

ABSTRACT

The Effects of Corporate Rebranding on the Loyalty of Residents of CitraLand Surabaya through Brand Associations, Satisfaction, and Corporate Reputation

It is believed that a successful corporate rebranding will transform a brand to present a new identity and image and support the company to reposition it in attempt to maintain the existing customers and attract the new ones. A corporate rebranding is supposed to be a well-planned and systematically-executed change in order to create and maintain a good image and corporate reputation.

The research was an explanatory one using cross sectional method. Comprehensively, the objective of the research was to prove and analyze the effects of : corporate rebranding to residents loyalty, corporate rebranding on brand associations, corporate rebranding on residents satisfaction, corporate rebranding on corporate reputation, brand associations on residents satisfaction, brand associations on residents loyalty, residents satisfaction on corporate reputation, residents satisfaction on residents loyalty, and corporate reputation on residents loyalty.

The total number of samples is 200 respondents, taken from CitraLand residents by using area systematic random sampling with proportional allocation. The main research instruments were questionnaires. The technique of analysis applied to test the research hypothesis was Structural Equation Modeling or SEM by means of AMOS Package Program, version 18.0.

The results of the research showed that corporate rebranding insignificantly affected the resident's loyalty. However, through the mediation of brand associations and corporate reputation, the positive and significant effect between corporate rebranding and residents' loyalty would be established.

Keywords: corporate rebranding, brand associations, satisfaction, corporate reputation, loyalty