SUMMARY

Syaifuddin Romadhoni, 2014, **Influence of Consumer Perception to Company Image** (Survey in Consumer of PT Pegadaian Branch of Malang Blimbing Office), Wilopo Dr, MAB, Sunarti S,sos. MAB, 94 pages.

Research purpose is finding out about consumer perception influence, attention, comprehension, and memory altogether or alone to company image, and also finding out which perception (attention, comprehension, and memory) which is dominantly influence company image.

Research type used is *explanatory research* with quantitative approach and using survey research method. Sample in this research are 116 respondents using *accidental sampling*. Questionnaire date research collection. Date analysis used is descriptive analysis and multiple linear regression analysis and partial regression analysis.

Multiple linear regression result shows that independent variable includes attention (X_1), comprehension (X_2), and memory (X_3) play significant role to dependent variable, which is company image (Y). It is shown by probability value $F(0.000) < \alpha = 0.05$. Contribution from those three independent variable to company image is 51.3%,while rest of 48,7% influenced by other variable which is not studied in this research. In the research, can also be found single independent variable includes attention(X_1), comprehension (X_2), memory (X_3) has significant influence to company image (Y). Each variable influence include attention (X_1) for 0.047, Comprehension (X_2) for 0.000, and memory (X_3) for 0.000. Most dominant variable influence to company image is comprehension (X_2) with beta coefficient for 0.327.

Conclusion from this research shows there is influence of attention (X_1), comprehension, (X_2), and memory (X_3) altogether to company image (Y). Alone in single variable, there are attention (X_1), comprehension, (X_2), and memory (X_3) has significant influence to company image (Y).

Keywords : attention, comprehension, memory, and company image.