

ABSTRACT

Globalization have a significant effect to the flow of information. It is necessary to keep the company's image is always good. Establishment a good corporate image is very important for any company, especially for state enterprises. Image of the company itself can be influenced by a number of things, such as service quality (Gronroos, 1982), as well as through Corporate Social Responsibility (Kotler and Lee, 2005). Based on reports from the Ministry of State Enterprises development plan for 2005-2009, the result shows that the current state enterprises still has many weaknesses. In addition to reports from the Ministry of State Enterprises, in mid-April 2010 Perum Bulog Divre Jateng also gets the spotlight due to the discovery of moldy rice in the rice barn Perum Bulog Sub Regional Division III Surakarta (www.jawapos.co.id). The purpose of this study was to investigate the influence of service quality and corporate social role of the image as a company Perum Bulog who care for partners.

The analytical method used in this study is the method of multiple regression analysis performed with SPSS 16. One of the requirements for regression analysis to test the classical assumption needs to be done. This is necessary so that the resulting regression equation is BLUE (Best Linear Unbiased, Estimator). In addition to assessing the goodness of fit test of a model coefficient of determination, F test and t test

The results showed that the image as a company Perum Bulog who care about good working partner. It can be seen from the perception of the image index value of 70.5% Perum Bulog.

Keywords: Corporate Image, Service Quality, Corporate Social Responsibility, Perum BULOG