

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Rebranding*, *Brand Image*, *Brand Trust* dan *Corporate Image* terhadap Loyalitas Konsumen. Populasi dalam penelitian ini adalah 100 responden pada konsumen yang berbelanja di Transmart Carrefour Cempaka Putih yang memiliki kriteria berbelanja minimal 1 kali dalam sebulan, dihitung berdasarkan pendekatan Roscoe. Metode penarikan sampel menggunakan *Purposive Sampling*. Metode pengumpulan data menggunakan metode survey dengan instrumen penelitian melalui kuesioner. Metode analisis data menggunakan penelitian deskriptif berdasarkan hasil kuesioner dan penelitian pengujian hipotesis menggunakan analisis IBM SPSS Statistics 22. Penelitian ini membuktikan bahwa *Rebranding*, *Brand Image*, *Brand Trust* dan *Corporate Image* berpengaruh secara signifikan terhadap Loyalitas Konsumen.

Kata Kunci: *Rebranding*, *Brand Image*, *Brand Trust*, *Corporate Image*, Loyalitas Konsumen.



ABSTRACT

This study aims to analyze the influence of Rebranding, Brand Image, Brand Trust and Corporate Image on Consumer Loyalty. The population in this research is 100 respondents of consumers at Transmart Carrefour Cempaka Putih who had a purchase criteria at least 1 times a day, calculated based on Roscoe. The sampling method uses Purposive Sampling. The Methods of data collection using survey method with the research instrument is a questionnaire. The data analysis method using descriptive research based on research results and hypothesis testing using IBM SPSS Statistics 22. This study proves that rebranding, brand image, brand trust and corporate image has significant effect on consumer loyalty.

Keywords: Rebranding, Brand Image, Brand Trust, Company Image, Consumer Loyalty.

