

## **ABSTRACT**

*This research aims to determine the impact of the rebranding carried out by Indrive on the trust of InDrive users, in particular. A total of 102 respondents who are active users of the Indrive application participated in this research by filling out a research questionnaire. Quantitative methods are used, with verification descriptive analysis through Hypothesis Testing (T Test and F Test). The data collected shows that the logo change has a significant impact, with a percentage of 71.96% of respondents showing a positive response to the rebranding. The main findings of this research show that the Indrive rebranding has a real impact on inDrive user trust. Data analysis shows that 7.82% of the change in customer trust can be directly attributed to the rebranding. The remainder, around 2.18%, was caused by other factors not directly related to rebranding. These results indicate that the visual changes and brand messages conveyed through rebranding have succeeded in influencing customer perceptions and trust. Thus, this research confirms that Indrive's rebranding has a significant impact in strengthening user trust. The practical implication of these findings is that rebranding is not just about visual changes, but is also an important strategy for building and strengthening relationships with customers, especially in a competitive market such as the ride-hailing services industry*

**Keywords: Customer Trust, Online Transportations, Rebranding**