

## INTISARI

Penelitian ini bertujuan menguji pengaruh *Corporate Reputation* terhadap *Recommendation*, pengaruh *Functional Value* terhadap *Recommendation*, pengaruh mediasi dari variabel *functional* dan *emotional value* yang dapat memediasi hubungan antara *corporate reputation* dengan *recommendation*. Dan pengaruh moderasi *tour leader performance* terhadap hubungan antara *corporate reputation*, *perceived value*, dan *recommendation* pada PT Al-Madinah Citra Internasional di Surabaya. Penelitian ini menggunakan sampel sebanyak 160 responden. Penelitian ini menggunakan pendekatan kuantitatif melalui pengujian secara statistik. Pengujian dilakukan dengan menggunakan SEM (*Structural Equation Modeling*) melalui software AMOS versi 22.0 (*Analysis of Moment Structures*) untuk menguji model pengukuran dan struktural.

Hasil penelitian ini menunjukkan bahwa *Corporate Reputation* terbukti berpengaruh positif terhadap *Recommendation* pada PT Al-Madinah Citra Internasional di Surabaya. *Functional Value* terbukti berpengaruh positif terhadap *Emotional Value* pada PT Al-Madinah Citra Internasional di Surabaya. *Functional Value* tidak terbukti memediasi hubungan antara *Corporate Reputation* dengan *Recommendation* pada PT Al-Madinah Citra Internasional di Surabaya. *Emotional Value* terbukti memediasi hubungan antara *Corporate Reputation* dengan *Recommendation* pada PT Al-Madinah Citra Internasional di Surabaya. Dan *Tour Leader Performance* tidak terbukti memoderasi hubungan antara *Corporate Reputation*, *Perceived Value*, dan *Recommendation* pada PT Al-Madinah Citra Internasional di Surabaya.

Kata kunci: *Corporate Reputation*, *Perceived value*, *Tour Leader Performance*

## **ABSTRACT**

*This study aims to examine the effect of Corporate Reputation on Recommendation, the influence of Functional Value on Recommendation, the influence of mediation from functional and emotional value variables that can mediate the relationship between corporate reputation and recommendation. And the influence of tour leader performance moderation on the relationship between corporate reputation, perceived value, and recommendation at PT Al-Madinah Citra Internasional in Surabaya. This study used a sample of 160 respondents. This research uses quantitative approach through statistical test. The test is done by using SEM (Structural Equation Modeling) through AMOS software version 22.0 (Analysis of Moment Structures) to test the measurement and structural model.*

*The results of this study indicate that Corporate Reputation proved to have a positive effect on the Recommendation at PT Al-Madinah Citra Internasional in Surabaya. Functional Value proved to have a positive effect on Emotional Value at PT Al-Madinah Citra Internasional in Surabaya. Functional Value is not proven to mediate the relationship between Corporate Reputation and Recommendation at PT Al-Madinah Citra Internasional in Surabaya. Emotional Value proved to mediate the relationship between Corporate Reputation and Recommendation at PT Al-Madinah Citra Internasional in Surabaya. And Tour Leader Performance is not proven to moderate the relationship between Corporate Reputation, Perceived Value, and Recommendation at PT Al-Madinah Citra Internasional in Surabaya.*

*Keywords: Corporate Reputation, Perceived Value, Tour Leader Performance*