ABSTRACT

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In the current era of globalization, competitive retail business or retail business in Indonesia is a huge market. This causes the opening of retail business a wider and increasingly fierce competition, especially in Bandung. It also requires the company to survive and compete in the world of business. One of the company should do in order to survive is to improve the image of his company. Which is currently growing rapidly in the city of Bandung, especially in the form of restaurant.

Bumbu Desa Restaurant as one of the largest retail business in the city of Bandung certainly has a strategy in order to improve the seemingly good corporate image in the eyes of consumers in comparison with other restaurant.

The purpose of this study was to determine the responses of respondents regarding the Assessment of Corporate Image By Consumers On Bumbu Desa Restaurant Laswi Branch Bandung.

The method used in preparing the Final Project is a descriptive research method, or often called by the survey research. Descriptive method is a form of data collection that aims to describe, explain circumstances that exist in firms to then be processed into the data, or methods to interpret, analyze and decipher the data and information are clearly dealing with the problem under study. As for sampling techniques performed in this study is the Random Sample The Simple (Simple Random Sampling) with a sample size of 100 respondents, and data collection techniques by field studies (observations, questionnaires, interviews) and the study of literature (documentation).

From the analysis and discussion Assessment of respondents regarding the Company Image By Consumers On Bumbu Desa Restaurant Laswi Branch Bandung, because it uses a gauge personality, reputation, value, and corporate identity judged capable compete with a total score of 3175 and percentage of 70,6%.

Keywords: Corporate Image Assessment