

ABSTRACT

The purpose of this study was to determine how the effect of corporate rebranding on customer loyalty. This study uses a quantitative approach by collecting data through survey methods . The population in this study were users of the Indonesian Gojek application. The sampling technique used was purposive sampling with the criteria of Gojek Indonesia application users who knew that Gojek Indonesia was doing Corporate Rebranding. The sample amounted to 100 respondents with data collection techniques using questionnaires. Data analysis techniques in this study used descriptive analysis techniques and simple linear regression.

The results of this study indicate that: the tcount value is 10,236 compared to the t table value of (0.05) $df = nk-1$, which is equal to t table at $df=100-2-1=97$ with (0.05) in ttable of 1.664. it can be concluded that the value of tcount (10.236) is greater than ttable (1.664), and the p-value $< (0.05)$ is $0.000 < 0.05$, so it can be concluded that H_0 is rejected. This means that Corporate Rebranding has a significant effect on the dependent variable, namely Consumer Loyalty.

Keywords: corporate rebranding, consumer loyalty