

## **ABSTRACT**

*This research begins with the determination of problems in the performance of employees. The problem seen in this study is a declining corporate image caused by low product quality and low prices. This study aims to determine how the influence of product quality and price on corporate image as an intervening variable in the corporate PT. Tahu Tauhid Lembang both partially and simultaneously. The research method used is descriptive and verification with a sample of 97 respondents. Data collection techniques used were observation, interviews, and distributing questionnaires. Data analysis methods used are multiple linear regression, coefficient of determination analysis, hypothesis testing. The results showed that the product quality and price at PT. Tahu Tauhid Lembang can be quite good. Product quality has an influence on the corporate's image that is equal to 42.3%. Price has an influence on corporate image that is equal to 14.2%, the influence of the dominant independent variable is product quality by 42.3%*

**Keywords:** *Product Quality, Price and Corporate Image*