ABSTRACT

This study aimed to prove analysis the effect corporate image to customer satisfaction on CV Jaya Perkasa Motor in Palembang. The population in this study are all the customer CV Jaya Perkasa Motor in Palembang.Use as a sample of 96 respondents and using purposive technique side. Hypotesis testing using multiple regression analysis with SPSS ver.17,0. This study use validity, reliability, classic assumption test, t-test, and F-test. Based on t-test, the result showed from six corporate image dimension nothing significant positive effect on customer satisfaction.

Keywords quality : Corporate Image and Customer Satisfaction