

ABSTRAK

PENGARUH *CORPORATE REBRANDING* TERHADAP LOYALITAS KONSUMEN PT EIGER MELALUI *BRAND ASSOCIATION* DAN REPUTASI PERUSAHAAN (Studi pada UKM Pencinta Alam di Bandar Lampung)

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Penelitian ini bertujuan untuk mengetahui pengaruh *corporate rebranding* terhadap loyalitas konsumen Eiger melalui *brand association* dan reputasi perusahaan. Populasi yang diteliti adalah Mahasiswa yang terdaftar sebagai anggota UKM Pencinta Alam tingkat fakultas di Universitas Lampung. Teknik pengambilan sampel yang digunakan adalah *proporsionate simple random sampling* dengan jumlah sampel 61 responden. Teknik analisis data dan uji hipotesis yang digunakan adalah regresi linier ganda dengan alat bantu *software* komputer SPSS 16.0.

Hasil penelitian menunjukkan bahwa secara parsial variabel independen *corporate rebranding* berpengaruh signifikan terhadap variabel dependen loyalitas konsumen. Variabel *corporate rebranding* secara parsial juga berpengaruh signifikan terhadap kedua variabel intervening yaitu *brand association*, dan reputasi perusahaan. Lalu variabel intervening *brand association* secara parsial tidak berpengaruh signifikan terhadap loyalitas konsumen. Sedangkan variabel intervening lainnya yaitu reputasi perusahaan secara parsial berpengaruh signifikan terhadap variabel terikat loyalitas konsumen. Hasil uji F menunjukkan bahwa secara simultan variabel *corporate rebranding*, *brand association*, dan reputasi perusahaan berpengaruh signifikan terhadap variabel loyalitas konsumen.

**Kata Kunci : *Corporate Rebranding*, Loyalitas Konsumen, *Brand Association*,
Reputasi Perusahaan**

ABSTRACT

THE EFFECT OF CORPORATE REBRANDING ON CONSUMER LOYALTY OF PT EIGER THROUGH BRAND ASSOCIATION AND REPUTATION OF THE COMPANY

(Study on UKM Nature Activist at Bandar Lampung City)

By

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This study aims to determine the effect of corporate rebranding on Eiger consumer loyalty through brand association and company reputation. Population studied are students who are registered as members of UKM Nature Activist level Faculty at the University of Lampung. The sampling technique used was proporsionate simple random sampling with sample size 61 respondents. Data analysis techniques and hypothesis test used is multiple linear regression with computer software tool SPSS 16.0.

The results showed that partially independent variable of corporate rebranding significantly influence the dependent variable of consumer loyalty. Corporate rebranding variables partially also have a significant effect on both intervening variables namely brand association, and company reputation. Then variable intervening brand association partially no significant effect on consumer loyalty. While other intervening variables, the company's reputation is partially significant to the dependent variable of consumer loyalty. F test results show that simultaneously corporate rebranding, brand association, and corporate reputation have a significant effect on consumer loyalty.

**Keywords: Corporate Rebranding, Consumer Loyalty, Brand Association,
Corporate Reputation**