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The Effect of Rebranding Strategy on Corporate Image: A Case Study of PT. Goto Gojek Tokopedia Tbk

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Abstract: This study is motivated by the rapid development of the digital industry which requires companies to adapt through rebranding strategies to maintain competitiveness and improve corporate image. The objective of this research is to analyze the effect of rebranding strategy on corporate image at PT GoTo Gojek Tokopedia Tbk. The research method uses a quantitative approach with an associative research type. Data were collected through questionnaires using a Likert scale from 30 respondents selected through purposive sampling technique. Data analysis techniques include validity test, reliability test, classical assumption test, and simple linear regression analysis. The results show that the rebranding strategy has a positive and significant effect on corporate image, with a significance value of 0.000 < 0.05 and a regression coefficient of 0.626. In addition, the coefficient of determination value of 0.407 indicates that the rebranding strategy explains 40.7% of the variation in corporate image. Therefore, it can be concluded that an effective rebranding strategy significantly improves corporate imagen.

Keyword: Rebranding Strategy, Corporate Image, Digital Industry.

INTRODUCTION

The rapid development of the digital industry has pushed companies to continuously innovate strategies to maintain competitiveness. One widely used strategy is rebranding as a form of adaptation to market changes. Rebranding encompasses not only visual identity changes but also a transformation of the company's values and positioning. In the context of digital companies like PT GoTo Gojek Tokopedia Tbk, this strategy is highly relevant. These changes aim to strengthen corporate identity and improve public perception. A business's reputation is a crucial This element determining achievement of this strategy. Therefore, the relationship between rebranding and corporate image is an important issue to research. (Nastiti, Dinda Maisya n.d.)

Rebranding is a strategy used by companies to update their identity in response to changes in the business environment and consumer behavior in order to remain relevant. This process includes changes to logos, slogans, and brand communication to create differentiation from competitors. The success of rebranding depends on consistent implementation, as inconsistency may lead to consumer confusion and reduce its effectiveness. . Research shows that appropriate rebranding can significantly improve a company's image. Furthermore, implementing a data-driven branding strategy and digital analytics has been shown to strengthen the effectiveness of rebranding in improving company competitiveness. (Jiaying and Lasi 2024; Pratiwi and Yunarti 2025)

Corporate image is a perception formed in the thoughts of customers depending on their experiences and which information they receive. This perception impacted by elements like service quality, communication, and visual identity. A positive corporate image plays an important role in increasing customer loyalty and strengthening a company's positi has a significant impact on growing the clientele. on in a competitive industry. Companies must be able to build a consistent and relevant image. Therefore, rebranding becomes a strategic tool in shaping public perception. Other findings also indicate that product quality, price perception, and innovation contribute significantly to strengthening the brand image resulting from a rebranding strategy. (Khatami et al. 2025; Ponorogo 2025)

In the digital era, marketing communication is a crucial element in the success of rebranding strategies. Digital platforms enable companies to reach a wider audience and interact directly with consumers, which can increase brand awareness and strengthen emotional connections. These interactions contribute to the formation of a positive corporate image. Research shows that digital integration in branding increases consumer engagement. Therefore, digital communications are a crucial part of a rebranding strategy. Furthermore, an integrated multichannel marketing approach has also been shown to increase the effectiveness of brand communications in building a company's image in the digital age. (Jiaying and Lasi 2024; Sugiarti et al. 2025)

Rebranding can also be applied in various sectors, including education and public services. In the education sector, rebranding is used to increase the attractiveness of an institution. This strategy involves changing its identity and communication to attract new students. Furthermore, rebranding also helps retain existing students. Research shows that rebranding can significantly improve an institution's reputation, resulting in an increase in enrollment. Therefore, this strategy has broad implications. Furthermore, experiential and event-based marketing communications have also proven effective in enhancing an institution's image and audience engagement. (Fharhan Fadhlurrahman, Nita Noviati 2025; Fitriyanti n.d.)

In a global context, In a global context, rebranding is used to expand market reach and adapt to cultural changes in an increasingly complex environment. Changes in visual identity can attract consumer attention and improve engagement, especially among younger audiences. In addition to consumers, rebranding also affects stakeholders such as investors and business partners by increasing trust and perceived professionalism, which ultimately strengthens the company's competitive position, which is crucial in facing an increasingly complex market. Research shows that rebranding can increase engagement with younger audiences. Thus, this strategy helps companies stay relevant. This demonstrates the importance of innovation in branding. Beyond consumers, rebranding also impacts other stakeholders. Changing a company's identity can increase the trust of investors and business partners. This is related to the perception of a company's professionalism. Research shows that strong branding enhances an organization's credibility. Furthermore, rebranding strengthens a company's market position. This impact contributes to improved business performance. Therefore, rebranding has a broad impact. Global comparative studies also show that branding strategies that adapt to local cultures can increase loyalty and positive consumer perceptions across various international markets. (Matuszewska 2025; Mue and Oloo 2025; Zhou, Hou, and Wong 2023)

Rebranding can also be seen in the context of personal branding, such as that practiced by public figures. A change in image can increase relevance and appeal to the audience. This strategy involves changes in communication and visual identity. Research shows that personal rebranding can increase engagement. Furthermore, this strategy also impacts commercial success. This shows that the concept of rebranding is universal and not limited to organizations. However, manipulative practices such as colorwashing also require caution because they can create a false image that does not reflect the company's true condition. (Fatona, Putri, and Airlangga 2025; Fitriyanti n.d.; Gadziałowska 2025)

A company's image is also influenced by the quality of the narrative conveyed to the public. Storytelling is a crucial element in brand communication. A strong narrative can create an emotional connection with consumers. Research shows that effective communication enhances a company's image. Furthermore, a consistent narrative strengthens brand identity, helping companies build customer loyalty. Thus, communication is a crucial factor. A storytelling approach combined with a global branding strategy has also been shown to strengthen consumers' emotional attachment to a brand. (Adgaonkar and Choudhary 2025; Xu n.d.)

Changing a visual identity, such as a logo, is a crucial part of rebranding. A modern and simple design can enhance brand appeal, aligning with current minimalist design trends. Research shows that changing a logo increases the perception of a company's innovation. Furthermore, consistent visuals strengthen brand identity, which is crucial for maintaining relevance in the digital age. Therefore, visual branding is a crucial aspect. (Daud and Nildasyah 2025)

Rebranding also relates to strategic image management. Companies must ensure that all branding elements align with the organization's goals. This includes consistency in communication, service quality, and the customer experience provided. Various studies have shown that an integrated branding approach can increase positive perceptions of a company. Furthermore, this strategy plays a role in creating a competitive advantage amidst increasingly dynamic competition. This is especially crucial in the face of rapid global market changes. Therefore, rebranding implementation needs to be comprehensive and well-planned. (Janechová and Bednárik 2023)

Employer branding is also part of a company's branding strategy. Companies need to build a positive image to attract the best talent. This relates to potential employees' perceptions of the company. Research shows that employer branding increases a company's attractiveness. Furthermore, this strategy also improves employee retention, which impacts overall organizational performance. Therefore, branding plays a strategic role. (Iman et al. 2025)

Based on the discussion above, rebranding has a significant impact on shaping corporate image. Therefore, This research aims to examine effect of rebranding strategy on the corporate image of PT GoTo Gojek Tokopedia Tbk. This strategy impacts not only consumers but also various stakeholders. Furthermore, This study also aims to identify the factors Additionally, this study seeks to determine the influencing the success of rebranding. The results is anticipated to offer both theoretical and practical comprehension. Contributions, crucial for developing marketing strategies. Therefore, this research has high relevance in the current digital business context. (Janechová and Bednárik 2023).

Table 1. Rebranding Strategy Pre-Survey

No	Statement	Agree	%	Don't Agree	%	TOTAL
1	The company's rebranding strategy is running effectively	7	70%	3	30%	100%

No	Statement	Agree	%	Don't Agree	%	TOTAL
2	Brand identity is easily recognizable after rebranding	8	80%	2	20%	100%
3	Rebranding communication was well conveyed	7	70%	3	30%	100%
4	Rebranding increases the company's appeal	8	80%	2	20%	100%
5	Rebranding reflects company innovation	7	70%	3	30%	100%

Source: Processed by the author

Based on preliminary survey results conducted with respondents in relation to company's rebranding strategy, it was found that the majority of respondents gave a positive assessment of the rebranding implementation. This is evident from the rebranding strategy effectiveness indicator, where 7 respondents, or 70%, agreed that the company's rebranding strategy had been effective, while 30% of respondents disagreed.

Furthermore, regarding the brand identity indicator, eight respondents, or 80%, stated that the company's brand identity became more recognizable after the rebranding, while 20% held the opposite view. This indicates that the company's visual identity changes were quite successful in improving consumer brand recall.

Regarding rebranding communications, seven respondents, or 70%, stated that information regarding the rebranding was communicated effectively to consumers. However, 30% of respondents felt that communication was suboptimal. This indicates that the company still needs to improve the effectiveness of its information delivery to the public.

Furthermore, regarding the company attractiveness indicator, eight respondents, or 80%, stated that rebranding could increase the company's attractiveness, while 20% disagreed. This indicates that the rebranding strategy contributed to increasing positive perceptions of the company.

Finally, regarding the innovation indicator, 7 respondents, or 70%, stated that the rebranding reflected the company's innovation, while 30% disagreed. This indicates that while the rebranding has demonstrated innovation, there is still a perception that the innovation has not been fully optimized.

Overall, the pre-survey results indicate that the company's rebranding strategy is performing fairly well, with respondents' perceptions predominantly positive. However, several aspects still need improvement, particularly in communication and perceptions of innovation. Therefore, this provides an important basis for further research into the impact of rebranding strategies on corporate image.

Table 2. Pre-Corporate Image Survey

No	Statement	Agree	%	Don't Agree	%	Total
1	The company brand is easily recognized by consumers	8	80%	2	20%	100%
2	The company brand has a positive impression	8	80%	2	20%	100%
3	The company's brand is different from competitors	7	70%	3	30%	100%
4	Company brand reflects the quality of service	7	70%	3	30%	100%
5	The company brand is easy for consumers to remember	8	80%	2	20%	100%

Source: Processed by the author

Based on initial survey findings conducted with respondents regarding the company's brand image, it was found that the majority of respondents had a favorable opinion about company's brand. This is evident in the brand recognition indicator, where 80% of respondents stated that the company's brand is easily recognized by consumers, while 20% of respondents disagreed.

Furthermore, regarding brand impressions, eight respondents, or 80%, stated that the company's brand had a positive impression. Meanwhile, 20% of respondents still had a less positive perception of the brand. This indicates that, overall, the company's brand has been able to build a positive image among consumers.

Regarding the brand differentiation indicator, 7 respondents, or 70%, stated that the company's brand is different from competitors, while 30% disagreed. This indicates that even though the brand is well-known, its uniqueness compared to competitors still needs to be strengthened.

Furthermore, regarding the service quality indicator, 7 respondents, or 70%, stated that the company's brand reflects good service quality, while 30% held the opposite view. This indicates that perceptions of service quality are still not fully shared among consumers.

Finally, regarding the brand recall indicator, 8 respondents, or 80%, stated that the company's brand is easily remembered by consumers, while 20% disagreed. This indicates that the company has succeeded in building strong brand recall.

Overall, initial survey findings indicate that company's Its brand image falls under the "good" category, with respondents' perceptions predominantly positive. However, several aspects still need improvement, particularly in terms of differentiation and perceived service quality. Therefore, this provides an important basis for further research into the impact of rebranding strategies on corporate image. Considering description above, in this manner research questions is expressed as follows:

1. How is the rebranding strategy implemented at PT GoTo Gojek Tokopedia Tbk based on respondents' perceptions;
2. What is the brand image of PT GoTo Gojek Tokopedia Tbk in the eyes of consumers;
3. What is the corporate image of PT GoTo Gojek Tokopedia Tbk based on respondents' perceptions;
4. Does the rebranding strategy affect the corporate image of PT GoTo Gojek Tokopedia Tbk;
5. How significant is the rebranding strategy's influence on shaping the corporate image of PT GoTo Gojek Tokopedia Tbk;

METHOD

This research uses quantitative approach employing an associative method, seeks to investigate relationship and impact between rebranding strategy variables on corporate image. The quantitative method was selected because of it provides an objective picture through statistical analysis. Associative research is used to identify causal relationships between variables. In this context, rebranding strategy, as the independent variable, is tested for its influence on corporate image, as the dependent variable. This approach is relevant in modern marketing research based on empirical data. Furthermore, this method allows for broader generalization of research results. The use of quantitative methods is also supported by previous research which shows its effectiveness in brand image analysis. (Nastiti n.d.)

The study's participants were all users of PT GoTo Gojek Tokopedia Tbk's services who had familiarity with the brand of the companyidentity change. Purposive sampling was used to determine the research sample, choosing participants depending on certain criteria. These criteria include respondents who have used Gojek or Tokopedia services before and after the rebranding. The sample size The goal of this research is 30 Respondents, which was considered sufficient for initial analysis. This technique was chosen because it was able to provide data relevant about the goals of the study. The use of purposive sampling is also commonly used in branding and Consumer conduct research. This is consistent with previous research that emphasizes the importance of selecting respondents who are contextually appropriate. (Pratiwi and Yunarti 2025)

This research was conducted between 2025 and 2026, taking place online through the Google Forms platform. The online survey method was chosen due to its efficiency and ease in reaching a wider range of respondents. Furthermore, this method allows for rapid and accurate data collection. The research tool used was a survey that used a five-point Likert scale. This scale was used to gauge the respondents' level of consent with the declarations given. The instrument was developed based on indicators of rebranding strategy and corporate image variables. The use of the Likert scale is considered effective in consumer behavior research. (Sugiarti et al. 2025).

The research procedure begins with the development of a questionnaire instrument based on theoretical studies and previous research relevant to the topic being studied. Tests for validity and reliability are then carried out to guarantee that the device measures variables consistently and accurately. Information collection involves distributing surveys to participants who meet the research criteria. After data collection, data processing is carried out using statistical software to obtain accurate results. The next stage is data analysis, which aims to test the previously formulated hypotheses. All research procedures are systematically designed to guarantee the accuracy and dependability of the research results. This approach aligns with scientific research practices in the fields of management and marketing. (Marisanal and Fakhruddin 2024).

Descriptive and inferential analysis are two of the data analysis methods employed in this study. The distribution of responses and the traits of respondents are described using descriptive analysis. Meanwhile, Inferential evaluation is used to examine the relationship between variables. The tests used include validity, reliability, and simple linear regression. The regression test is used to determine the effect of the rebranding strategy on corporate image. Furthermore, to find out how much the independent factors affect the dependent variable, a coefficient of determination test is used. This method is frequently employed. in branding and corporate image studies. (Mue and Oloo 2025).

In this study, the rebranding strategy variable is measured through several indicators, such as visual identity, brand communication, and innovation. Meanwhile, the corporate image variable is measured through indicators of reputation, trust, and perceived quality. Operational definitions of the variables were developed to ensure clarity in measurement. Each indicator was measured using a Likert scale to obtain quantitative data. The measurement of these variables is based on branding and marketing communication theory. This aims to ensure that the research has a strong theoretical foundation. Thus, the research results are expected to have high validity and reliability. (Xu n.d.)

RESULTS AND DISCUSSION

Table 3. Validity Test Results

Variable	Coefficient Value		Conclusion
	r-Count	r-table	
REBRANDING STRATEGY (X)	0,778	0,361	Valid
	0,800	0,361	Valid
	0,719	0,361	Valid
	0,728	0,361	Valid
	0,745	0,361	Valid
	0,775	0,361	Valid
	0,843	0,361	Valid

Variable	Coefficient Value		Conclusion
	r-Count	r-table	
	0,721	0,361	Valid
	0,744	0,361	Valid
	0,847	0,361	Valid
COMPANY IMAGE (Y)	0,630	0,361	Valid
	0,771	0,361	Valid
	0,827	0,361	Valid
	0,874	0,361	Valid
	0,943	0,361	Valid
	0,853	0,361	Valid
	0,783	0,361	Valid
	0,911	0,361	Valid
	0,858	0,361	Valid
	0,827	0,361	Valid

Source: IBM SPSS Statistics 25

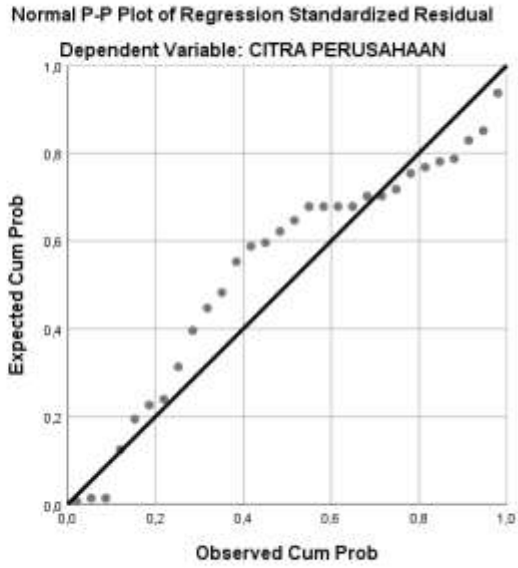
According to Table 3, the validity test results show that all statement items for the rebranding strategy variable (X) and corporate image variable (Y) have r-count values higher than the r-table value of 0.361. The r-count values for the rebranding strategy variable range from 0.719 to 0.847, while those for the corporate image variable range from 0.630 to 0.943. There are no items with values below the required threshold, meaning that all indicators are declared valid. These findings indicate that each instrument item is capable of accurately and adequately measuring the construct of the variables. Therefore, the research instrument meets the validity standards and is suitable for application in data collection.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Reliability Standards	Information
Rebranding Strategy	0,920	>0,70	Reliabel
Company Image	0,942	>0,70	Reliabel

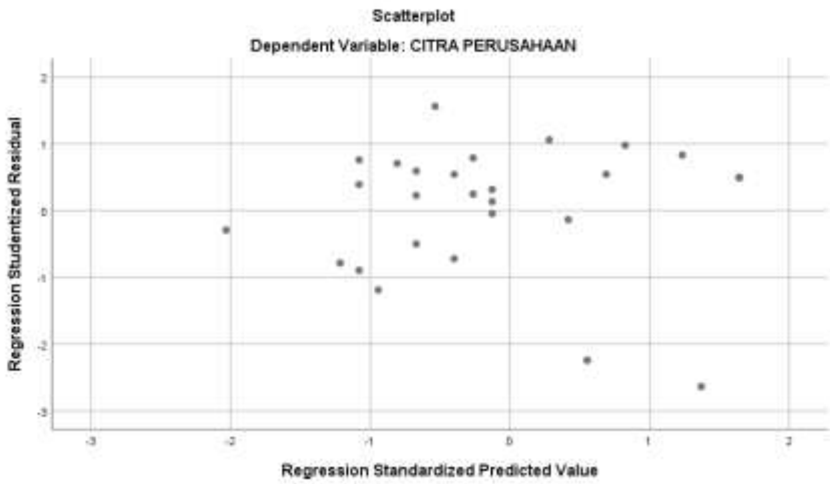
Source: IBM SPSS Statistics 25

Table 4 displays the reliability test results, which indicate that the Cronbach's Alpha value for the rebranding strategy variable is 0.920, while for the corporate image variable it is 0.942. Both values are well above the minimum threshold of 0.70, indicating a very high level of reliability. This suggests that the research instrument has strong internal consistency in measuring each variable. The high reliability values also indicate that the data generated are stable and dependable. Therefore, It can be inferred that the research tool is not only valid but also reliable for further analysis.



Source: IBM SPSS Statistics 25
Figure 1. Normality Test Results

Based on Figure 1, the Normal P-P Plot of Regression Standardized Residuals demonstrates the dispersion of the residual points closely surrounding the diagonal line, mostly following its course. While a few points deviate slightly, the overall pattern indicates that the residuals roughly follow a normal distribution. This fulfills The normalcy assumption, confirming that This study's regression model is suitable. for proceeding to the next stage of analysis.



Source: IBM SPSS Statistics 25
Figure 2. Results of the Heteroscedasticity Test

Based on Figure 2 above, the results of the heteroscedasticity test shown through the scatterplot graph between the Regression Standardized Predicted Value and Regression Studentized Residual values show that the data points are randomly distributed around the zero line, both above and below, and do not form a specific pattern such as conical, wavy, or structured. This irregular residual distribution indicates that the residual variance is constant This study's regression model is suitable. Thus, It might be concluded determined that the regression model doesn't experience symptoms of heteroscedasticity, so that the classical assumption of homoscedasticity in this study has been met, and more study of the regression model is appropriate.

Table 5. Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,101	5,512		2,921	0,007
	STRATEGI REBRANDING	0,626	0,143	0,638	4,383	0,000

Source: IBM SPSS Statistics 25

Considering the linear regression results table above, a steady value of 16.101 is obtained, indicating that if the rebranding strategy variable is zero, then the corporate image value is at 16.101. The rebranding strategy The regression coefficient of the variable is 0.626 with a significance value of 0.000 (<0.05), so thus, it may be said that the rebranding strategy has a favorable and noteworthy impact on corporate image. This indicates that any improvement in the rebranding strategy will be followed by a significant improvement in corporate image. The standardized beta coefficient value of 0.638 indicates that the contribution of the rebranding strategy to corporate image is quite strong. In addition, the tolerance value of 1.000 and the VIF of 1.000 indicate that there are no symptoms of multicollinearity in the regression model. Thus, the regression model used is declared practical and capable of elucidating the impact of the rebranding strategy on corporate image statistically.

Table 6. t Test Results

Model		t	Sig.
1	(Constant)	2,921	0,007
	STRATEGI REBRANDING	4,383	0,000

Source: IBM SPSS Statistics 25

According to the above table of t-test findings, it was found that the rebranding strategy variable has a calculated t-value of 4.383 with a significance level of 0.000 which is less than 0.05, indicating that the rebranding strategy has a positive and significant effect on corporate image. This shows that an increase in the implementation of the rebranding strategy can provide a real impact in improving the company's image in the eyes of consumers. In addition, the regression coefficient value of 0.626 indicates that every one unit increase in the rebranding strategy will be succeeded by a rise in the company's image by 0.626. Meanwhile, the constant value of 16.101 with a significance of 0.007 indicates that when the rebranding strategy variable is considered constant, the company's image still has a significant basic value. Thus, this finding confirms that the rebranding strategy is an important factor that contributes significantly to the formation of the company's image.

Table 7. F Test Results

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	612,917	1	612,917	19,213	,000[b]
	Residual	893,249	28	31,902		
	Total	1506,167	29			

Source: IBM SPSS Statistics 25

Based on the F-test results in the ANOVA table above, the calculated F-value was 19.213 with a significance level of 0.000, which is smaller than 0.05. Therefore, it can be concluded that the rebranding strategy variable simultaneously has a significant effect on corporate image. This suggests that the regression model in use is able to explain The connection between the independent variables and the dependent variable as a whole. A very small significance value indicates that the model has a high level of confidence in explaining variations in corporate image. Thus, the rebranding strategy as an independent variable is proven to have a meaningful contribution in influencing corporate image. Consequently, this study's regression model is declared match and are suitable for additional analysis to test The correlation between the variables statistically.

Table 8. Coefficient of Determination Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,638[a]	0,407	0,386	5,64816	2,004

Source: IBM SPSS Statistics 25

Considering the table of determination coefficient test results in the summary model above, an R Square value of 0.407 was obtained, demonstrating that the rebranding strategy variable was able to explain 40.7% of the variation in corporate image. Meanwhile, the remaining 59.3% was influenced by other factors outside the research model, such as service quality, customer experience, and other marketing communication factors. After accounting for the number of independent variables, the Adjusted R Square value of 0.386 shows that and sample size, the model's ability to explain variations in corporate image remained at a fairly good level. In addition, the R value of 0.638 shows a fairly robust connection between rebranding strategy and corporate image. Consequently, it may be said that the regression model employed has moderate explanatory power in explaining changes in corporate image and is suitable for application in further analysis.

Discussion

The Effect of Rebranding Strategy on Corporate Image

Considering the findings of the statistics analysis conducted, the rebranding strategy has been demonstrated to have a favorable and important effect on corporate image. This is indicated by the results of the partial test (t-test), which show a regression coefficient value of 0.626 with a significance level of 0.000 (< 0.05), meaning that any improvement in the quality of rebranding strategy implementation will be followed by a measurable increase in corporate image. Furthermore, the results of the simultaneous test (F-test) reveal an F-value of 19.213 with a significance level of 0.000, indicating that the research model is appropriate and capable of explaining the relationship between the variables examined. In addition, the coefficient of determination (R Square) of 0.407 demonstrates that the rebranding strategy is capable of explaining 40.7% of the variation in corporate image, while the remaining 59.3% is influenced by other factors outside the research model. The correlation coefficient (R) value of 0.638 also indicates a fairly strong relationship between the rebranding strategy and corporate image. Conceptually, these findings confirm that a well-planned, consistent, and integrated rebranding strategy can strengthen consumers’ positive perceptions of the company. Therefore, companies need to manage the rebranding process comprehensively in order to enhance competitiveness and strengthen their position in the market.

CONCLUSION

This research demonstrates that the rebranding strategy has a favorable and important impact on the corporate image of PT GoTo Gojek Tokopedia Tbk. This finding is corroborated by regression results. analysis, t-test, and F-test, which consistently demonstrate that improving the quality of rebranding implementation can boost favorable consumer opinions of the company. Furthermore, the coefficient of determination indicates that the rebranding strategy makes a significant contribution in explaining variations in corporate image, notwithstanding the fact that there are still external influences the model that also influence it. The results of the pre-survey also strengthen the empirical finding that most respondents have a positive perception of changes in the company's brand identity and image. Thus, it can be concluded that rebranding is an effective strategy in strengthening corporate image, especially in the competitive digital industry. This study implies that companies need to manage rebranding in a planned, consistent, and integrated manner to be able to create added value and increase public trust.

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