

The Impact of Rebranding on Indrive User Trust Among Students in Greater Bandung

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Abstract

This study aims to investigate the impact of the rebranding efforts undertaken by Indrive on customer trust, particularly among students in the Bandung Raya area. A total of 102 students, who are active users of the Indrive application, participated in this research by completing a questionnaire. A quantitative method was employed, with descriptive-verification analysis through Hypothesis Testing (T-test and F-test). The collected data indicates that the change in logo has a significant impact, with 71.96% of respondents showing a positive response to the rebranding. The primary findings of this study suggest that the rebranding of Indrive has a tangible influence on customer trust, especially among students in the Bandung Raya area. Data analysis reveals that 7.82% of the changes in customer trust can be directly attributed to the rebranding. The remaining 2.18% is attributed to other unrelated factors. These results indicate that the visual changes and brand messaging conveyed through the rebranding successfully affect customer perceptions and trust. Thus, this study confirms that the rebranding of Indrive has a significant impact on strengthening customer trust among students in the Bandung Raya area.

Keywords: College Students, Customer Trust, Rebranding, Online Transportation

Abstrak

Penelitian ini bertujuan untuk mengetahui dampak rebranding yang dilakukan oleh Indrive terhadap kepercayaan pelanggan, khususnya di kalangan Mahasiswa Bandung Raya. Sebanyak 102 mahasiswa yang merupakan pengguna aktif aplikasi Indrive berpartisipasi dalam penelitian ini dengan mengisi kuesioner penelitian. Metode kuantitatif digunakan, dengan analisis deskriptif verifikatif melalui Uji Hipotesis (Uji T dan Uji F). Data yang dikumpulkan menunjukkan bahwa perubahan logo memiliki dampak signifikan, dengan persentase sebesar 71,96% dari responden yang menunjukkan tanggapan positif terhadap rebranding tersebut. Temuan utama dari penelitian ini menunjukkan bahwa rebranding Indrive memiliki pengaruh yang nyata terhadap kepercayaan pelanggan, terutama di kalangan mahasiswa Bandung Raya. Analisis data menunjukkan bahwa sebesar 7,82% dari perubahan dalam kepercayaan pelanggan dapat diatribusikan langsung kepada rebranding tersebut. Sisanya, sekitar 2,18%, disebabkan oleh faktor-faktor lain yang tidak terkait langsung dengan rebranding. Hasil ini mengindikasikan bahwa perubahan visual dan pesan merek yang disampaikan melalui rebranding berhasil mempengaruhi persepsi dan kepercayaan pelanggan. Dengan demikian, penelitian ini mengonfirmasi bahwa rebranding Indrive memiliki dampak yang signifikan dalam memperkuat kepercayaan pelanggan di kalangan mahasiswa Bandung Raya.

Kata Kunci: Mahasiswa, Kepercayaan Pelanggan, Rebranding, Transportasi Online

INTRODUCTION

The rapid development of technology today has a major impact on business dynamics, one of which is seen in the online transportation sector. The word "transportation" itself comes from the combination of the words "trans" which means across or on the other side, and "portare" which means to transport or carry. Walker (2024), defines transportation as an effort to move, move, transport, or divert objects from an old place to a new place or vice versa, where the object can be more useful or useful for certain purposes in another place. Online transportation is a form of public transportation that can be accessed and operated online, both for ordering and payment. This phenomenon has encouraged many traditional transportation drivers to switch to online transportation because it is considered more practical and in demand by the public, especially generation Z (Pakusch et al., 2020). Every year, an increase in the number of vehicles definitely occurs, including passenger cars, buses, cargo cars, and motorbikes. Interestingly, of the four types of transportation, the increase in the number of motorbikes tends to be the highest, as stated by the Central Statistics Agency in 2018. Currently, 21.7 million Indonesians use online transportation services such as Gojek, Grab, Maxim, InDrive and others. Based on a report from We Are Social 2020-Digital 2020 Indonesia as of January 2020, it was stated that 75% of Indonesian internet users also use mobile applications related to mapping.

InDriver is a type of company engaged in the transportation sector originating from Russia and was founded in 2012 but first arrived in Indonesia in 2021. Although it has only been operating in Indonesia for about two years, inDriver has managed to rank 4th in the number of online transportation users. Recently, the company announced a rebranding by changing its name to inDrive. According to Roman Ermoshin, this rebranding is part of inDrive's evolution into an urban service marketplace in Indonesia (Blazquez et al., 2019; Rahayu & Ruswanti, 2024). This change aims to improve existing services sustainably and expand business strategies to various new sectors. In the future, inDrive will expand into the fintech, food delivery, e-commerce segments, and strengthen large-scale non-profit development programs. With this step, inDrive will not only focus on online transportation, but also optimize itself as a broader and more diverse digital ecosystem. This rebranding is expected to strengthen inDrive's position in the Indonesian market and provide greater benefits to its users and business partners.

In 2020, the number of students continuing their education at state universities reached 65,799 people. While in 2021, the number increased to 79,194 students. As for students studying at private universities, in 2020 there were around 184,333 students, and in 2021, the number increased to 205,844. Therefore, many of them become online transportation users to meet their mobility needs. Based on previous research by Khotimah & Jamiati (2023), discussing Rebranding in their research, there was a Rebranding carried out by Taman Impian Jaya Ancol which was caused by the Covid-19 Pandemic which caused Taman Impian Jaya Ancol to lose 6 million visitors over the past 3 years. The findings found in this study that Variable X, namely Rebranding, gave good results. This can be proven by the average respondent in the study who gave good answers (agree). This study uses the Quantitative Research method with a descriptive research type. Based on the description and phenomena above, the author is interested in conducting research on the Influence of Rebranding on InDrive User Trust Among Students in Greater Bandung.

LITERATURE REVIEW

Role of Public Relations

Ardianto & Soemirat (2004), Say that the role of Public Relations (PR) in an institution or organization can be divided into four categories. First, as an expert advisor, which refers to a practitioner who is proficient in the field of Public Relations. Second, as a communication facilitator, where Public Relations practitioners act as a liaison or mediator to help management understand the desires and expectations of the public. Third, as a facilitator in the problem-solving process, where the role of Public Relations in handling problems is an integral part of the management team. Fourth, as a communication technician, which describes Public Relations practitioners as journalists within the organization. According to Sri (2019), Public Relations must work harder in the rebranding process because it covers all regions, not just the center (Ayuningtyas & Fadli, 2023). The task of Public Relations as an intermediary between the head office and the regions requires effective coordination (Yurita & Sani, 2019). However, in practice, various obstacles often arise, such as differences in understanding strategy, limited resources, and resistance to change at the local level. Ineffective communication between the center and regions is also a major challenge. Therefore, Public Relations needs to implement an adaptive strategy so that the rebranding process runs optimally in all regions involved.

Brand

Keller & Kotler (2022), stated that "a brand is a product, but with an additional dimension that differentiates it from other products designed to meet a need." This means that a brand is not only a product, but also has additional elements that make it different from other products. Brands play a crucial role for their users, one of which is as an identifier for consumers. When consumers feel that they know a brand well, including its values, goals, and character, they are more likely to have trust in it. The relationship between customer trust and brands is very close because trust is the main basis for a solid relationship between brands and consumers (Syah et al., 2024; Nurjanah & Ariani, 2024). As a result, customer and brand trust influence each other positively. Brands that successfully build trust with their customers tend to earn high levels of loyalty, word-of-mouth recommendations, and long-term support from their consumers.

Rebranding

Williams et al. (2021), explained that the Rebranding process displays significant changes to elements such as logos, brand names, and slogans. These three types of changes allow for variations in name changes, logo changes, and color changes. The main goal is to increase competitiveness, reach a wider target market, and adapt to trends and changes in the industry (Shi, 2021; Hashem, 2023). This process can be carried out completely (total rebranding) or partially (refresh rebranding), depending on the needs and goals of the company. In its implementation, rebranding often involves market research, competitor analysis, and the development of communication strategies so that the changes made can be well received by consumers. However, rebranding also has risks, such as losing old customers, high costs, and the possibility of failing to build a new, better image if not planned properly.

InDrive itself, all these changes were made. In the logo change, before rebranding, this transportation from Russia was called InDriver, which is an abbreviation of Independent Drivers, meaning independent drivers. After the rebranding, the name changed to InDrive, which is an abbreviation of Inner Drive, which symbolizes the strength and drive as stated in

the company's mission, namely to oppose injustice. After rebranding the logo used by InDrive several years ago, the company finally decided to make a more modern logo change and believe it is in accordance with the mission. In the current name change, InDrive removed the letter r behind it, starting from the current name inDriver, InDrive changed its name to inDrive which means strength or drive. Changes in color, InDrive rebranded by changing the color of the logo and the color of the attributes used by inDrive drivers. Sticking to the logo color shown in image 1.1, the indrive logo used to have 3 colors forming the letter D, namely red, blue and green with a green background and the words InDriver. Then for the current color, there are no three colors, the shape of the letter D is black with a greenish yellow background. After rebranding, careful evaluation and effective communication strategies are essential to ensure that the changes made truly benefit the company (Bennett & Savani, 2003; Joseph et al., 2021; Wafa & Chamariyah, 2024).

Customer Trust

Customer Trust Indicators According to Syah & Salim (2024), there are several indicators of consumer trust in a brand's products or services, including reliability, honesty, caring, and credibility. Reliability, which is the consistency of a series of measurements, aims to assess the continuity of a company's business from the past to the present. Honesty, caring, and credibility are three important aspects in building customer trust. Honesty can be seen from the way the company conveys product or service information transparently. Caring is reflected in the company's commitment to providing the best service, including listening to complaints and prioritizing customer satisfaction in all situations. Meanwhile, credibility is related to the quality and strength of the company in increasing consumer trust in the products or services offered (Saputra et al., 2024; Sutanto & Kussudyarsana, 2024). By implementing these three values, companies can create long-term relationships with customers, increase loyalty, and strengthen a sustainable reputation in business competition.

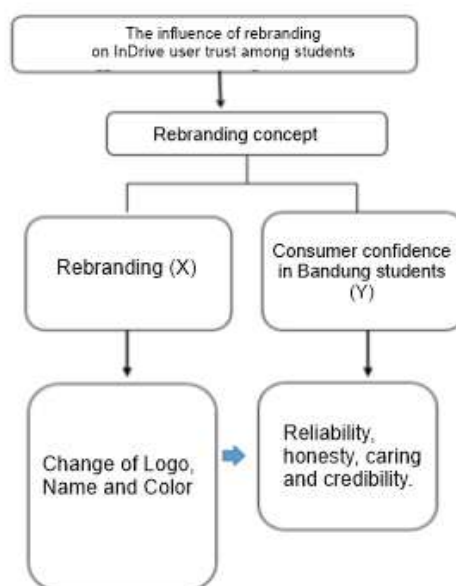


Figure 1. Framework

METHODS

In this study, researchers will use a descriptive quantitative approach using a survey method through a questionnaire (Sugiyono, 2017). That way, researchers can see how the Influence between the two variables taken, namely, Rebranding as variable X and Consumer Trust as Variable Y. To conduct this study, the Likert scale is used to assess the measurement scale. Perspectives, attitudes and perceptions about social events that occur can be measured using a Likert scale, measurement variables will be changed into variable indicators that start from these indications, instrument items are arranged in the form of statements (Sugiyono, 2018). In using this scale, researchers can see and know the results of the survey with statements of agreement or disagreement with a series of questions. The level of agreement referred to in the Likert scale ranges from one to five choices, namely: Strongly Agree (SS), Agree (S), Quite Agree (CS), Disagree (TS), and Strongly Disagree (STS). The data in this study used data collection techniques in the form of literature studies, namely through previous thesis books, scientific journals and literature related to the research. Followed by a questionnaire. Sampling in this study used the purpose sampling method based on the method according to Rao Purba. So that in this study produced a sample of 96.04 which was then rounded up to 100 respondents. So that the sampling criteria needed are InDrive users and students of Greater Bandung. InDrive users, of course this is a characteristic to obtain relevant answers, because these users have experience in using InDrive. Students of Greater Bandung this is because Bandung is the city with the most students in the Jabodetabek area.

RESULTS AND DISCUSSION

The results of the descriptive analysis obtained that the Rebranding variable (X) is in the fairly high category, indicating that inDrive users have knowledge about inDrive rebranding at a fairly high level. Meanwhile, the Customer Trust variable (Y) is in the high category, so it can be concluded that customers have a high level of trust in inDrive. This finding shows that inDrive rebranding has been known by users quite well, while customer trust in inDrive services is quite strong. Overall, inDrive users not only have a fairly high understanding of rebranding, but also show a high level of trust in the service. The results of the analysis obtained a score of 4109 with a percentage of 67.14%. Thus, Customer Trust among Bandung Raya Students is quite high.

Table 1. Normality Test

		Un-Std Residual
N		102
Normal Parameters	Mean	0.0000000
	Std. Deviation	2.61203328
Most Extreme Differences	Absolute	0.074
	Positive	0.074
	Negative	-0.042
Test Statistic		0.074
Asymp. Sig. (2-tailed)		0.198

The results of the residual normality test using Kolmogorov-Smirnov in Table 1 show that the number of samples used is 102 with a residual mean value of 0 and a standard deviation of 2,612. The largest extreme difference between the residual distribution and the normal distribution has an absolute value of 0.074, with a positive value of 0.074 and a negative value of -0.042. The Kolmogorov-Smirnov test statistic is 0.074 with a significance value of 0.198. Because the significance value is greater than 0.05, there is insufficient evidence to reject the null hypothesis, which means that the residuals are normally distributed. Thus, the assumption of residual normality in the regression model has been met.

Table 2. Heteroskedastic Test

	Unstd. Coef. Beta	Std. Error	Coef. Beta	t	Sig.
(Constant)	0.057	0.025		2.253	0.026
Rebranding	-8.760E-5	0.000	-0.020	-0.202	0.840

The results of the heteroscedasticity test in Table 2 show that the constant has a value of 0.057 with a standard error of 0.025 and a significance of 0.026. Meanwhile, the rebranding variable has a very small regression coefficient (-8.760E-5) with a standard error of 0.000, a t value of -0.202, and a significance of 0.840. Because the significance value of the rebranding variable is greater than 0.05, there is not enough evidence to reject the null hypothesis, which means that the regression model does not experience heteroscedasticity. Thus, the assumption of homoscedasticity has been met, which indicates that the residual variance is constant. This indicates that the regression model used can be considered valid in estimating the relationship between the independent and dependent variables, so that the results of the regression analysis are more reliable and can be interpreted well.

Table 3. Simple Linear Regression Test and F (Simultaneous)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	35.572	1	35.572	358.202	0.000b
Residual	9.931	100	0.099		
Total	45.503	101			

Based on the Table 3, the significance value obtained is 0.000, which is smaller than 0.05. This shows that the Rebranding variable (X) has an effect on Customer Trust (Y). Because the significance value is $0.000 < 0.05$, then H_0 is rejected, so it can be concluded that there is a positive and significant influence between Rebranding and Customer Trust. These results indicate that brand changes or updates have an important role in increasing customer trust in a product or service. With an effective rebranding strategy, companies can create a better image, increase brand appeal, and strengthen customer loyalty. Therefore, rebranding can be a key factor in marketing strategies to retain and attract customers.

Table 4. Correlation and Determination Coefficient Test

Analysis	Value
R	0.884a
R Square	0.782
Adjusted R Square	0.780
Std. Error of the Estimate	0.31513

Data analysis shows that the correlation coefficient (R) value between the inDrive rebranding variable (X) and customer trust (Y) is 0.88. This indicates a strong relationship between the two variables. In addition, the determination coefficient (R^2) value of 0.782 or 78.2% indicates that 78.2% of the variation in customer trust can be explained by the influence of inDrive rebranding. The remaining 21.8% is influenced by other factors outside this study. In other words, changes in inDrive's rebranding strategy contribute significantly to an increase or change in the level of customer trust. A high R^2 value indicates that the model used in this analysis has a good level of fit in explaining the relationship between the independent and dependent variables. Therefore, inDrive rebranding can be considered a factor that influences customer trust based on the results of the analysis obtained.

Table 5. T Test (Partial)

	Std. Error	Std. Coef. Beta	t	Sig.
(Constant)	0.199		180.400	0.000
Rebranding	0.003	0.884	18.926	0.000

Based on the analysis results in Table 5, the t-value for the rebranding variable (X) is 18.926. In the framework of this study, the hypotheses tested are H_0 : There is no effect of inDrive rebranding on customer trust, and H_1 : There is an effect of inDrive rebranding on customer trust. The decision of the hypothesis is based on the following criteria: if $t \text{ count} \leq t \text{ table}$, then H_0 is accepted, while if $t \text{ count} \geq t \text{ table}$, then H_0 is rejected. In addition, the significance test follows the rule that if the significance value > 0.05 then H_0 is accepted, and if the significance value < 0.05 then H_0 is rejected. With a total of 102 respondents, the recorded t-table value is 1.660234. The results of the analysis show that t count (18.926) is greater than t table (1.660234) and the significance value is 0.000 ($0.000 < 0.05$). Therefore, H_0 is rejected and H_1 is accepted, so it can be concluded that inDrive rebranding has a significant influence on customer trust.

CONCLUSION

Based on the discussion and research findings, it can be concluded that Indrive rebranding has a significant impact and a positive relationship. This is reinforced by data analysis using SPSS 25 software to understand how much influence Indrive rebranding has on customer trust among students in Greater Bandung. The results of the descriptive analysis of variable X show a percentage of 65.09%, indicating that the category score on variable X is quite high. Based on the data processed through SPSS, it was found that Indrive rebranding has a significant influence on customer trust, which is supported by the T test (partial) which shows a t count result of 18.926, exceeding the t table value of 1.660234 with a significance of 0.0000 ($0.000 < 0.05$). The contribution of the influence of Indrive rebranding on customer trust is

around 78.2% of the variation in customer trust, while the remaining 21.8% are other variables or factors not examined in this study. The regression coefficient shows a positive value of 0.782, indicating a positive direction of the influence of variable X on Y. Thus, it can be concluded that Indrive rebranding has a significant impact on customer trust. Further research can analyze qualitative data to provide in-depth insights related to Rebranding and Customer Trust. Quantitative method research has a weakness, namely it is not studied in depth, therefore research should be conducted using qualitative methods in order to obtain in-depth answers, not only driven by data. To the inDrive company to continuously maintain and increase customer trust in inDrive. In the results of the respondents' responses, there was a low credibility of the company. With this, inDrive should pay attention to the credibility of the company. Ensure uniformity in all new aspects of brand identity, such as logos, color palettes, and brand messages. This consistency will play an important role in building and maintaining a strong brand image in the eyes of customers.

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