The Influence of Entrepreneurship, Organizational Culture, and Organizational Reputation on Company Performance in Trafoindo Prima Perkasa in Jakarta

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Abstract: This research was conducted to examine the influence of strategic leadership, entrepreneurship, organizational culture, and organizational reputation on company performance. The research was conducted at PT. Trafoindo Prima Perkasa in Jakarta which consists of four factories with a sample of 105 middle and upper level employees. The data used were analyzed by descriptive statistical tests and research methods using the SmartPLS 2.0 program. The results of the analysis are strategic leadership, entrepreneurship, and organizational culture has a significant influence on the organizational reputation and firm performance. Another result is that strategic leadership has no significant effect on the reputation organization and the reputation organization has no significant effect on the firm performance. Of the seven hypotheses proposed there are five accepted hypotheses and two hypotheses rejected.

Keywords: *Strategic Leadership, Organizational Reputation, Organizational Culture, Entrepreneurship, Firm Performance*

I. INTRODUCTION

Morris (2003) says: The entrepreneurial organization is one in which managers are more inclined to take business-related risks, to favor innovation and change in advancing the organization's interests, and to anticipate and peremptorily respond to the actions of suppliers, competitors, customers , and other publics. Entrepreneurship according to Kahkha et al. (2014): "... is a concept that has always accompanied human and plays key roles for economic growth and development of countries, so that within competitive economy based on the market, it has crucial importance; therefore, it guarantees survival for requirement to innovation and creation of new products and services ". Deshpande and Webster (1989) define organizational culture as: "..... the pattern of shared values and beliefs that help individuals understand organizational functioning and thus provide them norms for behavior in the organization". According to Wei et al. (2014): "Organizational culture is a strategic resource that influences a range of activities within firms, and empirical evidence from management and marketing demonstrates that it impacts performance". According to Wei et al. (2014): "Organizational culture is a strategic resource that influences a range of activities within firms, and empirical evidence from management and marketing demonstrates that it impacts performance".

Barret (2000) states that entrepreneurship will have a positive effect on company performance where the marketing mix as a manifestation of marketing tactics and tangible indicators of marketing performance is only a moderating factor. Prajogo and McDermott (2011) conducted a study to analyze the relationship between organizational culture and performance. The results showed that organizational culture

has a significant effect on company performance. The results of research by Brammer et al. (2015) show a positive relationship between organizational reputation and company performance.

Based on the description on the background, the problem formulations in this study are:

1. Does entrepreneurship have a significant effect on the reputation of the organization at PT. Trafoindo Prima Perkasa in Jakarta?
2. Does organizational culture have a significant effect on organizational reputation at PT. Trafoindo Prima Perkasa in Jakarta?
3. Does entrepreneurship have a significant effect on company performance at PT. Trafoindo Prima Perkasa in Jakarta?
4. Does organizational culture have a significant effect on company performance at PT. Trafoindo Prima Perkasa in Jakarta?
5. Does the reputation of the organization have a significant effect on company performance at PT. Trafoindo Prima Perkasa in Jakarta?

The purpose of this study was to analyze the effects of:

1. The influence of entrepreneurship has a significant effect on the reputation of the organization at PT. Trafoindo Prima Perkasa in Jakarta.
2. The influence of organizational culture has a significant effect on the reputation of the organization at PT. Trafoindo Prima Perkasa in Jakarta.
3. The influence of entrepreneurship has a significant effect on company performance at PT. Trafoindo Prima Perkasa in Jakarta.
4. The influence of organizational culture has a significant effect on company performance at PT. Trafoindo Prima Perkasa in Jakarta.
5. The influence of organizational reputation has a significant effect on company performance at PT. Trafoindo Prima Perkasa in Jakarta.

The results of this study are expected to support the development of science, especially in the field of strategic management related to entrepreneurship, organizational culture, organizational reputation, and company performance. This research is expected to be an input for PT. Transformoindo as a material for consideration in determining the right strategy to improve company performance and meet the needs of transformers for the manufacturing industry. For further researchers, it can be used as a reference or reference, especially those related to strategic leadership, entrepreneurship, organizational culture, organizational reputation, and company performance.

II. LITERATURE REVIEW

A. Entrepreneurship

The definition of entrepreneurship according to Paunovic (2012) is a process that includes all functions and activities related to the perception of business opportunities and the creation of new businesses to seize opportunities and generate value. Entrepreneurial strategy to take entrepreneurial action using a strategic perspective. "Entrepreneurial opportunities are conditions in which new 33 goods or service can satisfy a need in the market" (Hitt et al., 2011: 333). An entrepreneur is someone who has a certain spirit and ability to create and innovate (Sabri, 2013).

B. Organizational Culture

Hitt et al. (2011: 321): "An organizational culture consists of a complex set of ideologies, symbols, and core values that are shared throughout the firm and influence the way business is conducted". Organizational culture is the social glue that binds all people and makes it part of organizational activities (Adewale and Anthonia, 2013). "Organizational culture is also associated with trust and participation through team work which helps to make managers to be nice and encourage employees to comply with the norms and traditions" (Owoyemi and Ekwoaba, 2014). Robbins and Judge (2013: 513) define organizational culture as: "A system of shared meaning held by members that distinguishes the organization from other organizations".

C. Organizational Reputation

Bronn and Bronn (2015) organizational reputation is the perception of society based on direct experience of the product, organizational behavior, character, and the history of the organization and what other people tell. Several things to measure a company's reputation include (Folley and Kendrik, 2006 in Utari, 2015):

1. Performance (performance): perceptions of the results and financial prospects of the company.
2. Workplace (workplace): the perception of the work environment in the company with the quality of its employees.
3. Product (product): the perception of the price quality of the products and services offered by the company.
4. Leadership (leadership): the perception of how well the company is led.

Feldman et al. (2014) stated that company reputation is a key variable in increasing organizational attractiveness and retaining clients and investors.

D. Company Performance

Wheelen and Hunger (2012: 332) define performance as a result of activities. Performance according to Memon and Tahir (2012) is: "Performance is a quality of any company or firm which can be achieved by valuable results". Several factors that affect performance according to Armstrong (1998) in Lie (2015), include:

1. Individual factors (personal factors). Individual factors relate to expertise, motivation, commitment, etc.
2. Leadership factors. The leadership factor relates to the quality of support and direction provided by the leader, manager, or head of the work group.
3. Group factors or co-workers (team factors). Group or co-worker factors relate to the quality of support provided by colleagues.

4. System factors. System factors relate to existing systems or work methods and facilities provided by the organization.
5. Situational factors (contextual / situational factors). Situation factors relate to environmental pressures and changes, both internal and external.
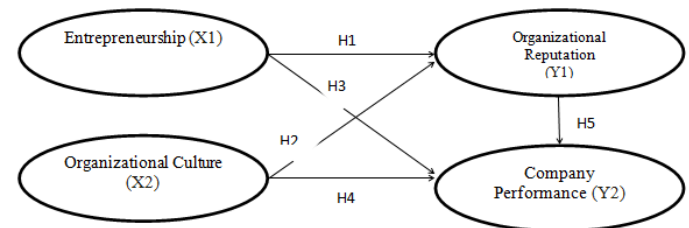
E. Research Model

Figure 1. Research Model

F. Hypothesis

Based on the explanation above, a conceptual framework can be drawn as follows:

1. Entrepreneurship has a significant effect on organizational reputation at PT. Trafoindo Prima Perkasa in Jakarta.
2. Organizational culture has a significant effect on organizational reputation at PT. Trafoindo Prima Perkasa in Jakarta.
3. Entrepreneurship has a significant effect on company performance at PT. Trafoindo Prima Perkasa in Jakarta.
4. Organizational culture has a significant effect on company performance at PT. Trafoindo Prima Perkasa in Jakarta.
5. Organizational reputation has a significant effect on company performance at PT. Trafoindo Prima Perkasa in Jakarta.

III. RESEARCH METHOD

A. Research design

Research designs are generally divided into three forms, namely: exploratory research, descriptive research and explanatory research. Exploratory research is research that aims to see patterns, ideas, or formulate hypotheses not to test hypotheses. This study aims to analyze the Influence of Entrepreneurship, Organizational Culture, and Organizational Reputation on Organizational Performance at PT. Trafoindo Prima Perkasa Indonesia. Based on the previous explanation, this research includes explanatory research. This is because this study aims to explain the causal relationship between variables through hypothesis testing.

Associative research (causal relationship) is research that aims to examine the relationship between predictor variables (variables that affect) and dependent variables (variables that are influenced) through hypothesis testing. The hypothesis is a temporary answer to the formulation of research problems that need to be examined for truth through statistical tests. This primary data was collected and needed to answer research questions and to prove the truth of the hypothesis proposed by the researcher. Secondary data is obtained from processed news, such as documents of PT. Trafoindo Prima Perkasa, literature books, and other sources. The primary and secondary data obtained were analyzed to explain the relationship between variables based on existing theories through hypothesis testing. Existing theories include organizational theory and management science.

B. Variable Identification

The variables tested in this study were:

1. Exogenous variables
   a. Entrepreneurship (X1)
   b. Organizational culture (X2)
2. Intervening variable: Organizational reputation (Y1)
3. Endogenous variable: Firm performance (Y2)

C. Population, Sample, and Sampling Technique

The population in this study were all employees of the upper middle level of PT. Trafoindo Prima Perkasa. The total population of 121 consists of deputy factory managers, department managers, department heads, and section heads in Factory 1, Factory 2, Factory 3, and Factory 4. The population criteria are as follows:

1. Deputy factory managers, department managers, department heads, and section heads at PT. Trafoindo has been in charge for more than a year.
2. Respondents have secondary data in the form of ratio data, especially documents or records regarding the number of workers, sales volume, production volume, and company growth for three years from 2014 to 2016.
3. Deputy factory managers, department managers, department heads, and section heads at PT. Trafoindo knows the ins and outs of the company and understands the contents of the statement list.

The sample size is determined based on the Maximum Likelihood (ML) method according to the minimum requirements according to (Ferdinand, 2014: 173), namely the sample size of research data that is suitable for the needs of SEM-PLS analysis is 76 100 to 200. the assumptions for the sample size have been met. This research was conducted at PT. Trafoindo because PT. Trafoindo leads the domestic transformer market with a market share of 25 percent, followed by PT Schneider (20 percent), Bambang Djaya (15 percent), Asata (10 percent), Sintra (5 percent) and others with 20%. Therefore, PT. Trafoindo can represent these electrical appliance companies to be used as a unit of analysis in this study.

Respondents consisted of 121 employees at the middle and upper level of the company PT. Trafoindo from a total population of 121 people consisting of 4 factories, namely: Factory 1 with 30 people, Factory 2 with 32 people, Factory 3 with 28 people, and Factory 4 with 31 people. 121 questionnaires were given to HRD Managers which were then distributed to middle and upper level employees. Of these, 105 questionnaires were used as samples in the study.

The data used in this study are as follows:

1. Primary data is data obtained directly from respondents, by asking respondents to answer a list of statements that have been compiled in the form of a questionnaire that has been provided. Primary data collected is needed to answer research problems and prove the truth of the hypothesis proposed by the researcher.
2. Secondary data is data obtained from processed sources. Secondary data such as documents of PT. Trafoindo, literature books and other sources.

This research uses quantitative data. Quantitative data is data in the form of numbers or numbers. Quantitative data is also called numeric data. Generally, quantitative data can be

performed mathematical operations (Harinaldi, 2005:18). The data that has been collected were analyzed using the Partial Least Square (PLS) analysis technique.

IV. RESULTS AND ANALYSIS OF RESEARCH DATA

A. Test the Validity and Reliability of Research Variables

Analysis of research data using SEM through the Smart PLS program. The validity test is intended to find out whether the questions in the questionnaire are representative enough. The validity test was performed using confirmatory factor analysis on each latent variable. The second measuring instrument test is Reliable, which is an index that shows the extent to which the measuring instrument is reliable or trustworthy. Reliability is a measure of the internal consistency of the indicators of a formation variable that shows the degree to which each indicator indicates a generalized variable.

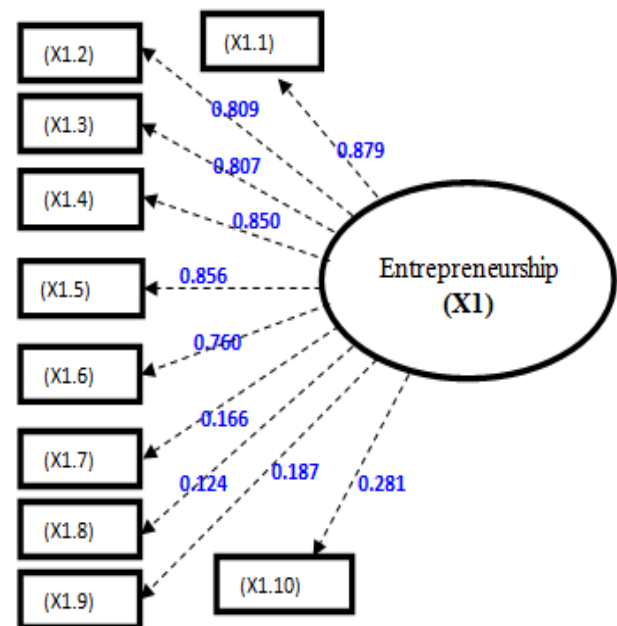**1. Entrepreneurship Variable Measurement Model (X1)**

Figure 2. Entrepreneurship Validity Test (X1)

The test results are presented in Figure 2, showing that the magnitude of the loading factor value on the ten indicators can be explained as follows:

1. The loading factor value for the new strategy (X2.1) is 0.879, greater than 0.5, which means that the indicator is valid in measuring Entrepreneurship (X2).
2. The loading factor value for idea renewal (X2.2) is 0.809, greater than 0.5, which means that the indicator is valid in measuring Entrepreneurship (X2).
3. The loading factor value for product renewal (X2.3) is 0.807, greater than 0.5, which means that the indicator is valid in measuring Entrepreneurship (X2).
4. The loading factor value for service improvement (X2.4) is 0.850, greater than 0.5, which means that the indicator is valid in measuring Entrepreneurship (X2).
5. The loading factor value for opening a new market (X2.5) is 0.856, greater than 0.5, which means that the indicator is valid in measuring Entrepreneurship (X2).
6. The loading factor value for the promotion of new products in new areas (X2.6) is 0.760, greater than 0.5, which means that the indicator is valid in measuring Entrepreneurship (X2).
7. The loading factor value for organizational structure renewal (X2.7) is 0.166, less than 0.5, which means

that the indicator is not valid in measuring entrepreneurship (X2).

8. The loading factor value for after-sales service renewal (X2.8) is 0.124, less than 0.5, which means that the indicator is invalid in measuring entrepreneurship (X2).

9. The loading factor value for cooperation with suppliers (X2.9) is 0.187, less than 0.5, which means that the indicator is invalid in measuring entrepreneurship (X2).

10. The loading factor value for cooperation with distributors (X2.10) is 0.281, less than 0.5, which means that the indicator is invalid in measuring Entrepreneurship (X2)

The composite reliability value for the latent entrepreneurship variable (X1) is 0.85 above the cut off value of 0.7., so that it can be said that Entrepreneurship (X1) is reliable.

2. Organizational Culture Variable Measurement Model (X2)
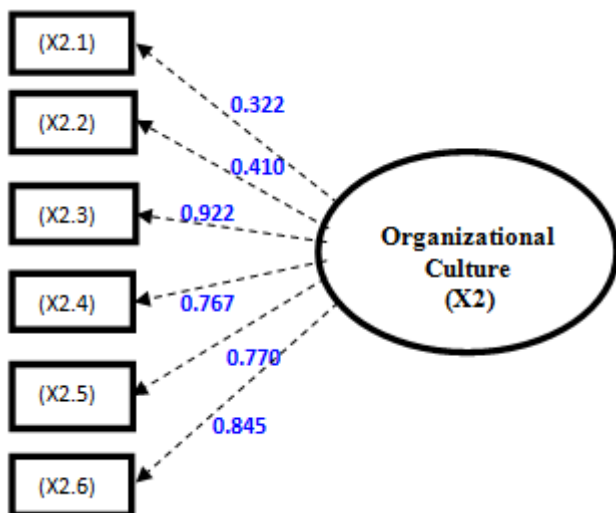

Figure 3. Organizational Culture Validity Test (X2)

The test results are presented in Figure 3, showing that the magnitude of the loading factor value on the six indicators can be explained as follows:

1. The loading factor value for training (X3.1) is 0.322, less than 0.5, which means that the indicator is invalid in measuring Organizational Culture (X3).

2. The loading factor value for support (X3.2) is 0.410, less than 0.5, which means that the indicator is invalid in measuring Organizational Culture (X3).

3. The loading factor value for responsibility (X3.3) is 0.922, greater than 0.5, which means that the indicator is valid in measuring Organizational Culture (X3).

4. The loading factor value for willingness to overtime (X3.4) is 0.767, greater than 0.5, which means that the indicator is valid in measuring Organizational Culture (X3).

5. The loading factor value for the award (X3.5) is 0.770, greater than 0.5, which means that the indicator is valid in measuring Organizational Culture (X3).

6. The loading factor value for attention to impression complaints (X3.6) is 0.845, greater than 0.5, which means that the indicator is valid in measuring Organizational Culture (X3).

The composite reliability value for the latent variable Organizational Culture is 0.84 above the cut off value of 0.7 so that it can be said that Organizational Culture (X2) is reliable.

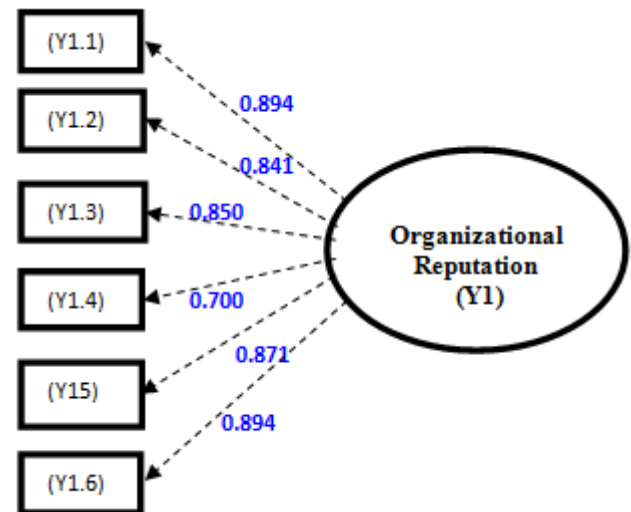## 3. Organizational Reputation Variable Measurement Model (Y1)

Figure 4. Organizational Reputation Validity Test (Y1)

The test results are presented in Figure 4, showing that the magnitude of the loading factor value on the six indicators can be explained as follows:

1. The loading factor value for accepting customer criticism (Y1.1) is 0.894, less than 0.5, which means that the indicator is invalid in measuring Organizational Reputation (Y1).

2. The loading factor value for responding to customer demands (Y1.2) is 0.841, less than 0.5, which means that the indicator is invalid in measuring Organizational Reputation (Y1).

3. The loading factor value for the community economic assistance program (Y1.3) is 0.850, greater than 0.5, which means that the indicator is valid in measuring Organizational Reputation (Y1).

4. The loading factor value for waste management (Y1.4) is 0.700, greater than 0.5, which means that the indicator is valid in measuring Organizational Reputation (Y1).

5. The loading factor value for warranty certified products (Y1.5) is 0.871, greater than 0.5, which means that the indicator is valid in measuring Organizational Reputation (Y1).

6. The loading factor value for after sales service (Y1.6) is 0.894, greater than 0.5, which means that the indicator is valid in measuring Organizational Reputation (Y1).

The composite reliability value for the latent variable Organizational Reputation is 0.93 above the cut-off value of 0.7 so that it can be said that Organizational Reputation (Y1) is reliable.

4. Company Performance Variable Measurement Model (Y2)

The test results are presented in Figure 5, showing that the magnitude of the loading factor value on the six indicators can be explained as follows:

1. The loading factor value for increased sales (Y2.1) is 0.798, less than 0.5, which means that the indicator is invalid in measuring Company performance (Y2).
2. The loading factor value for the increase in the number of customers (Y2.2) is 0.778, less than 0.5, which means that the indicator is invalid in measuring Company performance (Y2).
3. The loading factor value for the increase in profit (Y2.3) is 0.822, greater than 0.5, which means that the indicator is valid in measuring Company performance (Y2).
4. The loading factor value for asset growth (Y2.4) is 0.798, greater than 0.5, which means that the indicator is valid in measuring Company performance (Y2).
5. The loading factor value for on time delivery (Y2.5) is 0.689, greater than 0.5, which means that the indicator is valid in measuring Company performance (Y2).
6. The loading factor value for product control (Y2.6) is 0.644, greater than 0.5, which means that the indicator is valid in measuring Company performance (Y2).
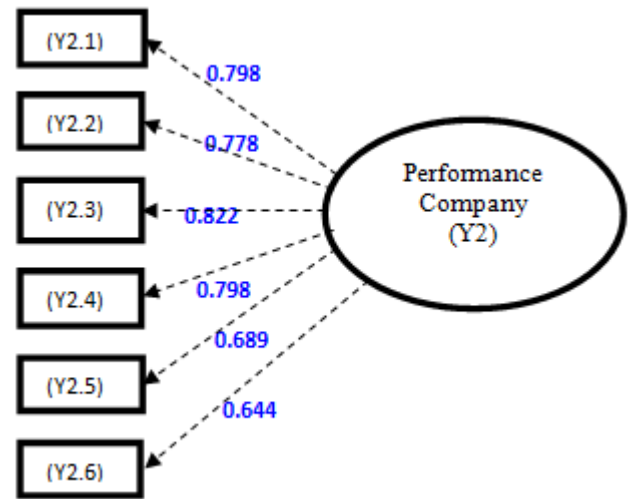
The value of the composite reliability of the latent variable, the Company's performance, is 0.88, above the cut-off value of 0.7, so it can be said that the company's performance (Y2) is reliable.

Figure 5. Validity Test of Company Performance (Y2)

B. Testing the Structural Equation of Company Performance

1. Fit Test of Company Performance Structural Equation Model

After testing the validity and reliability of all latent variables which have valid and reliable results, normal multivariate data, no singularity and no outliers, the latent variables can be continued in the analysis in the form of a path diagram as follows.
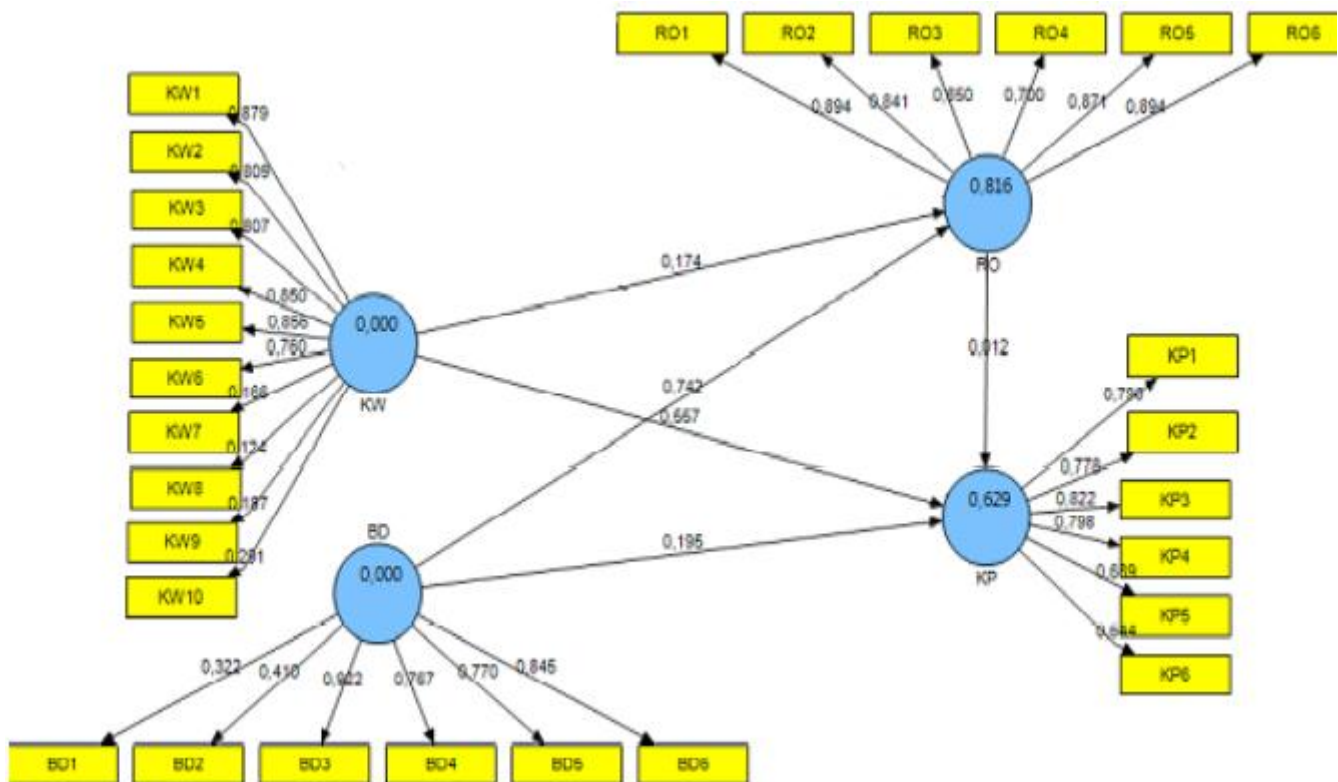

Figure 6. Relations between Variables

2. Test the Coefficient of Business Work Model Pathways

The Structural Model Test (Inner Weight) is indicated by the results of the structural path coefficients. Where the results of the path coefficient answer the hypotheses in the study as follows:

1. Entrepreneurship (X1) has a significant effect on organizational reputation (Y1, accepted.
2. Organizational culture (X2) has a significant effect on organizational reputation (Y1), accepted.
3. Entrepreneurship (X1) has a significant effect on company performance (Y2), accepted.
4. Organizational culture (X2) has a significant effect on company performance (Y2), accepted.
5. Organizational reputation (Y1) has a significant effect on company performance (Y2), rejected.

Table 1. Results of Testing the Path Coefficient of Business Performance

Hypothesis	Description	Analysis Results
1	Entrepreneurship (X1) has a significant effect on Organizational Reputation (Y1)	Significant
2	Organizational Culture (X2) has a significant effect on Organizational Reputation (Y1)	Significant
3	Entrepreneurship (X1) has a significant effect on Company Performance (Y2)	Significant
4	Organizational Culture (X2) has a significant effect on Company Performance (Y2)	Significant
5	Organizational Reputation (Y1) has a significant effect on Company Performance (Y2)	No Significant

Source: Data, processed

Based on Table 1, the interpretation of each path coefficient is as follows:

1. Entrepreneurship (X1) has a significant and positive effect on organizational reputation (Y1). This means that entrepreneurial efforts (X1) will increase the reputation of the organization (Y1).
2. Organizational culture (X2) has a significant and positive effect on organizational reputation (Y1). This means that the better the organizational culture (X2), the better the reputation of the organization (Y1).
3. Entrepreneurship (X1) has a significant and positive effect on company performance (Y2). This means that every entrepreneurial effort (X1) will improve company performance (Y2).
4. Organizational Culture (X2) has a significant and positive effect on Company Performance (Y2). It means that good organizational culture (X2) will improve company performance (Y2).
5. Organizational reputation (Y1) has no significant effect on company performance (Y2).

C. Influence between Research Variables

In structural equations that involve many variables and paths between variables, there are influences between variables which include direct effect, indirect effect and total effect. For this reason, each of the aforementioned influences will be discussed in detail.

1. Direct Influence Between Research Variables

A direct relationship occurs between: Entrepreneurship (X1), Organizational Culture (X2), and Organizational Reputation (Y1) with Company Performance (Y2). The direct relationship that occurs between these variables is presented in Table 4.2.

Table 2 explains the direct effects of exogenous latent variables on endogenous latent variables. Organizational Culture (X2) has the largest direct effect on Organizational Reputation (Y1), which is 0.742.

Table 2. Direct Effect of Research Variables

Direct Effect		Variable	
		Intervening Variables	Endogenous Variables
		Organizational Reputation (Y1)	Company Performance (Y2)
Exogenous Variables	Entrepreneurship (X1)	0.174	0.557
	Organizational Culture (X2)	0.742	0.195
Intervening Variables	Organizational Reputation (Y1)	-	0.012

Source: Data, processed

2. Indirect Influence Between Research Variables

An indirect relationship occurs between: Entrepreneurship variables (X1), Organizational Culture (X2), and Organizational Reputation (Y1) with Company Performance (Y2). The indirect relationship between these variables is presented in Table 3.

Table 3. Indirect Effect of Research Variables

Indirect Effect		Endogenous Variables	
		Organizational Reputation (Y1)	Company Performance (Y2)
Exogenous Variables	Entrepreneurship (X1)	-	0.002
	Organizational Culture (X2)	-	0.008

Source: Data, processed

Table 3 explains the magnitude of the indirect effects of the Organizational Culture variable (X2) through Organizational Reputation (Y1) which has the largest indirect effect on Company Performance (Y2), which is 0.008.

3. Total Effect Between Research Variables

The total effect is the sum of the direct and indirect effects between exogenous latent variables, namely Entrepreneurship (X1), Organizational Culture (X2) with intermediate endogenous latent variables, namely: Organizational Reputation (Y1) and Endogenous Latent Variables Firm Performance (Y2) Table 4 presents the total results regarding the direct and indirect relationships that occur between the exogenous and endogenous latent variables.

Table 4: Total Effect of Research Variables

Total Effect		Endogenous Variables	
		Organizational Reputation (Y1)	Company Performance (Y2)
Exogenous Variables	Entrepreneurship (X1)	0.174	0.176
	Organizational Culture (X2)	0.742	0.750
Intervening Variables	Organizational Reputation (Y1)	-	0.012

Source: Data, processed

Table 4 explains the total effect of the organizational culture variable (X2) on company performance (Y2), which has a total effect, which is 0.75.

CONCLUSIONS

Based on the results of the analysis and evidence carried out using partial least squares, the causal relationship between Entrepreneurship, Organizational Culture, and Organizational Reputation on Company Performance at PT. Trafoindo Prima Perkasa in Jakarta which has been described in the previous chapter, summarized as follows:

1. Entrepreneurship has a significant effect on Organizational Reputation. The results of this study reinforce the opinion of Chousa et al. (2016) which states that entrepreneurship views reputation as a competitive advantage so that it must be active in managing relationships with stakeholders and finding innovative opportunities.

2. Organizational Culture has a significant effect on Organizational Reputation. The results of this study also strengthen the research of Flatt and Kowalczyk (2008) which proves that organizational culture is positively related to organizational reputation.

3. Entrepreneurship has a significant effect on company performance. This supports Chen and Cangahuala's (2010) research which proves that entrepreneurship has a positive relationship with company performance. The results of this study also support the theory of Covin and Miles (1999) about entrepreneurship, that entrepreneurship is the company's efforts to redefine the organization, market, or industry to create or maintain a competitive advantage.

4. Organizational Culture has a significant effect on Company Performance. The results of this study reinforce the research of Mujeeb et al. (2011), which suggests that organizational culture is an important aspect of a company, because it can influence employee behavior which in turn affects company performance.

5. Organizational Reputation has no significant effect on Company Performance. This shows that the Organizational Reputation indicated by the company maintains good relationships with customers, the company has environmental and social responsibility, and the company has quality products and services that do not have a significant impact on Company performance. The results of this test support the findings of Inglis et al. (2006) who found that there is no relationship between organizational reputation and firm performance. This is also in line with the results of Blajer's (2014) study which states that organizational reputation and economic performance have a weak relationship. The results of this study reject the findings of Ljubojevic and Ljubojevic (2008) that organizational reputation helps companies to get good employees, attract customers, increase customer loyalty, which can be implemented as a competitive performance factor and is useful in obtaining capital.

SUGGESTIONS

Based on the studies and findings obtained in this study, several suggestions can be submitted to be followed up in the context of developing management science and improving performance at PT. Trafoindo Prima Perkasa can be explained as follows.

1. Advice to Management

Suggestions that can be used as material for management policy considerations in determining the right strategy, are as follows:

1. Increasing Entrepreneurship at PT. Trafoindo Prima Perkasa is carried out by updating the ideas and strategies used to run the company so that it can face competition and gain a competitive advantage.

2. Increasing Organizational Culture at PT. Trafoindo Prima Perkasa what needs to be done is to increase training and support for the development of employee capabilities.

2. Suggestions to Further Researchers

Some of the authors' suggestions for further research are as follows:

1. This study has limitations, namely only the electric tools company PT. Trafoindo Prima Perkasa, therefore further research is needed with a wider scope, for example in the same industry but for all electrical equipment companies in Indonesia. The next limitation is that this study uses middle and upper level employee respondents at PT. Trafoindo Prima Perkasa which can represent similar companies, for that further research is recommended to conduct research on other types of companies.

2. In this study there are still pros and cons between Organizational Reputation as an intervening variable on Company Performance, so further research is needed to see the Organizational Reputation variable as an endogenous variable. Further research should consider the external opinion of the organization in assessing the reputation of the organization.

3. The company performance variable in this study is measured based on the perceptions of the upper middle level employees of PT. Therefore, it is necessary to carry out research on different company performance measures, for example based on accounting and finance, Trafoindo Prima Perkasa.

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