

## ***ABSTRACT***

**Nuridho Jamil (2023). The Influence of Customer Focus Strategy on Financial Performance at PT. Pegadaian Palembang Regional Office. Under the guidance of Dr. E Mardiah Kenamon, S. E., M.Si and Eka Meiliya Dona, S.E., M.Si., Ak, CA.** This research aimed to determine the influence of Customer Focus Strategy on Financial Performance at PT. Pegadaian Palembang regional office.

The data analysis technique used was Simple Linear Regression. Based on the results of the analysis, the t-count for the Customer Focus Strategy variable was 7.060 with the t table obtained at 2.04841.  $t \text{ count } 7.060 > t \text{ table } 2.04841$  or profitability  $<$  significant level ( $\text{sig} < 0.05$ ), then  $H_a$  was accepted  $H_o$  was rejected, meaning there was an influence of Customer Focus Strategy on Financial Performance at PT. Pegadaian Palembang Regional Office. The coefficient of determination ( $R^2$ ) obtained was 0.640. This showed the significant contribution of Customer Focus Strategy to Financial Performance at PT. Pegadaian Palembang Regional Office was 64% while the remaining 36% was influenced by other variables not included in this research model.

Keywords: Customer Focus Strategy, Financial Performance

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**Nuridho Jamil (2023). Pengaruh *Customer Focus Strategy* terhadap *Fiancial Performancel* pada PT. Pegadaian Kanwil Palembang. Dibimbing oleh ibu Dr. E Mardiah Kenamon, S. E., M.Si selaku pembimbing I dan ibu Eka meiliya Dona, S.E., M.Si., Ak,CA Selaku pembimbing II.** Penelitian ini bertujuan untuk mengetahui Pengaruh *Customer Focus Strategy* terhadap *Financial Performance* pada PT. Pegadaian kanwil Palembang.

Teknik analisis data yang digunakan adalah Regresi Linier Sederhana. Berdasarkan hasil olah data didapatkan bahwa didapatkan ada pengaruh *Customer Focus Strategy* terhadap *Financial Performance* pada PT. Pegadaian Kanwil Palembang. Koefisien determinasi ( $R^2$ ) yang diperoleh sebesar 0.640. Hal ini menunjukkan berarti sumbangan *Customer Focus Strategy* terhadap *Financial Performance* pada PT. Pegadaian Kanwil Palembang sebesar 64% sedangkan sisanya 36% dipengaruhi oleh variabel lain yang tidak dimasukkan dalam model penelitian ini.

Kata Kunci: *Customer Focus Strategy*, *Financial Performance*