

**PENGARUH PERUBAHAN LOGO (*REBRANDING*) TERHADAP CITRA
MEREK DAN LOYALITAS KONSUMEN AYAM GEPREK SAKO
DI KABUPATEN DEMAK**

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ABSTRAK

Merek atau *brand* bukan hanya sebatas nama atau lambang saja. Tidak sedikit perusahaan berusaha keras untuk menciptakan atau memperbaharui identitas mereka secara profesional. Tujuan penelitian ini adalah untuk mengetahui pengaruh perubahan logo (*rebranding*) terhadap citra merek dan loyalitas konsumen.

Penelitian ini merupakan tipe penelitian kuantitatif dengan paradigma positivisme. Teori penelitian menggunakan *Rebranding*, Citra Merek, dan Loyalitas Konsumen. Populasi penelitian diambil dari jumlah masyarakat yang tinggal di Kabupaten Demak dan diperoleh sampel penelitian sebanyak 100 responden konsumen Ayam Geprek Sako Demak. Teknik pengambilan sampel menggunakan kuesioner dan teknik analisis data menggunakan regresi linear sederhana.

Berdasarkan temuan data penelitian di lapangan dengan menggunakan alat analisis data IBM SPSS 25 hasilnya adalah sebagai berikut: (1) Hasil persamaan regresi linear sederhana variabel *rebranding* (X) terhadap variabel citra merek (Y1) adalah $Y = 6,287 + 0,218 X$ dan nilai t hitung sebesar $5,705 >$ nilai t tabel $1,984$, maka dapat disimpulkan terdapat pengaruh perubahan logo (*rebranding*) terhadap citra merek Ayam Geprek Sako di Kabupaten Demak dan (2) Hasil persamaan regresi linier sederhana variabel *Rebranding* (X) terhadap variabel loyalitas konsumen (Y2) adalah $Y = 4,463 + 0,540 X$ dan nilai t hitung sebesar $8,195 >$ nilai t tabel $1,984$, maka dapat disimpulkan terdapat pengaruh perubahan logo terhadap loyalitas konsumen Ayam Geprek Sako di Kabupaten Demak.

Kata Kunci: Perubahan Logo, *Rebranding*, Citra Merek, Loyalitas Konsumen

THE EFFECT OF LOGO CHANGES (REBRANDING) ON BRAND IMAGES AND CONSUMERS LOYALTY OF AYAM GEPREK SAKO IN DEMAK DISTRICT

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ABSTRACT

A brand is not just a name or symbol. Many companies strive to create or renew their identities professionally. The purpose of this study was to determine the effect of logo changes (rebranding) on brand image and consumer loyalty.

This research was a quantitative research with a positivism paradigm. The theory of Rebranding, Brand Image, and Consumer Loyalty were used as the underlying theory. The study population was taken from the number of people living in Demak Regency and obtained sample of 100 consumer respondents of *Ayam Geprek Sako* Demak regency. The sampling technique was carried out using questionnaire while the data analysis technique was performed by simple linear regression.

Based on the findings of data research in the field using the IBM SPSS 25 data analysis tool, the results are as follows: (1) The results of simple linear regression equation rebranding (X) on the brand image variable (Y1) are $Y = 6.287 + 0.218 X$ and t count values in the amount of $5.705 > t$ table 1.984, it can be concluded that there was an effect of rebranding on the brand image of *Ayam Geprek Sako* in Demak Regency; (2) The results of a simple linear regression equation Rebranding variable (X) on the variable consumer loyalty (Y2) is $Y = 4.463 + 0.540 X$ and the value of t count is $8.195 > t$ table 1.984, it can be concluded that there was an effect of logo changes on consumer loyalty of *Ayam Geprek Sako* in Demak Regency.

Keywords: Logo Change, Rebranding, Brand Image, Consumer Loyalty

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