

## **ABSTRACT**

*PT Tiki Jalur Nugraha Ekakurir (JNE) is a company engaged in serving the community in service matters. And PT JNE is not only focused on profits but also pay attention to the company's image because the company's image is an invaluable asset. One of the forming elements is Corporate Social Responsibility (CSR). CSR realization conducted by PT. Tiki Track Nugraha Ekakurir (JNE) - Bandung Branch, by applying Green JNE in the field of environmental preservation the objectives of the Green CSR program include renovating and building the Cikapayang - Dago Park. This study aims to determine the effect of Corporate Social Responsibility (CSR) in Cikapayang-Dago Park on Company Image. The method used is descriptive research analysis with quantitative data types. The sampling method is nonprobability sampling with incidental sampling technique that is by distributing questionnaires to respondents who happen to meet with researchers and suitable as a source of data. The method of data analysis in this study uses a simple linear regression test. Based on the analysis of 100 respondents obtained a simple linear regression equation, namely:  $Y = 5.244 + 0.691 X$  and the coefficient of determination is 0.588 which shows that Corporate Social Responsibility (CSR) in Cikapayang-Dago Park has an influence on the Corporate Image of 58.8% while the remaining 41.2% is influenced by other factors not examined by the authors.*

*Key words : Corporate Social Responsibility (CSR), Corporate Image*