

ABSTRACT

To find out the rebranding of PT Kereta Api Indonesia (PERSERO) Daerah Opsai 3 Cirebon according to consumer perception. To know the public relations of PT Kereta Api Indonesia (PERSERO) Daerah Opsai 3 Cirebon according to consumer perception. To find out how to repurchase consumer interest in the cheribon meter PT Kereta Api Indonesia (PERSERO) Daerah Opsai 3 Cirebon. To find out how much influence the rebranding and public relations have on the repurchase interest of the cheribon argo consumer PT Kereta Api Indonesia (PERSERO) Daerah Opsai 3 Cirebon.

The method used in this research is a quantitative method using non-probability samples with purposive sampling. The method of data analysis uses multiple linear regression. Respondents in this study were 100 by distributing them online to consumers who had used servants from PT Kereta Api Indonesia (PERSERO) Daerah Opsai 3 Cirebon.

The results of this study have shown that rebranding and public relations have a relationship of 90.3% and rebranding and public relations have an influence on repurchase interest of 81.5% while 18.5% is influenced by other factors not examined.

It is expected that PT Kereta Api Indonesia (PERSERO) Daerah Opsai 3 Cirebon will increase the relaunch factor in rebranding, publications in public relations, and explorative interest in repurchase interest for the future. And it is expected for further research to look for factors other than the variable influence of rebranding and public relations that can affect the re-buying interest of consumers of the argo cheribon PT Kereta Api Indonesia (PERSERO) Daerah Opsai 3 Cirebon.

Keywords: Purpose, Method, Results, Suggestions