

ABSTRACT

In maintaining the reputation and existence of the company, corporate rebranding is one endeavor to revitalize the brand, both physically and in its services. PT Pegadaian does this through product innovation, so that the brand improves and generates a new favorable image in the minds of its stakeholders.

This study aims to determine the impact of corporate rebranding and product innovation on brand image at PT Pegadaian (the study was conducted at the PT Pegadaian offices in Bandung City and Regency). The research methodology employed is descriptive verifikatif quantitative approach. This study's population consists of PT Pegadaian consumers who have made transactions at PT Pegadaian and live in the City/Regency of Bandung. This study uses an error rate of 5%, and the number of samples is 400 respondents.

Based on the results of descriptive analysis, Corporate Rebranding is included in the good category, and Product Innovation is included in the very good category. Furthermore, the results of this study indicate that there is a partially significant effect between corporate rebranding and product innovation on PT Pegadaian's brand image and there is a simultaneous significant influence between corporate rebranding and product innovation on PT Pegadaian's brand image of 33.06% while the rest is influenced by other factors that are not examined in this study. The results of this study certainly have similarities with the results of previous studies.

Keywords: Corporate Rebranding, Product Innovation, Brand Image