

ABSTRACT

Business competition nowadays can be categorized as the fight of starting and maintaining image for the stakeholders, and here is where corporate can survive and excel by creating environmentally-friendly and responsible, socially sensitive corporate image. Social responsibility is a company's spirit to meet business goals which include corporate image, promotion, increasing sale, building confidence, employee loyalty, and revenue.

According to Nor Hadi (2009:117) there are many ways to increase corporate image. The current issue is for the company to perform social responsibility on its employee, to implement corporate ethical codes related to the ethic of corporate concern on employees which isn't only profit-oriented.

This study used quantitative method with explanatory research type using primary and secondary data. The population in this research was employees of PT. Astra International Tbk. UD Trucks Bandung Branch and 28 of them were research sample. While data analysis technique used was Spearman's rank correlation test and used SPSS 20 tool.

The result of correlation coefficient analysis shows that the variable in corporate social responsibility (X) concept seen from health and safety at work dimension has indirect medium effect on corporate image (Y). With correlation coefficient score 0,343. And coefficient of determination score 11,76%.

In PT. Astra International Tbk. UD Trucks Bandung Branch there is an influence between corporate social responsibility (CSR) and corporate image. It means CSR activities performed by PT. Astra International Tbk. UD Trucks Bandung Branch have a role, although it has weak interpretation.

Keywords : *Corporate social responsibility (CSR), health and safety at work, corporate image.*