

Pengaruh respon potential customer atas rebranding BUMN terhadap customer-based brand equity dan brand preference; studi pada transformasi PT. Pos Indonesia Persero dari postal company menjadi network company = The influence of potential customer's response on rebranding toward customer based brand equity and brand preference; a study on PT. Pos Indonesia's corporate transformation of postal company into network company

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Abstrak

Fokus penelitian ini adalah Rebranding yang dilakukan PT. Pos Indonesia sejak 2009 yang masih berlangsung hingga saat ini. Langkah awal yang dilakukan PT. Pos Indonesia pada proses Rebranding-nya adalah merevitalisasi aset-aset fisik yang dimiliki. Akan tetapi, PT. Pos Indonesia tidak melakukan perubahan apapun pada aset-aset visual seperti logo atau nama yang biasanya menjadi target perubahan pada Rebranding. Penelitian ini bertujuan untuk meneliti pengaruh dari Respon Potential Customer Atas Rebranding terhadap Customer-Based Brand Equity dan Brand Preference. Peneliti menyebarkan kuesioner pada 100 pengusaha online shop di DKI Jakarta. Penelitian ini menemukan bahwa Respon Potential Customer Atas Rebranding memiliki pengaruh yang positif dan signifikan terhadap Customer-Based Brand Equity dan Brand Preference.

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This research focused on the process of rebranding which has been practiced since 2009 until now by PT. Pos Indonesia. The initial step taken by PT. Pos Indonesia on its rebranding process is to revitalize the physical assets owned. However, PT. Pos Indonesia did not make any changes to its visual assets such as the logos or names, which are commonly done by many firms on the process of its rebranding. The purpose of this study is to investigate the influence of potential customer's response on rebranding toward customer based brand equity and brand preference. This study gathered data from 100 online shop owners in DKI Jakarta. The results indicate that the Response of Potential Customer on Rebranding has a positive and significant effect toward the Customer-Based Brand Equity and Brand Preference.