

**THE PERCEIVED CONGRUENCE OF GOJEK NEW LOGO WITH
GOJEK BRAND**

YEAR 2019-2020

Thesis

Presented as Partial Fulfillment of Requirements for the Degree of Sarjana

Manajemen (SM) in International Business Management Program

Faculty of Business and Economics Universitas Atma Jaya Yogyakarta



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FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ATMA JAYA YOGYAKARTA

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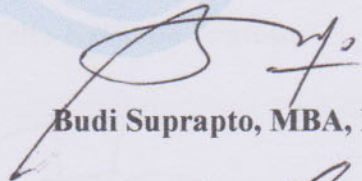
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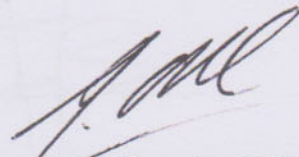


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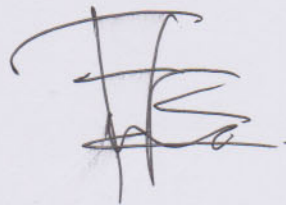
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Felia Kristella Santoso

A handwritten signature in black ink, appearing to be 'FKS' with a horizontal line extending to the right.

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Finally, the author realize that this thesis is not perfect enough. The author is open for any criticism and suggestions that can make this thesis more complete and reliable for further research.

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ABSTRACT

The main purpose of this research is to know about the impact of brand familiarity, brand attachment, and surprise on perceived congruence of Gojek new logo with Gojek brand. This research uses online questionnaire and distributed to 190 respondents. Path analysis is used to analyze the data.

The results show that brand familiarity has significant and positive effect to the perceived congruence of Gojek new logo with Gojek brand through brand attachment as the mediating variable. However, surprise is not significantly affect the dependent variable, which also indicates surprise doesn't mediate the relationship between brand familiarity and perceived congruence of Gojek new logo with Gojek brand, It is better for the further research to define whether the respondent experiencing a positive or negative surprise and used a different type of company. The result of this research can help the business or firms to make good strategies when the company decided to change their logo.

Keyword: Brand familiarity, brand attachment, surprise, perceived congruence, rebranding