

Analisis pengaruh rebranding perusahaan online terhadap brand attitude, kepercayaan konsumen, dan keinginan pembelian (studi kasus pada OLX.co.id) = The rebranding effect of an online company towards brand attitude online trust and purchase intention case study of OLX.CO.ID

Ayman Husni Kamal, author

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Abstrak

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Rebranding adalah sebuah strategi marketing yang lumrah dilakukan oleh banyak perusahaan, terutama saat ada situasi dimana sebuah perusahaan diakuisisi oleh perusahaan lainya. Dalam situasi tersebut strategi rebranding menjadi sangat penting untuk diterapkan demi mendapatkan kepercayaan konsumen untuk terus menggunakan produk atau jasa yang ditawarkan. Dalam penelitian ini, dapat dilihat faktor-faktor yang dapat mempengaruhi tingkat kepercayaan konsumen dengan keinginan pembelian. Faktor yang mempengaruhi tingkat kepercayaan pada proses rebranding terlihat dari sikap skeptis dan resistensi terhadap perubahan yang membentuk brand attitude seseorang. Dalam penelitian ini, hubungan yang ditimbulkan antara sikap skeptis dan resistensi dapat dibuktikan dan bersifat positif. Rasa keingintahuan menjadi faktor penting untuk mempengaruhi tingkat resistensi. Pada penelitian ini terlihat hubungan yang signifikan dan bersifat negatif antara rasa keingintahuan seseorang dengan resistensi yang dimiliki. Pada akhirnya, resistensi akan mempengaruhi sikap yang dimiliki oleh seorang konsumen pada saat rebranding terjadi. Dari sikap yang dimiliki oleh seseorang tersebut, terbentuk tingkat keinginan pembelian yang tinggi pada sebuah merek.

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ABSTRACT

Rebranding is a common marketing strategy undertaken by many companies, especially when there is a situation where a company acquired by other companies such as merger and acquisition. In such a situation, it becomes very important for a rebranding strategy to be applied correctly in order to obtain the trust of consumers to continue to use the product or service being offered and develop a favorable attitude towards brand. In this study, there are factors that will affect the level of consumer trust and purchase intention. Factors that influence the level of trust will be shown and driven by skepticism and resistance to change that will shape a customers's brand attitude. In this study, the relationship arising between skepticism and resistance can be proven positive. Curiosity becomes an important factor to influence the level of resistance. The study shows, there is a significant relationship between curiosity and resistance and the relationship is

negative. It means the more curiosity shown by the customer, the less resistance he or she will have toward a brand that undergoes changes. In the end, resistance will affect the attitude towards brand when undergoes rebranding process. This attitude will proved center reason why a customer use the service in the website and generates transaction in the future.;

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