

**ANALISIS MODEL *CORPORATE REBRANDING* DALAM MENINGKATKAN
BRAND EQUITY MELALUI PROGRAM *MARKETING MIX***
(Survei pada Komunitas Pendengar Radio Play99ers di Kota Bandung)

TESIS

Diajukan Sebagai Salah Satu Syarat untuk Memperoleh Gelar
Magister Manajemen pada Program Studi Magister Manajemen



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SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
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*MARKETING MIX***

(Survei pada Komunitas Pendengar Radio Play99ers di Kota Bandung)

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Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Magister
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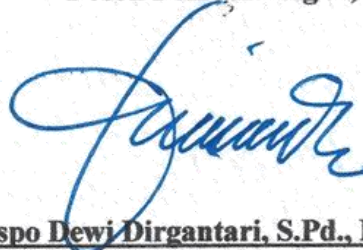
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MARKETING MIX**
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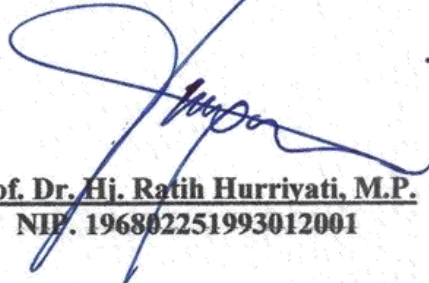
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ABSTRAK

Vera Silviana (1802935) ”Analisis Model *Corporate Rebranding* dalam Meningkatkan *Brand Equity* Melalui Program *Marketing Mix* (Survei pada Komunitas Pendengar Radio Play99ers di Kota Bandung)” tesis ini di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd.,S.Sos.,M.M dan Dr. Puspo Dewi Dirgantari, S.Pd.,M.T.,M.M.

Perilaku orang dalam mendengarkan audio yang berubah-ubah ditambah kemunculan produk baru yang terus menerus, seperti kehadiran beberapa aplikasi *audio streaming* berlangganan, memiliki kenaikan pada pendengarnya yang berdampak kurang diminatinya radio konvensional. Penelitian ini bertujuan untuk mengetahui pengaruh *Corporate Rebranding* dalam Meningkatkan *Brand Equity* Melalui Program *Marketing Mix*. Penelitian ini berjenis deskriptif verifikatif yaitu dengan menggambarkan dan memaparkan variabel-variabel yang diteliti dan kemudian menarik kesimpulan. Variabel terikat dalam penelitian ini adalah *brand equity* (Y) serta *corporate rebranding* (X1) dan *marketing mix* (X2) sebagai variabel bebas. Populasi dalam penelitian ini adalah pendengar radio di Kota Bandung yang pernah mendengarkan radio Play99ers sebanyak 57.000 orang berdasarkan data pendengar AC Nielsen pada kuartal empat tahun 2019. Metode *probability sampling* dengan menggunakan teknik *purposive sampling* terhadap 200 pendengar yang berasal dari sebelas Whatsapp Group radio Play99ers digunakan dalam penelitian ini. Teknik analisis *Structural Equation Modelling* (SEM) dengan alat bantu program IBM SPSS AMOS *for Windows* digunakan dalam penelitian ini. Hasil temuan pada penelitian ini menunjukkan bahwa gambaran *corporate rebranding* dalam meningkatkan *brand equity* melalui program *marketing mix* berada pada kategori tinggi. *Corporate Rebranding* memiliki pengaruh yang positif signifikan dalam meningkatkan *Brand Equity* melalui program *Marketing Mix*.

Kata Kunci: *Corporate Rebranding, Marketing Mix, Brand Equity*

ABSTRACT

Vera Silviana (1802935) "**Analysis of the Corporate Rebranding Model in Increasing Brand Equity through the Marketing Mix Program (Survey on the Play99ers Radio Listeners Community in Bandung)**" this thesis supervised by of Dr. Lili Adi Wibowo, S.Pd.,S.Sos.,M.M and Dr. Puspo Dewi Dirgantari, S.Pd.,M.T.,M.M.

The changing behavior of people in listening to audio with the new product appearance such as the presence of several subscription audio streaming applications has increased and has been making conventional radio less desirable. This study aims to determine the effect of Corporate Rebranding in Increasing Brand Equity through the Marketing Mix Program with descriptive verification type by describing and explaining the variables studied and then drawing conclusions. The endogenous variable in this study is brand equity (Y) and corporate rebranding (X1) and marketing mix (X2) as exogenous variables. The population in this study were radio listeners in Bandung who had listened to 57.000 Play99ers radios based on AC Nielsen's listener data in the fourth quarter of 2019. In this study used probability sampling method and using purposive sampling techniques to 200 listeners from eleven Whatsapp Groups Play99ers radio. This study used Structural Equation Modeling (SEM) analysis techniques with the tools of the IBM SPSS AMOS version 24.0 for Windows. The findings in this study indicate that the image of corporate rebranding in increasing brand equity through the marketing mix program is in the high category. Corporate Rebranding has a significant positive effect in increasing Brand Equity through the Marketing Mix program.

Keywords: *Corporate Rebranding, Marketing Mix, Brand Equity*

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