings. Descriptive analysis is a technique used to analyze research data (Sekaran & Bougie, 2011). Data obtained in the field can provide an overview (description) based on the characteristics and perceptions of respondent's responses. Verification analysis is an analysis technique testing the hypothesis to find out a causal relationship to the influence of two or more variables with the help of statistics. This research is descriptive and verification with the level of explanation (level of explanation survey). Explanatory research is the research in question explaining the position of the variable under study, with a survey method approach. A survey is a research method used by social scientists to study empirically, scientifically and provide information about people on social phenomena (Lavrakas, 2008: 860). The data analysis technique in this research is to use the

concept of multiple linear regression with the help by SmartPLS software version 3.2.7 (2018). The reason for testing using this tool (SmartPLS) is due in this research, (want) to prioritize building models by getting measurement and structural, to check conformity also (Samar Rahi, 2018: 5).

## DISCUSSION

This research was conducted at one of the multinational shipping companies operating in Indonesia, the company has a network in ASIA more than 150 offices in almost all countries. The research sample was taken in one up to two weeks period (weeks 2 and 3 of April 2019) with a sample of 82 respondents, respondents were determined to have at least a supervisor level position in the company of the working respondents.

Following are the test of the smartpls that the researcher got:

**Table 1. Outer loading**

	Appearance	company image	communication style
X1.1			0.214
X1.2			0.515
X1.3			0.163
X1.4			0.792
X1.5			0.561
X1.6			0.637
X1.7			0.804
X1.8			0.692
X2.1	0.842		
X2.2	0.881		
X2.3	0.744		
X2.4	0.792		
Y_1		0.729	
Y_2		0.743	
Y_3		0.620	
Y_4		0.688	
Y_5		0.626	
Y_6		0.389	
Y_7		0.648	

Source: Data research, 2019

Based on these data, it can be seen that four (4) manifests communication style with loading are not strong enough, the model will be deleted later, as well as the corporate image variables, there are one (1) manifest that is not strong enough, but in variable appearance, all of which are strong.

To explain the coefficient correlation on the results of the path analysis in this study, the following table shows the path analysis test.

**Table 2. Path Analysis**

	Appearance	Company Image	Communication Style
Appearance		0.5460	
Company Image			
Communication Style	0.3972		0.5251

Source: Research Data, 2019.

Based on the table, it can be interpreted as follows:

- The relationship between the appearance to the company image and have coefficient correlation is 0.5460 or 54.60%, it can be interpreted as moderate, meaning that it is not strong enough.
- The relationship between communication style to appearance, has have coefficient correlation is 0.3972 or 39.60, the coefficient correlation of that size is can interpreted at the low level even though it positive.
- The relationship between communication style and company image with coefficient correlation is 0.5252 or 52.52%, this coefficient correlation is interpreted as moderate level.

Based on the indirect effect test, the results are shown in the following table:

**Table 3. Indirect Effect**

	Appearance	Company Image	Communication Style
Appearance			
Company Image			
Communication Style		0.2169	

Source: *Researcher*, 2019

Showed on the table, that the indirect relationship between the variable communication style to the company image has have coefficient correlation is 0.2169 or 21.69%, the coefficient correlation of that size is interpreted at the low level although positive.

The total effect ( $R^2$ ) in the test is shown in the following table below:

**Table 4. Total Effect**

	Appearance	Company Image	Communication Style
Appearance		0.5460	
Company Image			
Communication Style	0.3972	0.7419	

Source: Data Research, 2019

Based on the table, it can be interpreted as follows:

- The relationship of appearance to the image of the company has a total influence of 0.5460 or 54.60%, the total influence is still at moderate level.
- The relationship of communication style to appearance, has a total influence of 0.3972 or 39.72%, the total effect is positive, although still at a low level.
- The relationship of communication style to company image, has a total influence of 0.7419 or 74.19%, the total influence is positive and strong.

The next, the researcher reviews the power of influence, the effect power test is shown in the following table:

Table 5. R Square

	R square
Appearance	0.1578
Company image	0.8015

Source: Data Research, 2019

Based on the R Square test data, it can be interpreted as follows:

- The influence of appearance variable is 0.1578 or 15.78%, the effect power below 0.500 it can be interpreted as very poor.
- The power of the influence of company image variables is 0.8015 or equal to 80.15%, the influence power of this magnitude can be interpreted as having a strong influence.

To get confidence that the test is valid and reliable, the following is shown in the test table:

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Table 6. Construct Reliability and Validity

	Cronbach's Alpha
Appearance	0.8336
Company image	0.7577
Communication style	0.7022

Source: Researcher, 2019

Based on the table test above, that Cronbach alpha on all variables has a value above or equal to 0.700, meaning that it can be said that the model is valid and reliable.

## CONCLUSION

That communication style, appearance and company image have positive results, even though a very significant only company image, but it can be interpreted that each variable tested has a total value of influence and influence power, so it must be improved in order to get a good model, based on test results and overall summary, the researcher found that when all variables work comprehensively and affected each other, the coefficient correlation, total influence and power of influence is changeable, meaning that there is no one variable in communication that has a high dominance permanently.

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