

ABSTRACT

The purpose of this research are first, to find the influence of corporate image index on corporate image PT.Pelindo 1, Medan second, to calculate the number of impact corporate image index on corporate image PT.Pelindo 1 in 2020. Sample in this research using purposive sampling method which researcher decide some of criteria for the limitation. The method which use in this research is explanatory research to explain the causal correlation or cause and effect between the variable consists of 20 question and the instrument of corporate image consists of 16 question that were declared valid and reliable. The result of this research showed first there were a causal effect between corporate image from significant probability lower than level of significance 5% $0,000 < 0,05$. Second thing is the number of CII (corporate image index) on corporate image is 74,4% while the other variables not examined on this research.

Keyword: Corporate Image Index, Corporate Image, Explanatory Research