

DAFTAR PUSTAKA

- Abou-Shouk, M., & Soliman, M. (2021). The impact of gamification adoption intention on brand awareness and loyalty in tourism: The mediating effect of customer engagement. *Journal of Destination Marketing and Management*, 20(August 2020), 100559. <https://doi.org/10.1016/j.jdmm.2021.100559>
- Ahorsu, D. K., Lin, C. Y., Imani, V., Saffari, M., Griffiths, M. D., & Pakpour, A. H. (2020). The Fear of COVID-19 Scale: Development and Initial Validation. *International Journal of Mental Health and Addiction*. <https://doi.org/10.1007/s11469-020-00270-8>
- Al-Hashedi, A. H., & Abkar, S. A. (2017). The Impact of Service Quality Dimensions on Customer Satisfaction in Telecom Mobile Companies in Yemen. *American Journal of Economics*, 2017(4), 186–193. <https://doi.org/10.5923/j.economics.20170704.04>
- Alamsyah, D. P., Othman, N. A., & Mohammed, H. A. A. (2020). The awareness of environmentally friendly products: The impact of green advertising and green brand image. *Management Science Letters*, 10(9), 1961–1968. <https://doi.org/10.5267/j.msl.2020.2.017>
- Ali, B., Nzam, M., Akash, R., Hamid, K., Hasim, M., & Baig, S. (2019). Investigating the impact of corporate rebranding on customer satisfaction: Empirical evidence from the beverage industry. *International Journal of ADVANCED AND APPLIED SCIENCES*, 6(4), 110–122. <https://doi.org/10.21833/ijaas.2019.04.013>
- Amini, M., & Akbari, H. (2014). Studying Effect of Site Quality on Online Repurchase Intention Through Satisfaction, Trust, and Commitment of Customer. *Indian Journal of Fundamental and Applied Life Sciences*, 4(S4), 2839–2849.
- Amstrong, G., Kotler, P., Trifts, V., Buchwitz, L. A., & Gaudet, D. (2017). *Marketing: An Introduction* (1st ed., Issue December). Pearson Education Company.
- Andervazh, L., Gaskari, R., Tarakmeh, M. S., & Vafazadeh, S. (2021). *The Influence of Brand Trust and Customer Satisfaction on Customer Loyalty by The Influence of Brand Trust and Customer Satisfaction on Customer Loyalty by SEM*. January 2013.
- Babuna, P., Yang, X., Gyilbag, A., Awudi, D. A., Ngmenbelle, D., & Bian, D. (2020). The impact of covid-19 on the insurance industry. *International Journal of Environmental Research and Public Health*, 17(16), 1–14. <https://doi.org/10.3390/ijerph17165766>
- Balázsne, M., Kovács, I., Balázs, B. F., & Beke, J. (2022). Health and Environment Conscious Consumer Attitudes: Generation Z Segment Personas According to the LOHAS Model. *Social Sciences*, 11(7). <https://doi.org/10.3390/socsci11070269>

- Balmer, J. M. T., & Chen, W. (2017). Advances in Chinese Brand Management. In *Advances in Chinese Brand Management*. <https://doi.org/10.1057/978-1-352-00011-5>
- Balmer, J. M. T., & Podnar, K. (2021). Corporate brand orientation: Identity, internal images, and corporate identification matters. *Journal of Business Research*, 134(June), 729–737. <https://doi.org/10.1016/j.jbusres.2021.06.016>
- Bamfo, B. A., Dogbe, C. S. K., & Osei-Wusu, C. (2018). The effects of corporate rebranding on customer satisfaction and loyalty: Empirical evidence from the Ghanaian banking industry. *Cogent Business and Management*, 5(1). <https://doi.org/10.1080/23311975.2017.1413970>
- Birks, D. F. (2016). Marketing research. In *The Marketing Book: Seventh Edition*. <https://doi.org/10.4324/9781315890005>
- Brexendorf, T. O., Kernstock, J., & Powell, S. M. (2017). Introduction: Luxury Brand Management and Opportunities. In *Advances in Luxury Brand Management*. <http://www.springer.com/series/15099>
- Chen, C. F., & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management*, 36, 269–278. <https://doi.org/10.1016/j.tourman.2012.11.015>
- Chen, L., Li, Y. Q., & Liu, C. H. (2019). How airline service quality determines the quantity of repurchase intention - Mediate and moderate effects of brand quality and perceived value. *Journal of Air Transport Management*, 75(October 2018), 185–197. <https://doi.org/10.1016/j.jairtraman.2018.11.002>
- Chen, Y. (2017). The relationships between brand association , trust , commitment , and satisfaction of higher education institutions. *International Journal of Educational Management*, 31(7), 973–985. <https://doi.org/10.1108/IJEM-10-2016-0212>
- Chung, N., & Koo, C. (2015). The use of social media in travel information search. *Telematics and Informatics*, 32(2), 215–229. <https://doi.org/10.1016/j.tele.2014.08.005>
- Civelek, M. E. (2018). Essentials of Structural Equation Modeling. In *Zea Books* (Issue April). <https://doi.org/10.13014/k2sj1hr5>
- Cohen, J. (2013). Statistical Power Analysis for the Behavioral Sciences. In *Statistical Power Analysis for the Behavioral Sciences*. <https://doi.org/10.4324/9780203771587>
- Collange, V. (2015). Consumer reaction to service rebranding. *Journal of Retailing and Consumer Services*, 22, 178–186. <https://doi.org/10.1016/j.jretconser.2014.07.003>
- Ecer, F., & Pamucar, D. (2021). MARCOS technique under intuitionistic fuzzy environment for determining the COVID-19 pandemic performance of insurance companies in terms of healthcare services. *Applied Soft Computing*, 104, 107199. <https://doi.org/10.1016/j.asoc.2021.107199>

- Erjansola, A. M., Virtanen, L., & Lipponen, J. (2022). "It Broke My Heart When They Ripped the Old Logo Off the Wall": Places, Uses and Meanings of the Rebranded Logo. *Corporate Reputation Review*, 0123456789. <https://doi.org/10.1057/s41299-022-00147-7>
- Espejel, J., Fandos, C., & Flavián, C. (2008). Consumer satisfaction: A key factor of consumer loyalty and buying intention of a PDO food product. *British Food Journal*, 110(9), 865–881. <https://doi.org/10.1108/00070700810900585>
- Eunike, F. (2019). Pdc Corporate Rebranding Process To Be Custombandung. *Jurnal Manajemen Bisnis*, 10(2). <https://doi.org/10.18196/mb.10181>
- Ferrika, S. (2022). Efek Pandemi Jumlah Nasabah Asuransi Turun. Kontan.Co.Id. <https://insight.kontan.co.id/news/efek-pandemi-covid-19-jumlah-nasabah-asuransi-turun>
- Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal of Hospitality Management*, 76(March 2018), 271–285. <https://doi.org/10.1016/j.ijhm.2018.05.016>
- Gotsi, M. (2008). More than a PR job: A case study in corporate rebranding. *Strategic Direction*, 24(8), 19–20. <https://doi.org/10.1108/02580540810884610>
- Gotsi, M., & Andriopoulos, C. (2007). Understanding the pitfalls in the corporate rebranding process. *Corporate Communications*, 12(4), 341–355. <https://doi.org/10.1108/13563280710832506>
- Graciola, A. P., De Toni, D., Milan, G. S., & Eberle, L. (2020). Mediated-moderated effects: High and low store image, brand awareness, perceived value from mini and supermarkets retail stores. *Journal of Retailing and Consumer Services*, 55(April), 102117. <https://doi.org/10.1016/j.jretconser.2020.102117>
- Guercini, S., & Ranfagni, S. (2013). Integrating country-of-origin image and brand image in corporate rebranding: The case of China. *Marketing Intelligence and Planning*, 31(5), 508–521. <https://doi.org/10.1108/MIP-04-2013-0058>
- Hair, Black, Babin, & Anderson, R. E. (2010). *Multivariate data analysis*. Pearson Education.
- Hasanov, J., & Khalid, H. (2015). The Impact of Website Quality on Online Purchase Intention of Organic Food in Malaysia: A WebQual Model Approach. *Procedia Computer Science*, 72, 382–389. <https://doi.org/10.1016/j.procs.2015.12.153>
- Hayati, N. (2011). The Effect Of Customer Satisfaction , Customer Trust On Customer Loyalty Of The Card Users Of PT . Indosat Tbk. *International Conference on Information System for Business Competitiveness, Yazid 2006*, 91–100.

- Hultén, B. (2020). *Sensory Marketing: An Introduction*. Sage Publishing.
- Hunt, S. D., Arnett, D. B., & Madhavaram, S. (2006). The explanatory foundations of relationship marketing theory. *Journal of Business and Industrial Marketing*, 21(2), 72–87. <https://doi.org/10.1108/10610420610651296>
- Ibrahim, B., & Aljarah, A. (2018). Dataset of relationships among social media marketing activities, brand loyalty, revisit intention. Evidence from the hospitality industry in Northern Cyprus. *Data in Brief*, 21, 1823–1828. <https://doi.org/10.1016/j.dib.2018.11.024>
- Ihtiyar, A., Barut, M., & Ihtiyar, H. G. (2019). Experiential marketing, social judgements, and customer shopping experience in emerging markets. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 499–515. <https://doi.org/10.1108/APJML-02-2018-0081>
- Joseph, A., Gupta, S., Wang, Y. C., & Schoefer, K. (2021). Corporate rebranding: An internal perspective. *Journal of Business Research*, 130(May 2019), 709–723. <https://doi.org/10.1016/j.jbusres.2020.04.020>
- Kai, Y., Zhujun, K., Zhijie, C., Xiaoting, S., & Wanyue, T. (2021). Social learning? Conformity? Or comparison? — An empirical study on the impact of peer effects on Chinese seniors' intention to purchase travel insurance. *Tourism Management Perspectives*, 38(April), 100809. <https://doi.org/10.1016/j.tmp.2021.100809>
- Kaushal, V., & Ali, N. (2021). Determinants of university reputation : conceptual model and empirical investigation in an emerging higher education market. *International Journal of Emerging Market*, 22(4), 1–22. <https://doi.org/10.1108/IJOEM-12-2020-1494>
- Kim, C., Galliers, R. D., Shin, N., Ryoo, J. H., & Kim, J. (2012). Factors influencing Internet shopping value and customer repurchase intention. *Electronic Commerce Research and Applications*, 11(4), 374–387. <https://doi.org/10.1016/J.ELERAP.2012.04.002>
- Kim, S. (Sam), Choe, J. Y. (Jacey), & Petrick, J. F. (2018). The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of Destination Marketing and Management*, 9(November 2016), 320–329. <https://doi.org/10.1016/j.jdmm.2018.03.006>
- Kline, R. B. (2015). TXTBK Principles and practices of structural equation modelling Ed. 4 ***. In *Methodology in the social sciences*.
- Kotler, P., & Keller, K. L. (2012). Marketing Management, 14e, Global Edition. *Inggris: Pearson*.
- Kotler, P., & Keller, K. L. (2016). Marketing-Management. In *Marketing-Management*. Pearson Education. <https://doi.org/10.1515/9783486801125>

- Lambkin, M., & Muzellec, L. (2008). Rebranding in the banking industry following mergers and acquisitions. *International Journal of Bank Marketing*, 26(5), 328–352. <https://doi.org/10.1108/02652320810894398>
- Lewin, J. E., & Johnston, W. J. (1997). Relationship marketing theory in practice: A case study. *Journal of Business Research*, 39(1), 23–31. [https://doi.org/10.1016/S0148-2963\(96\)00152-X](https://doi.org/10.1016/S0148-2963(96)00152-X)
- Lu, H. Y. (2021). An Investigation of Factors Influencing the Risk Perception and Revisit Willingness of Seniors. *Asia Pacific Management Review*, xxxx. <https://doi.org/10.1016/j.apmrv.2021.01.002>
- Lukman, I. (2015). *5 Perusahaan Ini Gagal Lakukan Rebranding*. Liputan6.Com. <https://www.liputan6.com/bisnis/read/2360452/5-perusahaan-ini-gagal-lakukan-rebranding>
- Mahdi, I. (2022). *Jumlah Perusahaan Asuransi Indonesia Capai 149 Unit pada 2021*. Dataindonesia.Id. <https://dataindonesia.id/bursa-keuangan/detail/jumlah-perusahaan-asuransi-indonesia-capai-149-unit-pada-2021>
- Majiid, R. I. S., Sutrisno, J., & Barokah, U. (2020). Measuring the Satisfaction Levels of Customers of Fresh Vegetables towards the Marketing Mix in Traditional Markets in Sukoharjo Regency, Indonesia. *Caraka Tani: Journal of Sustainable Agriculture*, 35(1), 117. <https://doi.org/10.20961/carakatani.v35i1.34476>
- Malhotra, N. K., & Hall, P. (2019). *Student Resource Manual with Technology Manual Essentials of Marketing Research: A Hands-On Orientation Preface*.
- Marpaung, K. (2021). *Menakar Dampak Covid-19 terhadap Industri Perasuransi*. Investor.Id. <https://investor.id/opinion/223075/menakar-dampak-covid19-terhadap-industri-perasuransi>
- Marques, C., da Silva, R. V., Davcik, N. S., & Faria, R. T. (2020). The role of brand equity in a new rebranding strategy of a private label brand. *Journal of Business Research*, 117(June), 497–507. <https://doi.org/10.1016/j.jbusres.2020.06.022>
- Merrilees, B., & Miller, D. (2008). Principles of corporate rebranding. *European Journal of Marketing*, 42(5–6), 537–552. <https://doi.org/10.1108/03090560810862499>
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N.-A., & Javed, M. K. (2021). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/apjml-03-2021-0221>
- Muzellec, L., & Lambkin, M. (2006). Corporate rebranding: Destroying, transferring or creating brand equity? *European Journal of Marketing*, 40(7–8), 803–824. <https://doi.org/10.1108/03090560610670007>

- Nastiti, D. M., Syavaranti, N., & Aruman, A. E. (2021). The Effect of Corporate Re-branding on Purchase Intention through The Brand Image of PT Pelita Air Service. *Journal of Consumer Sciences*, 6(1), 40–61. <https://doi.org/10.29244/jcs.6.1.40-61>
- Nhat Hanh Le, A., Ming Sung Cheng, J., Kuntjara, H., & Ting-Jun Lin, C. (2014). Corporate rebranding and brand preference: Brand name attitude and product expertise as moderators. *Asia Pacific Journal of Marketing and Logistics*, 26(4), 602–620. <https://doi.org/10.1108/APJML-10-2013-0120>
- Niedermeier, A., Emberger-Klein, A., & Menrad, K. (2021). Which factors distinguish the different consumer segments of green fast-moving consumer goods in Germany? *Business Strategy and the Environment*, 30(4), 1823–1838. <https://doi.org/10.1002/bse.2718>
- Pfajfar, G., Shoham, A., Małecka, A., & Zalaznik, M. (2022). Value of corporate social responsibility for multiple stakeholders and social impact – Relationship marketing perspective. *Journal of Business Research*, 143(January), 46–61. <https://doi.org/10.1016/j.jbusres.2022.01.051>
- Plewa, C., Lu, V., & Veale, R. (2011). The impact of rebranding on club member relationships. *Asia Pacific Journal of Marketing and Logistics*, 23(2), 222–242. <https://doi.org/10.1108/1355585111120506>
- Prawesti, S. A. (2022). Dampak Covid-19 Terhadap Kinerja Keuangan Perusahaan Asuransi Di Bursa Efek Indonesia. *Sibatik Journal | Volume, 1(10)*, 2195–2206. <https://publish.ojs-indonesia.com/index.php/SIBATIK>
- Rahhal, W. (2015). The Effects of Service Quality Dimensions on Customer Satisfaction: An Empirical Investigation in Syrian Mobile Telecommunication Services. *International Journal of Business and Management Invention ISSN (Online)*, 4(5), 2319–8028. www.ijbmi.org
- Ramaditya, M. (2019). *Exploring the Impact of Perception After Rebranding and Customer Satisfaction on Corporate Image (A Case Study: PT. Darta Media Indonesia Kaskus)*. 74(AICMaR 2018), 174–178. <https://doi.org/10.2991/aicmar-18.2019.38>
- Sedalo, G., Boateng, H., & Kosiba, J. P. (2022). Exploring social media affordance in relationship marketing practices in SMEs. *Digital Business*, 2(1), 100017. <https://doi.org/10.1016/j.digbus.2021.100017>
- Seshadri, S., & Mishra, R. (2004). Relationship marketing and contract theory. *Industrial Marketing Management*, 33(6), 513–526. <https://doi.org/10.1016/j.indmarmar.2004.03.004>
- Shehu, E., Abou Nabout, N., & Clement, M. (2021). The risk of programmatic advertising: Effects of website quality on advertising effectiveness. *International Journal of Research in Marketing*, 38(3), 663–677. <https://doi.org/10.1016/j.ijresmar.2020.10.004>
- Shin, J. I., Chung, K. H., Oh, J. S., & Lee, C. W. (2013). The effect of site quality on repurchase intention in Internet shopping through mediating variables:

- The case of university students in South Korea. *International Journal of Information Management*, 33(3), 453–463.
<https://doi.org/10.1016/j.ijinfomgt.2013.02.003>
- Sriono, S., Dewi, S., Hulzannah, M., Pangabean, M., & Rizki, R. A. (2021). Legal Protection Against Bank Customers in Review of Banking Laws. *International Journal of Educational Research & Social Sciences*, 1(1), 1–6.
<https://doi.org/10.51601/ijersc.v1i1.7>
- Sung, J., & Woo, H. (2019). Investigating male consumers' lifestyle of health and sustainability (LOHAS) and perception toward slow fashion. *Journal of Retailing and Consumer Services*, 49(March), 120–128.
<https://doi.org/10.1016/j.jretconser.2019.03.018>
- Sürütçü, Ö., Öztürk, Y., Okumus, F., & Bilgihan, A. (2019). Brand awareness, image, physical quality and employee behavior as building blocks of customer-based brand equity: Consequences in the hotel context. *Journal of Hospitality and Tourism Management*, 40(July), 114–124.
<https://doi.org/10.1016/j.jhtm.2019.07.002>
- Touni, R., Kim, W. G., Haldorai, K., & Rady, A. (2022). Customer engagement and hotel booking intention: The mediating and moderating roles of customer-perceived value and brand reputation. *International Journal of Hospitality Management*, 104(May), 103246.
<https://doi.org/10.1016/j.ijhm.2022.103246>
- Walsh, G., Mitchell, V. W., Jackson, P. R., & Beatty, S. E. (2009). Examining the antecedents and consequences of corporate reputation: A customer perspective. *British Journal of Management*, 20(2), 187–203.
<https://doi.org/10.1111/j.1467-8551.2007.00557.x>
- Wang, X., Wen, X., Paşamehmetoğlu, A., & Guchait, P. (2021). Hospitality employee's mindfulness and its impact on creativity and customer satisfaction: The moderating role of organizational error tolerance. *International Journal of Hospitality Management*, 94(March 2020).
<https://doi.org/10.1016/j.ijhm.2020.102846>
- Wilde, K., & Hermans, F. (2021). Innovation in the bioeconomy: Perspectives of entrepreneurs on relevant framework conditions. *Journal of Cleaner Production*, 314(October 2020), 127979.
<https://doi.org/10.1016/j.jclepro.2021.127979>
- Williams, A. S., & Son, S. (2022). Sport rebranding: the effect of different degrees of sport logo redesign on brand attitude and purchase intention. *International Journal of Sports Marketing and Sponsorship*, 23(1), 155–172.
<https://doi.org/10.1108/IJSMS-01-2021-0016>
- Williams, A., Son, S., Walsh, P., & Park, J. (2021). The Influence of Logo Change on Brand Loyalty and the Role of Attitude Toward Rebranding and Logo Evaluation. *Sport Marketing Quarterly*, 30(1), 69–81.
<https://doi.org/10.32731/smq.301.032021.06>

- Yakimova, R., Merrilees, B., & Miller, D. (2016). Engaging Internal Stakeholders: Revitalizing Community Organizations Through Rebranding. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 2008, 764–771. https://doi.org/10.1007/978-3-319-24184-5_186
- Zhou, W., Tsiga, Z., Li, B., Zheng, S., & Jiang, S. (2018). What influence users' e-finance continuance intention? The moderating role of trust. *Industrial Management and Data Systems*, 118(8), 1647–1670. <https://doi.org/10.1108/IMDS-12-2017-0602>