

## **ABSTRACT**

*Corporate Social Responsibility (CSR) is one of the company's responsibilities in running its business. CSR that is basically has the aim of obtaining a license to operate from the community. The development of CSR can be a business strategy that has an impact on the corporate image. A good corporate image consumers perspective will support business sustainability, especially the B2C business model. In influencing the corporate image, CSR activities have several dimensions, namely economic, legal, ethical, and philanthropic.*

*This study aims to see how CSR affects the corporate image of Auto2000 Asia Afrika. The CSR aspects used are made more specific by using the CSR dimensions or better known as the CSR Pyramid. And see how the corporate image in the eyes of consumers today.*

*The method used is quantitative with the sample used in this study is 100 consumers Auto2000 AsiaAfrika taken from the Slovin formula. Samples were taken using probability sampling technique. Data collection using a questionnaire and analyzed using multiple linear regression analysis with hypothesis testing F test and T test.*

*The results of this study state that CSR has a simultaneous effect on corporate image. The dimensions of CSR that have a significant effect on are economic, and philanthropic which have a positive effect and the ethical dimension which has a negative effect on the company's image.*

*If the company wants to get a good effect on the company's image from the course of CSR activities, it can strengthen the CSR economic dimension because this dimension can still be maximized compared to other dimensions and this dimension is the biggest influence on the company's image. That way the company gets better benefits from this CSR activity.*

**Keywords :** *Corporate Social Responsibility, Corporate Image, Consumer Perspective, CSR pyramid*