**ANALISIS CITRA PERUSAHAAN TERHADAP KEPUASAN PELANGGAN PADA PT. KOPERASI MITRA SEJATI BANYUASIN**

**Abu Bakar1, Wiwin Agustian2, Fitriasuri3**

Ekonomi Dan Bisnis, Universitas Bina Darma Palembang

1.email : Abubakar11151009@gmail.com

2email: wiwinagustian@binadarma.ac.id

3email : fitriasuri@binadarma.ac.id

 ***Abstract***

*This study was conducted to determine the "Effect Image Perusaan Customer Satisfaction". The target population in this study were residents in the area Banyuasin III which are customers of PT. Koperasi Mitra Sejati. This study took a sample of 60 respondents. The analytical tool used is a simple linear regression which aims to measure the extent of the relationship between variables influence one another and also using the t test statistics that aims to see the influence of Corporate Image variables of customer satisfaction partially. Simple Linear Regression produced is Y = 1,091 + 0.553X. Results The correlation coefficient R of 0911 which showed that the image of the company is able to affect customer satisfaction very strong. The coefficient of determination R2 of 0.830, which means that the image of the company is able to affect customer satisfaction with a percentage value of 83%, while the remaining 17% is influenced by other variables that are not described in the study. The conclusion from this study is the image of the Company has a significant influence on customer satisfaction pad PT Koperasi Mitra Sejati (Friends Sampoerna UKM) Banyuasin III.
Keywords: Corporate Image, Customer Satisfaction*