

Pengaruh rebranding perusahaan jasa terhadap konsumen: studi kasus Grab dan CVG Blitz = Consumer reaction to service rebranding: a study case of Grab and CVG Blitz

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Abstrak

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Penelitian ini bertujuan untuk melihat pengaruh rebranding dari perusahaan jasa dilihat dari aspek service evaluation dari konsumen terhadap perusahaan sebelum dan setelah terjadinya rebranding. Dilihat pula beberapa faktor yang dapat mempengaruhinya, dimana faktor-faktor tersebut adalah proximity between new brand and service, brand familiarity, brand image, attachment to the initial brand, attachment to the service place, convenience of the service place. Data diolah dengan menggunakan multiple regression. Hasil penelitian menunjukkan bahwa konsumen memiliki evaluasi yang bersifat positif terhadap kasus rebranding GrabTaxi, dimana brand familiarity dan attachment to the initial brand memiliki pengaruh signifikan terhadap service evaluation. Namun, hasil sebaliknya terjadi pada kasus rebranding Blitzmegaplex, dimana rebranding memiliki pengaruh negatif terhadap service evaluation. Temuan tersebut didukung dengan brand familiarity dan brand image yang memiliki pengaruh yang signifikan terhadap change in service evaluation.

ABSTRACT
The main purpose of this research is to see if rebranding has significant effect to the change in service evaluation perceived by consumer. Afterwards, it will be observed further what factors that has impact to the service evaluation. Those factors are proximity between new brand and service, brand familiarity, brand image, attachment to the initial brand, attachment to the service place, and convenience of the service place. This research used multiple regression on its analysis. From the GrabTaxi case, it is found that it has positive changes in service evaluation after its rebranding, where brand familiarity and attachment to the initial brand giving contributions to those change by giving significant effect. On the other hand, Blitzmegaplex case has negative changes after its rebranding, where brand familiarity and brand image turned out to be the one that have impact by giving significant effect towards the change in service evaluation.