## DAFTAR GAMBAR

<table>
<thead>
<tr>
<th>Gambar</th>
<th>Judul</th>
<th>Halaman</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Piramida CSR Carrol</td>
<td>20</td>
</tr>
<tr>
<td>2.2</td>
<td>Proses <em>Perceptual</em></td>
<td>25</td>
</tr>
<tr>
<td>2.3</td>
<td>Proses Terbentuknya Citra Perusahaan</td>
<td>36</td>
</tr>
<tr>
<td>2.4</td>
<td>Kerangka Pemikiran Penelitian</td>
<td>44</td>
</tr>
<tr>
<td>3.1</td>
<td>Diagram Jalur</td>
<td>60</td>
</tr>
<tr>
<td>4.1</td>
<td>Sub Stuktur 1 Analisis Jalur</td>
<td>102</td>
</tr>
<tr>
<td>4.2</td>
<td>Sub Stuktur 2 Analisis Jalur</td>
<td>104</td>
</tr>
</tbody>
</table>