

ABSTRACT

Nowadays competition in business world is increasingly tight. Each company must have the ability to continue to survive and compete with the competitors. One of company's strategy to develop and sustain is rebranding. Indosat Ooredoo is one of the leading provider of telecommunications services in Indonesia, which was founded in 1967 and the company was rebranded in 2015.

This study aims to determine the extent of the rebranding of the company to give effect to its brand image, the study was conducted at the provider IM3 Ooredoo in the city of Bandung. This research includes quantitative research. The method used descriptive analysis method causal sampling technique in this study using nonprobability sampling with the number of respondents were 100 people. Data by simple linear regression.

The results of this study indicates that the rebranding was 71.2% scoring positions with both categories while the brand image are at the 73.6% figure in either category. Research also shows that the rebranding positive effect on brand image. It can be seen from the results t -number greater than the value t -table because t -number (3.632) > t -table (1.29) and the level of significance $0.000 < 0.05$. Based on the calculation coefficient of determination (R^2) can know the magnitude of the effect of variable Rebranding (X) to Brand Image (Y) was 11.9%. While the remaining of 88.1% is influenced by other factors, that is not examined in this study is the role of an effective public relations firm, the process of effective communication both internal and external, rebranding strategy chosen company or brand image before rebranding.

Keyword : Brand Image, Rebranding