

## The Effect of Corporate Re-branding on Purchase Intention through The Brand Image of PT Pelita Air Service

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### Abstract

PT Pelita Air Service or PT PAS is a subsidiary of PT Pertamina (Persero) in aviation. In 2018, PT PAS changed its company logo. It is one of the corporate re-branding strategies that aimed to create a good brand image to increase the various services' purchase intention. This study aims to determine the effect of corporate re-branding on purchase intention through the brand image of PT PAS. This study used a quantitative associative approach with the survey method. Based on the sampling method, namely purposive sampling, the survey was performed on 97 respondents who knew about PT PAS. The results showed a direct and significant impact between corporate re-branding on purchase intention through the brand image of PT PAS with 0.375. Meanwhile, the direct effect of corporate re-branding on purchase intention is -0.083. Brand image becomes a mediator between corporate re-branding in increasing its influence on purchase intention. This research is expected to be a reference for PT PAS in evaluating its corporate re-branding strategy to form a better brand image and subsequently increase purchase intention for the services it offers.

Keywords: brand image, corporate re-branding, path analysis, PT Pelita Air Service, purchase intention

### Abstrak

PT Pelita Air Service atau PT PAS merupakan anak usaha dari Badan Usaha Milik Negara (BUMN) PT Pertamina (Persero) yang bergerak di bidang jasa penerbangan. Pada tahun 2018, PT PAS melakukan perubahan logo perusahaan. Perubahan tersebut menjadi salah satu strategi *corporate rebranding* yang ditujukan untuk membentuk *brand image* yang baik sehingga dapat meningkatkan minat beli dari berbagai jasa yang ditawarkan. Penelitian ini bertujuan untuk mengetahui pengaruh *corporate rebranding* terhadap minat beli melalui *brand image* PT PAS. Pendekatan yang digunakan adalah kuantitatif asosiatif dengan metode penelitian survei. Berdasarkan metode pengambilan sampel, yakni *purposive sampling* maka survei dilakukan kepada 97 orang yang mengetahui PT PAS. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang searah dan signifikan antara *corporate rebranding* terhadap minat beli melalui *brand image* PT PAS, yakni sebesar 0.375. Sedangkan pengaruh langsung *corporate rebranding* terhadap minat beli adalah sebesar -0.083. Sehingga dapat diartikan bahwa *brand image* menjadi mediator antara *corporate rebranding* dalam meningkatkan pengaruhnya terhadap minat beli. Penelitian ini diharapkan dapat menjadi referensi PT PAS dalam mengevaluasi strategi *corporate rebranding* yang dilakukan sehingga dapat membentuk *brand image* yang lebih baik dan nantinya dapat meningkatkan minat beli atas jasa yang ditawarkan.

Kata kunci: analisis jalur, citra merek, *corporate rebranding*, minat beli, PT Pelita Air Service

## Introduction

The need for goods and passenger transportation services with flexible schedules and destinations, queue-free, and customized cabin services impact increasing the charter flight business. The Chairperson of the Indonesian National Air Carriers Association (INACA), in 2013, stated that "the unscheduled aviation business, including the charter flight business in Indonesia, had a 5% market share of all national aviation services" (Sandy, 2014). The high demand for aircraft leases has increased the number of unscheduled airlines in Indonesia. In 2017, INACA noted that there were 48 unscheduled airlines in Indonesia. Twenty airlines are members of INACA; one of them is PT Pelita Air Service ([INACA] Indonesia National Air Carriers Association, 2017).

PT Pelita Air Service, also known as "Pelita Air" or "PAS," is a subsidiary of the state-owned company (BUMN) PT Pertamina (Persero), which is engaged in the aviation services sector began operating in 1970. During the past 49 years, PT PAS changed its logo (re-branding) twice (S. D. Diapari, personal interview, November 1, 2019). The latest logo change was made on March 12, 2018 ([PAS] PT Pelita Air Service, 2018) (Figure 1).



Figure 1. PT Pelita Air Service logo (2018-present)

The re-branding strategy undertaken by PT PAS aims to "refresh" or improve its brand image and support the company's new strategic direction (V. Silviana, personal interview, June 24, 2020). PT PAS strives to embed an image that promotes the best operations and performance with this re-branding strategy. This includes fulfilling the high demand from consumers for operational services, especially on-time departures, contractual performance, and good experiences that consumers experience when using PT PAS fleets (S. D. Diapari, personal interview, November 1, 2019). The company wants to portray this image well to align with its vision, mission, and values (Figure 2).

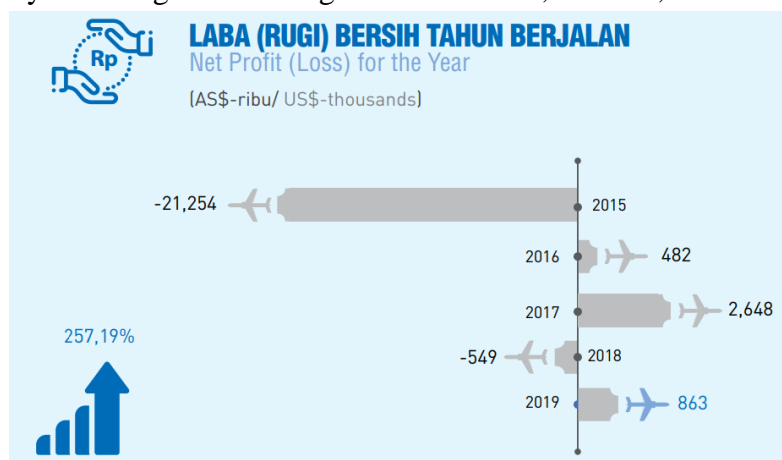


Figure 2. Business profit of PT Pelita Air Service (2015-2019)

Based on these data, it is known that there is an increase and decreases in the net profit of PT PAS ([PAS] PT Pelita Air Service, 2019). In 2019, PT PAS's profit increased by 257.19% from the previous period ([PAS] PT Pelita Air Service, 2019). Based on PT PAS customer data for the 2015-2019 period, there are 52 institutions and one individual who use aircraft rental services, both for a long term and spot charters (short-term leases for a certain period) (M. A. Hutomo, personal interview, October 22, 2019). From these data, it can be seen that PT PAS's purchase intention in institutional customers (business to business) is still higher than individuals (business to customer). This is what underlies this research. The commercialization of Tanjung Warukin Airport in 2018 by PT Pertamina (Persero) in collaboration with PT PAS is also a background to find out how much individual purchase intention and whether the corporate re-branding strategy that is being carried out affects the brand image and public purchase intention.

This research is essential to test whether the change in the PT Pelita Air Service logo had a significant effect on purchase intention through the brand image formed in the community. However, no study is conducted to determine the effect of corporate re-branding on purchase intention, either directly or through the brand image as an intervening variable. So, it is hoped that this study's results can be a reference for PT Pelita Air Service in evaluating the strategies implemented and becoming a consideration for strategies that will be carried out in the future.

Based on the background of the problem, research problems can be formulated, namely whether there is an effect of corporate re-branding on PT Pelita Air Service? Is there an effect of brand image on the purchase intention of PT Pelita Air Service? Is there a direct effect of corporate re-branding on the purchase intention of PT Pelita Air Service? Is there an effect of corporate re-branding on purchase intention through the brand image of PT Pelita Air Service?

The purpose of this study was to examine the influence of corporate re-branding on the brand image of PT Pelita Air Service, examine the influence of brand image in shaping the purchase intention of PT Pelita Air Service, to examine the direct effect of corporate re-branding on the purchase intention of PT Pelita Air Service, and to examine the influence of corporate re-branding on purchase intention through the brand image of PT Pelita Air Service.

The contributions to knowledge that expected to be obtained from this research are (1) helping the development of communication science, especially in marketing communication science, (2) become a reference for researchers who will conduct studies on the influence of corporate re-branding on purchase intention through the brand image to solve problems, achieve predetermined objectives, and goals, (3) that all stages and the results of the research obtained can broaden the horizons and at the same time gain empirical knowledge regarding the corporate re-branding strategy, brand image and purchase intention of a company.

### **Literature Review**

This study used the concept of the brand, branding, corporate re-branding, brand image, and purchase intention. Corporate re-branding is the independent variable (variable X), brand image is the intervening variable (variable Y), and purchase intention is the dependent variable (variable Z) of this study.

### **Corporate Re-branding**

Re-branding is the activity of creating a new name, term, symbol, design, or a combination of all of them for one brand to develop or form a new position for the brand in stakeholders and competitors (Muzellec & Lambkin in Winata & Andjarwati, 2019). Corporate Visual Identity (CVI) changes positively affected CVI appreciation and identity/image (Bolhuis, de Jong, & van den Bosch, 2018). It is accordance with the study conducted by Andriani and Anandita (2019), the logo re-branding process had raised the image in the community.

Furthermore, in his study, Todor (2014) concluded re-branding is a problematic strategy for a corporation because a company needs to rethink a clear and precise image and brand positioning so that customers can quickly adapt to the renewal made by a brand. According to Ing (2016), the corporate re-branding strategy must consider the differences in cognition and behavioral intentions.

Based on the study written by Yuliani, Dida, and Nastiti (2020), it is also known that the branding was a success because of using relevant taglines through advertising, marketing, public relations, and special events. Meanwhile, Zubaedah (2018) found that one of the most widely used promotional tools in introducing and informing re-branding is through the internet.

To achieve a successful corporate re-branding, a company must pay attention to several dimensions, such as brand repositioning, brand renaming, brand redesign, and brand relaunching (recommunicating) (Goi Mei Teh in Suryawardani & Mariastuti, 2015). However, based on PT Pelita Air Service's corporate re-branding strategy, only three activities were carried out: repositioning, redesigning, and relaunching.

According to Keller in Evanita, Andriani, and Trinada (2016), repositioning changes the company's image to obtain new values and positions in stakeholders' minds. Then, redesigning is changes to the company name, slogan, and logo that carried out thoroughly on all elements of the company, such as office supplies, brochures, advertisements, annual reports, offices, and delivery cars, which are real manifestations of the position that the company wants. Last, relaunching is done by communicating to stakeholders to create awareness about the new name, slogan, or logo and facilitate the adoption process for the changes made.

### **Brand Image**

According to Hidayati et al., in Anggriani (2019), stating brand image is an essential thing from a brand that has a broad consumer. Meanwhile, according to Kotler and Keller (2012, p.G1), "brand image is the perception and belief held by consumers, as reflected in the associations that exist in consumer memories." So, it can be concluded that brand image is the perception of a particular brand that results from the process of brand association in consumers' minds. According to a study conducted by Hidayati, Suharyono, and Fanani (2013), brand image dimensions are maker image, user image, and product image. According to Keller (2013), the dimensions of a brand image used in this study are (1) strength of the brand association is a description of how information enters the consumer's mind. The more consumers get information and connect it to brand knowledge, the stronger the brand association will be formed. Next, (2) favorability of brand association is a description of the attributes and benefits provided by the brand, which can meet consumers' needs and desires. To create a positive attitude towards the brand. Last, (3) uniqueness of brand association is the

competitive advantage of a sustainable brand and makes consumers interested in buying a product.

Brand image can also be influenced by brand personality (Budi, 2010); service quality (Sari, 2019); marketing communication, product characteristics, and internal brand strength (Barbu, 2016). On the other side, the efforts to align the brand identity and brand image are negatively affected by consumers' attitudes and their experience with the brand (Barbu, 2016). Based on the research results of Margaretha, Widayatmoko, and Pribadi (2012), the complexity of a product or a brand can approach the consumers through more personal and one-to-one communication so that they can build the desired brand image. This can be a reference for PT PAS, which also has niche consumers to maximize more personal communication activities with its customers.

Brand image positively affected purchase intention (Lee & Lee, 2018). Wang and Tsai (2014) found that the brand image can improve quality, increasing the perceived value to form high purchase intention. According to a study conducted by Hermawan, Abdullah, and Purwati (2016), brand image had a positive relationship with consumer purchase intention. A study by Lin (2013) shows that brand image presents positive effects on the possibility of buying, considered purchase product, and recommending friends for buying as the dimensions of purchase intention. Brand image, perceived quality, and promotion simultaneously significantly affected purchase intention (Arifin & Fachrodji, 2015). Brand image can also be a mediator between CSR, celebrity endorsement, trust, public relations, quality, and online purchase intention (Tariq & Shaikh, 2020). Meanwhile, Setiawan, Aryanto, and Andriyansah (2017) found that the brand image is positively related but not significant to the interest of buying.

According to a study conducted by Kim and Chao (2019), brand image had a direct and significant effect on purchase intention, especially for the low involvement product category. However, brand image is also one-factor affecting consumers' purchase intention of condominiums in Bangkok (Wonggotwarin & Kim, 2017). Meanwhile, according to Maknunah and Rachmat (2020), not all brand images had a positive and significant effect because based on their findings, it is stated that they had a positive but insignificant influence of brand image on the purchase intention. The brand image positively influences the purchase intention of Instagram's users, so Instagram can become a media to communicate the brand image PT PAS (Yunus, Md Ariff, Mohd Som, Zakuan, & Sulaiman, 2016).

### **Purchase Intention**

According to Mowen in Randi, 2016, purchase intention is a person's willingness and trust in a brand so that an intention to buy a product is formed. Purchasing intention can predict a purchase, but it is not certain that someone will make a purchase.

Dimension of purchase intention based on Schiffman and Kanuk (in Randi, 2016) are (1) interested in finding information about a product is consumers who are aroused by their needs will be motivated to seek more information about the product; then, (2) considering to buy means after gathering information, consumers learn about the features of a particular brand and search for information about other brands that compete with that brand; next, (3) interested in trying means consumers will look for certain benefits from the various brand alternatives that have been studied because they are interested with the brand; (4) wanting to know the product means after having an interest in trying a product, consumers have a desire to see the product because they feel that the brand can satisfy consumer needs and desires; (5) wanting to own a product

means after consumer feel that the brand can satisfy their needs and desires, then an intention is formed to buy or use a preferred product. However, in this study, all of these indicators are intended to measure the purchase intention of PT Pelita Air Service's services.

Purchase intention can also be influenced by electronic word of mouth (Kazmi & Mehmood, 2016); product quality (Satria & Sidharta, 2017); price (Salfina & Gusri, 2018); consumer image and product image (Ambarwati, Sunarti, & Mawardi, 2015); individual economic and individual brand attitude (Maknunah & Rachmat, 2020); brand personality, brand identity, and brand communication (Mao et al., 2020); company service (Arslan & Zaman, 2014); also brand trust and advertising (Arista & Astuti, 2011), which accordance with study by Natsir and Ernawati (2020).

The difference between this research and the previous research is that first, there is still no research conducted to determine the effect of company re-branding on purchase intention through brand image. Based on pre-research data, it is known that PT PAS or other external parties have never conducted research or surveys on the variables in this study (S. D. Diapari, personal interview, November 1, 2019). Furthermore, the object of this study is different than the previous research which is aviation company.

The hypotheses of this study are (1) there is an influence of corporate re-branding on the brand image of PT Pelita Air Service, (2) there is an influence of brand image on the purchase intention of PT Pelita Air Service, (3) there is a direct influence of corporate re-branding on the purchase intention of PT Pelita Air Service, and (4) there is an effect of corporate re-branding on purchase intention through the brand image of PT Pelita Air Service (Figure 3). Based on these hypotheses, the following research framework was formed:

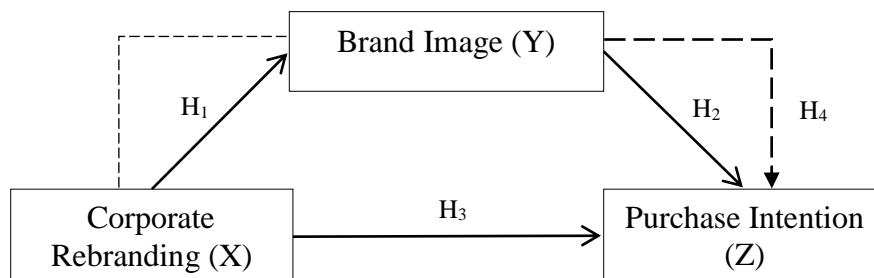


Figure 3. Research Framework

## Methods

### Participants

This research uses a quantitative associative approach with survey method. This study is conducted from May-August 2020 using online questionnaire, namely Google Form. Respondents of this study are classified using purposive sampling with criteria individuals who know PT Pelita Air Service with an unlimited number. The sampling technique for this study used the Wibisono formula with an error rate of 5%. The number of this study population is relatively large and unlimited and cannot be identified with certainty. So that the number of respondents obtained from this study is 97 people. Data collection techniques used in this study are primary and secondary data. The primary data used is a closed questionnaire because its number is quite large and spread over a wide area. It is expected to make it easier for respondents to answer questions and save time and research costs. Next, the secondary data used in this study

came from the annual reports and website of PT Pelita Air Service, annual reports and the INACA website, books, journal articles, and articles on relevant news portals with the aim of deepening understanding and obtaining additional information related to this research.

### Measurement

Data was collected using a set of questionnaires. The questions in the questionnaire are semi-open and closed. The answer of the questions is made on a Likert scale consisting of strongly disagree (1), disagree (2), indifferent (3), agree (4), and strongly agree (5). The questionnaires were done through the online form. This study's data were tested using descriptive analysis, normality test, and path analysis to answer the research problem using SPSS 24. Before entering the core statement, the researcher gave several filter questions related to respondent personal data and knowledge about PT PAS to make it easier for researchers to sort out respondents according to sample qualifications (Table 1).

Table 1. Operationalization of variables

Operational Definiton	Indicators	Number of Question	Scale
Variable X <b>Corporate Re-branding</b> (Teh in Suryawardani & Mariastuti, 2015)			
Repositioning	- The impression created from the old logo - The impression created by the new logo	6	Likert
Redesign	- Change the design completely - Add corporate name to the logo	2	Likert
Relaunch	Communication on logo changes	3	Likert
Variable Y <b>Brand Image</b> (Keller, 2013)			
Strength of Brand Association	- The physical composition used by the brand - Service provided for consumers - The price of the services offered - The personal value of the consumer related to the brand	8	Likert
Favorability of Brand Association	- The ability to communicate brand advantages - Continuity of communication - Consumers find brand associations - Consumer trust in brands	8	Likert
Uniqueness of Brand Association	- Unique information - Interesting information - Consumers interested	7	Likert
Variable Z <b>Purchase Intention</b> (Schiffman & Kanuk in Randi, 2016)			
Interested in Finding Information	- Look for information about brands - Asking relatives - Learn about the services offered	4	Likert
Consider to buy	- Studying competitors - Evaluating the services offered by several companies	3	Likert

Operational Definiton	Indicators	Number of Question	Scale
	- Consider to buy		
Interested in Trying	- Seek brand benefits - Interested in trying the services offered	2	Likert
Want to Know the Services offered	- Want to know more about the brand - Feeling that the services offered can fulfill the needs - Feel the services offered can fulfill desires	3	Likert
Want to Buy the Services offered	Formed an intention to use the services offered	1	Likert

### Validity Test

The validity test aims to test the selected research instrument, whether it has accuracy and accuracy, to measure what should be measured (Suliyanto, 2018). A research instrument is valid if conform the following validity test criteria (Suliyanto, 2018):

- a. Product moment coefficient (r-count) > r-table ( $\alpha$  ; n-2)
- b. Sig value  $\leq \alpha$

It is known that 11 statements from the corporate re-branding variable (X) are valid. So that all of these statements can be used as a measuring tool for the corporate re-branding variable (X). One statement from the brand image variable (Y) is invalid and 22 other statements are valid, also one statement from the purchase intention variable (Z) is invalid and 12 other statements are valid (Author’s Analysis, 2020). So that 45 statement items can be used in this research questionnaire.

### Reliability Test

Reliability test basically aims to measure the reliability of the instrument. A measurement is reliable if it gives constant results. The measurement results can be trusted if relatively the same results are obtained after several tests are carried out on the same object (Suliyanto, 2018).

A research instrument is high reliable if the alpha value (reliability coefficient) is more than 0.6 (Martono, 2016). The higher the alpha value (close to 1), the more reliable the research instrument's questions or statements are, and vice versa (Santos in Martono, 2016) (Table 2).

Table 2. Reliability test

Variable	Cronbach’s Alpha	Conclusion
Corporate Rebranding	0.799	Reliable
Brand Image	0.940	Very Reliable
Purchase Intention	0.887	Reliable



### Findings

Table 3 shows the description of respondent characteristics in this study. The social-economic status of all respondents was A (100%). 100% of respondents known PT PAS, but 27,8% were PT PAS users, and 72,2% were not PT PAS users. Most respondents have known PT PAS from their relatives (33%), other media such as aircraft community (25%), search engine (18%), the website of PT PAS (11%), Instagram of PT PAS (10%), Facebook of PT PAS (2%), and Twitter of PT PAS (1%). 61,9% of respondents have seen the old logo, and 76,3% have seen the PT PAS's new logo. Based on the frequency of seeing the new logo of PT PAS, the proportion of respondents was saw less than 1 time (29%), 1-2 times (29%), 3-4 times (17%), 5-6 times (6%), and more than 6 times (19%).

Table 3. Respondent characteristics

Profile		Frequency	%	
<b>Total Respondent</b>		97		
<b>Screening</b>	Social Economy Status	A	97	100
		B	0	0
		C	0	0
	Know PT PAS	Yes	97	100
		No	0	0
	PT PAS Users	Yes	27	27,8
		No	70	72,2
	Have seen the old logo of PT PAS	Yes	60	61,9
		No	37	38,1
	Have seen the new logo of PT PAS	Yes	74	76,3
		No	23	23,7
	<b>Knowing PT PAS from</b>	Website	11	11
Instagram		10	10	
Facebook		2	2	
Twitter		1	1	
LinkedIn		0	0	
Search Engine		17	18	
Relatives		32	33	
Others		24	25	
<b>Frequency of seeing the new logo of PT PAS</b>	Less than 1 time	28	29	
	1-2 times	28	29	
	3-4 times	17	17	
	5-6 times	6	6	
	More than 6 times	18	19	

### Descriptive Analysis

This study's descriptive analysis uses the interval scale formula or scale range in Suliyanto (2018), namely from 1 to 5. Based on the average value of the "repositioning" dimension equal to 3.617; respondents agreed that the logo change made by PT PAS was in accordance with its vision, mission, and values. This may reflect that the logo change strategy carried out by PT PAS had succeeded in creating an unique differentiation in the minds of customers so that a better brand image can be formed (Table 4).

Table 4. The average value of variable X

Statement	Average Value	Operational Definition	Average Value	Interpretation
CR1	3.38	Repositioning	3.617	Agree
CR2	3.36			
CR3	3.43			
CR4	3.85			
CR5	3.77			
CR6	3.91	Redesign	3.815	Agree
CR7	3.60			
CR8	4.03			
CR9	3.07	Relaunch	3.180	Indifferent
CR10	3.36			
CR11	3.11			

The average of the “redesign” dimension is the highest among other corporate re-branding dimensions, which is equal to 3.815. So it can be interpreted that the average respondents agreed or realized the addition of the word "Service", changes in the shape of the logo, and the placement of the new PT PAS logo on various company elements.

The average value in the “relaunch” dimension is 3.180, which means that respondents doubted the communication activities carried out by PT PAS related to the logo change. This requires more attention so that all stages of corporate re-branding carried out by PT PAS can be done properly. So that stakeholders aware of the corporate re-branding strategy that had been implemented (Table 5).

Table 5. The average value of variable Y

Statement	Average Value	Operational Definition	Average Value	Interpretation
BI1	3.44	Strength of Brand Association	3,441	Agree
BI2	3.38			
BI3	3.56			
BI4	3.76			
BI5	3.85			
BI6	3.08			
BI7	3.15			
BI8	3.31			
BI9	3.18	Favorability of Brand Association	3,659	Agree
BI10	3.25			
BI11	3.91			
BI12	3.99			
BI13	3.99			
BI14	3.40			
BI15	3.78			
BI16	3.77			
BI17	3.98	Uniqueness of Brand Association	3.822	Agree
BI18	4.00			
BI19	4.03			
BI21	3.77			
BI22	3.52			
BI23	3.63			
BI18	3.44			

The dimension of "strength of brand association" had an average of 3.441. It can be interpreted that the respondents agreed that the relevance and consistency of PT PAS in conveying brand attributes and brand benefits is a factor that strengthened their relationship to PT PAS.

The average value of the dimension of "favorability of brand association" is 3.659. It can be stated that respondents agreed that the description of the attributes and benefits presented can create a positive attitude towards PT PAS (Keller, 2013). The dimension of "uniqueness of brand association" had an average value of 3.822. So respondents agreed that the new PT PAS logo had characteristics that make consumers interested in using PT PAS services (Table 6).

Table 6. The average value of variable Z

Statement	Average Value	Operational Definition	Average Value	Interpretation
MB1	3.93	Interested in Finding Information	3.737	Agree
MB2	3.47			
MB3	3.81			
MB4	3.67			
MB5	3.79	Consider to buy	3.697	Agree
MB6	3.63			
MB7	3.79			
MB8	3,94	Interested in Trying	3.865	Agree
MB9	4.00			
MB10	3.81	Want to Know the Services offered	3.887	Agree
MB11	3.85			
MB12	3.94			
MB13	3.93	Want to Buy the Services offered	3.940	Agree

The "interested in seeking information" dimension had an average of 3.737. Respondents agreed to seek information about PT PAS, either through reading materials or by relatives. Respondents also learned about the various services offered by PT PAS. The "considering to buy" dimension had an average value of 3.697. The respondents agreed to choose PT PAS after studying and comparing PT PAS features with its competitors. In addition to features, benefits are also a consideration for consumers to try the PT PAS services. This can be seen in the average value of the dimension "interested in trying", which is equal to 3.865.

The average value of the "want to know services" dimension is 3.887. It can be stated that the respondents agreed that after being interested in trying, the respondent will try to view the services of PT PAS as a collection of attributes that provide benefits to meet their needs and desires. So that respondents will be more familiar with the services offered before buying them.

The average value of the "want to buy services" dimension is 3.940. At this stage, the respondents agreed that they will pay great attention to the attributes that provide the particular benefits they are looking for. So, that it will form an intention to use the services of PT PAS.

**Normality Test**

Based on the graphical and statistical analysis of Skewness and Kurtosis, it is known that the data in this study were normally distributed so that this research can use parametric statistical analysis in data analysis techniques, which include the t-test, F-test, and path analysis.

**Path Analysis**

Researchers used path analysis to determine corporate re-branding's contribution to purchase intention, either directly or indirectly through brand image as the intervening variable.

**Path Analysis Model 1**

The path coefficient value  $\rho_{yx}$  is obtained from the beta value in the standardized coefficients column through the t-test or partial test. The t-test aims to determine one independent variable's effect on the dependent variable by assuming the other independent variables are constant (Table 7).

Table 7. Coefficients Model 1

Coefficients <sup>a</sup>				
Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		5.372	.000
	Total Variable X	.684	9.131	.000

Decision-making criteria:

- a. The null hypothesis ( $H_0$ ) is rejected if the value of  $t_{count} > t_{table}$ .  
The t-table value at the significant level of 0.05 is as follows:

$$t_{table} = t_{\alpha/2} (n - k)$$

$$t_{table} = t_{0.05} (97 - 1)$$

$$t_{table} = t_{0.05} (96)$$

$$t_{table} = 1.985$$

The t-count value is obtained from column t in Table 4, which is 9.131. So that  $t_{count} > t_{table}$  ( $9.131 > 1.985$ ), then  $H_0$  is rejected.

- b. The null hypothesis ( $H_0$ ) rejected and the path analysis coefficient is significant if the  $Sig. < \alpha$ .  
The Sig. in Table 4. is 0.000. So that  $Sig. < \alpha$  ( $0.000 < 0.05$ ), then  $H_0$  rejected and the path analysis coefficient is significant.

It can be concluded that corporate re-branding (X) had a significant effect on the brand image (Y) and the path coefficient ( $\rho_{yx}$ ) of model 1 is 0.684 (Table 8).

Table 8. Model Summary Model 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684 <sup>a</sup>	.467	.462	9.608

The value of R square is used to determine the percentage of the independent variable's influence on the dependent variable. The value of R square can be found in the Model Summary table. The value of R square in the path analysis model 1 is 0.467.

$$\begin{aligned} \rho_y \varepsilon_1 &= \sqrt{1 - R^2_{yx}} \\ \rho_y \varepsilon_1 &= \sqrt{1 - 0.467} \\ \rho_y \varepsilon_1 &= \sqrt{0.533} \\ \rho_y \varepsilon_1 &= 0.730 \end{aligned}$$

It can be interpreted that the brand image is influenced by 0.730 by other factors (Figure 4). So, the structural equation model-1 and the path coefficient model-1 diagram are as follows:

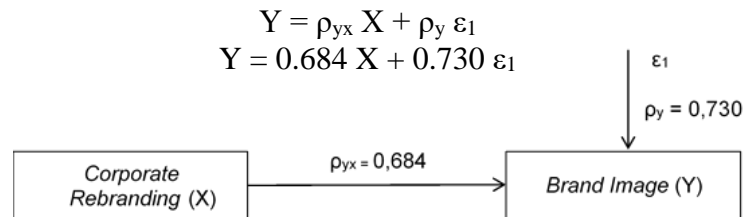


Figure 4. Path coefficient model-1 diagram

Based on the structural equation above, it is known that the brand image variable influenced by corporate re-branding in amount of 0.684 and 0.730 by other factors.

### Path Analysis Model 2

The F test aims to determine the effect of all independent variables on the dependent variable simultaneously or thoroughly. The F-count value can be found by referring to column F in the ANOVA table (variance analysis technique) (Table 9).

Table 9. ANOVA Model 2

ANOVA <sup>a</sup>				
Model			F	Sig.
1	Regression		28.872	.000 <sup>b</sup>
	Residual			
	Total			

Decision-making criteria:

- a. The null hypothesis ( $H_0$ ) is rejected if the value of  $F_{count} > F_{table}$ .  
The F-table value at the significant level of 0.05 is as follows:

$$\begin{aligned} F_{table} &= F\alpha (df_1, df_2) \\ df_1 &= k - 1 = 3 - 1 = 2 \\ df_2 &= n - k = 97 - 3 = 94 \\ F_{table} &= F 0.05 (2, 94) \\ F_{table} &= 3.09 \end{aligned}$$

The F-count value is obtained from column F in Table 6, which is 28.872. So that  $F_{count} > F_{table}$  ( $28.872 > 3.09$ ), then  $H_0$  is rejected.

- b. The null hypothesis ( $H_0$ ) was rejected and the path analysis coefficient is significant if the  $Sig. < \alpha$ .  
The Sig. in Table 6. is 0.000. So that  $Sig. < \alpha$  ( $0.000 < 0.05$ ), then  $H_0$  rejected and the path analysis coefficient is significant.

It can be concluded that corporate re-branding (X) and brand image (Y) had a significant and simultaneous effect on purchase intention (Z) and the path coefficient ( $\rho^2_{zyx}$ ) model 2 is 0.381 which is obtained from Table 10. Thus, partial testing can be done.

Table 10. Coefficients Model 2

Model	Coefficients <sup>a</sup>			
	Standardized Coefficients	t		Sig.
	Beta			
1	(Constant)		5.951	.000
	Total Variable X	-.083	-.742	.460
	Total Variable Y	.670	6.027	.000

The path coefficient values  $\rho_{zx}$  and  $\rho_{zy}$  are obtained from the Beta values in the Standardized Coefficients column through the t statistical test or partial test. The t-test aims to determine one independent variable's effect on the dependent variable by assuming the other independent variables are constant.

(A) Variable X to Z

Decision-making criteria:

- a. The null hypothesis ( $H_0$ ) is rejected if the value of  $t_{count} > t_{table}$ .

The t-table value at the significant level of 0.05 is as follows:

$$t_{table} = t_{\alpha / 2} (n-k)$$

$$t_{table} = t_{0.05} (97-2)$$

$$t_{table} = t_{0.05} (95)$$

$$t_{table} = 1.9853$$

The t-count value is obtained from column t in Table 7., which is equal to -0.742. So that  $t_{count} < t_{table}$  ( $0.742 < 1.9853$ ), then  $H_0$  is accepted.

- b. The null hypothesis ( $H_0$ ) rejected

- c. and the path analysis coefficient is significant if the Sig.  $< \alpha$ .

The Sig. in Table 7. is 0.460. So that Sig.  $> \alpha$  ( $0.460 > 0.05$ ), then  $H_0$  is accepted and the path analysis coefficient is not significant.

It can be concluded that corporate re-branding (X) had no significant effect on purchase intention (Z) and the path coefficient ( $\rho_{zx}$ ) of model 2 is -0.083.

(B) Variable Y to Z

Decision-making criteria:

- a. The null hypothesis ( $H_0$ ) is rejected if the value of  $t_{count} > t_{table}$ .

The t-table value at the significant level of 0.05 is as follows:

$$t_{table} = t_{\alpha / 2} (n-k)$$

$$t_{table} = t_{0.05} (97-2)$$

$$t_{table} = t_{0.05} (95)$$

$$t_{table} = 1.9853$$

The t-count value is obtained from column t in Table 7., which is equal to 6.027. So that  $t_{count} > t_{table}$  ( $6.027 > 1.9853$ ), then  $H_0$  is rejected.

- b. The null hypothesis ( $H_0$ ) is rejected and the path analysis coefficient is significant if the  $\text{Sig.} < \alpha$ .  
 The Sig. in Table 7. is 0.000. So that  $\text{Sig.} < \alpha$  ( $0.000 < 0.05$ ), then  $H_0$  is rejected and the path analysis coefficient is significant.

It can be concluded that brand image (Y) had a significant effect on purchase intention (Z) and the path coefficient ( $\rho_{zy}$ ) of model 2 is 0.670 (Table 11).

Table 11. Model Summary Model 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.617 <sup>a</sup>	.381	.367	5.383

The value of R square is used to determine the percentage of the independent variable's influence on the dependent variable. The value of R square in the path analysis model 2 is 0.381. So that the value of  $\rho_z \varepsilon_2$  is as follows:

$$\begin{aligned} \rho_z \varepsilon_2 &= \sqrt{1 - R^2_{yx}} \\ \rho_z \varepsilon_2 &= \sqrt{1 - 0.381} \\ \rho_z \varepsilon_2 &= \sqrt{0.619} \\ \rho_z \varepsilon_2 &= 0.787 \end{aligned}$$

It can be interpreted that the purchase intention variable is influenced by 0.787 by other factors (Figure 5). So, the structural equation model-2 and the path coefficient model-2 diagram are as follows:

$$\begin{aligned} Z &= \rho_{zx} X + \rho_{zy} Y + \rho_z \varepsilon_2 \\ Z &= -0.083 X + 0.670 Y + 0.787 \varepsilon_2 \end{aligned}$$

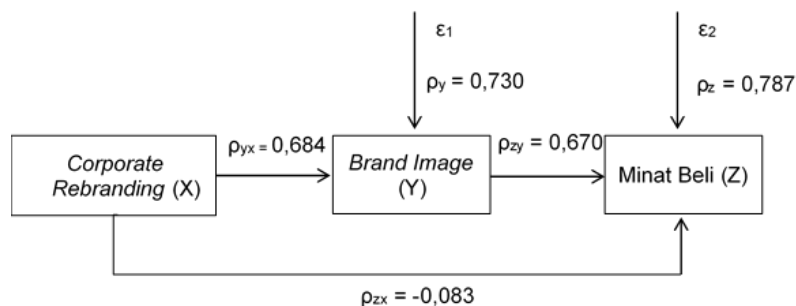


Figure 5. Path coefficient model-2 diagram

Based on the structural equation above, it is known that the purchase intention variable influenced by corporate re-branding in amount of -0.083, 0.670 by brand image, and 0.787 by other factors. The value of -0.083 means corporate re-branding can decrease purchase intention by 0.083.

The calculations below indicated the direct, indirect, and total effect of variables studied:

- a. Direct Effect (DE)

$$X \rightarrow Y = \rho_{yx}$$

$$X \rightarrow Y = 0.684$$

The effect of corporate re-branding on brand image is in amount of 0.684, which means corporate re-branding can directly increase brand image by 0.684.

$$Y \rightarrow Z = \rho_{zy}$$

$$Y \rightarrow Z = 0.670$$

The effect of brand image on purchase intention is in amount of 0.670, which means brand image can directly increase purchase intention by 0.670.

$$X \rightarrow Z = \rho_{zx}$$

$$X \rightarrow Z = -0.083$$

The effect of corporate re-branding on purchase intention is in amount of -0.083, which means corporate re-branding can directly decrease purchase intention by 0.083.

b. Indirect Effect (IE)

$$X \rightarrow Y \rightarrow Z = \rho_{yx} \cdot \rho_{zy}$$

$$X \rightarrow Y \rightarrow Z = 0.684 \cdot 0.670$$

$$X \rightarrow Y \rightarrow Z = 0.45828$$

The effect of corporate re-branding on purchase intention through brand image is in amount of 0.458, which means corporate re-branding can indirectly increase purchase intention by 0.458.

c. Total Effect

$$X \rightarrow Y \rightarrow Z = \rho_{zx} + (\rho_{yx} \cdot \rho_{zy})$$

$$X \rightarrow Y \rightarrow Z = -0.083 + 0.45828$$

$$X \rightarrow Y \rightarrow Z = 0.37528$$

The effect of corporate re-branding on purchase intention through brand image is in amount of 0.375, which means corporate re-branding can increase purchase intention through brand image by 0.375.

$$X \rightarrow Z = -0.083$$

The effect of corporate re-branding on purchase intention is in amount of -0.083, which means corporate re-branding can directly decrease purchase intention by 0.083.

$$Y \rightarrow Z = 0.670$$

The effect of brand image on purchase intention is in amount of 0.670, which means brand image can directly increase purchase intention by 0.670.

The contribution value of the variables in the study can be written as follows:

a.  $\rho^2_{yx} = (0.684)^2 \cdot 100\%$

$$\rho^2_{yx} = 0.4679 \cdot 100\% = 46.79\%$$

The contribution of corporate re-branding (X) directly affecting brand image (Y) is 46.79% and 53.21% is influenced by other factors that were not examined in this study.

b.  $\rho^2_{zx} = (-0.083)^2 \cdot 100\%$

$$\rho^2_{zx} = 0.006889 \cdot 100\% = 0.69\%$$

The contribution of corporate rebranding (X) which directly affects purchase intention (Z) is 0.69% and 99.31% is influenced by other factors which were not examined in this study.

c.  $\rho^2_{zy} = (0.670)^2 \cdot 100\%$

$$\rho^2_{zy} = 0.4489 \cdot 100\% = 44.89\%$$

The contribution of brand image (Y) which directly affects purchase intention (Z) is 44.89% and 55.11% is influenced by other factors which were not examined in this study.

d.  $R^2_{zyx} = 0.381 \cdot 100\% = 38.1\%$



Simultaneous contribution of corporate re-branding (X) and brand image (Y) which directly affects purchase intention (Z) is 38.1% and 61.9% is influenced by other factors which were not examined in this study.

### Discussion

This study showed that the corporate re-branding had a significant influence on the brand image of PT Pelita Air Service. This result indicated that re-branding is an activity to form a new position and a positive reputation for a brand in stakeholders and competitors' minds. This research was supported by a research conducted by Aspizain (2016), which stated that corporate re-branding has a significant effect on company image. The result is also supported by the new logo's awareness percentage, which is higher than the old logo. It indicated that the corporate re-branding strategy carried out by PT PAS is recognized by respondents and is considered to represent the company's vision, mission, and values.

The result showed that the corporate re-branding did not have a direct and significant effect on purchase intention. This result consistent with the concept of re-branding, where often the initial response to re-branding is negative and can cause loss of brand recognition and loyalty that had been attached to old branding (Keller, 2013). So that companies should not move too quickly in re-branding (Keller, 2013). This result also supported by Todor (2014), which stated that re-branding is a difficult strategy.

The result showed that the brand image had a direct and significant effect on purchase intention. Creating a positive brand image in the minds of the public can make it easier for PT PAS to communicate with the public. The result of this study is supported by Hung (2018), who found that more positive brand image produces a good perception and will increase consumers' purchase intention. This study also complements the results of Kim and Chao (2019), which stated that brand image affects the purchase intention of low-involvement products. From the result of this study, it is known that brand image also affects high-involvement products' purchase intention. However, these results are different from the statements of Maknunah and Rachmat (2020). Not all brand images have a positive and significant effect, because based on their findings, they have a positive but insignificant effect.

The result showed that the direct effect of corporate re-branding on purchase intention is lower than the indirect effect of corporate re-branding on purchase intention through the brand image. Based on this result, it can be interpreted that brand image becomes a mediator between corporate re-branding and purchase intention. It can be concluded that the corporate re-branding carried out by PT PAS can create a strength of brand association, favorability of brand association. Uniqueness of brand which represented through the brand attributes and brand benefits that can meet the needs and desires of the public so that purchase intention can be formed to use the services offered by PT PAS. Keller in Suryawardani and Mariastuti, 2015, if the corporate re-branding strategy is successful, it will have a good impact on brand acuity (brand awareness and brand image) which can increase the number of sales and the frequency of consumption.

The limitation of this study includes the sample used, namely people who known PT Pelita Air Service. Most of the samples knew PT PAS but not a user or consumer of the brand. This can lead to this research being unable to fully explain the effect of

corporate re-branding on purchase intention through brand image from the consumer or user PT PAS perspectives. The questionnaire is distributed using semi-open and close-end questions to not communicate things outside the questions provided. This causes the data from the research to be general in nature and not in-depth. This research is also limited to the corporate re-branding and brand image variables so that this research has not been able to fully describe all the factors that can influence purchase intention.

## **Conclusion and Recommendation**

### **Conclusion**

Brand image is the perception of a particular brand that results from the process of brand association in consumers' minds. The brand image was direct and significantly influenced by corporate re-branding. Purchase intention also direct and significantly influenced by brand image. Meanwhile, based on Path Analysis, there is no direct and significant effect of corporate re-branding on purchase intention. But there is a significant effect of corporate re-branding on purchase intention through brand image. This proves that brand image can be a mediator to increase the influence of corporate re-branding on purchase intention.

It can be concluded that the company re-branding run by PT PAS can create the strength of a brand association, the favorability of a brand association. The uniqueness of a brand association has become brand attributes and brand benefits that can meet the needs and desires of the public so that interest can be formed to use PT PAS's services.

### **Recommendation**

Based on the study, managerial implications that can be considered by PT Pelita Air Service in implementing corporate re-branding to create positive brand image. That can influence the purchase intention: relevance and consistency in conveying messages, especially related to the corporate re-branding strategy carried out (to maximize relaunch dimension). This recommendation PT PAS also needs to optimize its website and various social media platforms, such as Instagram, Twitter, Facebook, and LinkedIn, to get more awareness and convey information related to its activities to the public more quickly. PT PAS can also communicate its re-branding through community relations. Based on 25% of respondents having been known PT PAS from other media, such as the aviation or aircraft community. The community relations that PT PAS can conduct is company visits, where the target market can visit and even experience the services and products offered so that a positive brand image can be formed and is expected to increase the purchase intention for the product and services offered by PT PAS.

In strengthening and displaying the uniqueness of its new logo, researchers suggest that PT PAS use the logo's color and shape in every communication element of the company and posted content on social media, both for internal and external parties. PT PAS can also convey the advantages of the products and services offered to form a positive brand image. This is based on the "strength of brand association" dimension, which had the lowest average value among other brand image variables.

The "consider to buy" dimension had the lowest average value among other purchase intention dimensions. So, PT PAS needs to optimize the communication related to products, services, and promotions to its target market through various media.

Moreover, with the opening of Tanjung Warukin as an airport for commercial flights, PT PAS needs to convey prices and how to buy airplane tickets transparently. That way, the public's purchase intention in flights to and from Tanjung Warukin can be formed, followed by increased public consideration for using PT PAS services compared to competitors.

Based on the study, further research is expected to complement this research by examining other factors that can influence purchase intention, such as electronic word of mouth, price, product quality, individual economic, brand trust, or optimization of communication strategies re-branding. Further research can also conduct qualitative research to find out in-depth on how corporate re-branding and brand image can influence purchase intention

### Acknowledgment

The authors would like to thank to Mrs. Prita Kemal Gani, MBA, MCIPR, APR (UK); Mr. Dr. Andre Ikhsano; Mr. Dr. J.A. Wempi, M.Si.; Mr. Mikhael Y. Cobis, MM., M.Si.; Mr. Dr. Akhmad Edhy Aruman, M.Sc.; Mr. Dr. Rino F. Boer; all lecturers and staff of the LSPR Communication and Business Institute; author's family and friends; also the Marketing and Corporate Secretary Division of PT Pelita Air Service.

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