

**ANALYZING THE EFFECT OF REBRANDING TOWARDS BRAND
LOYALTY WITH BRAND IMAGE AND BRAND ATTITUDE AS THE
INTERVENING VARIABLES:
A CASE STUDY OF DJOURNAL COFFEE**

By

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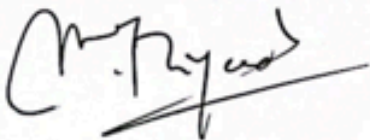
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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

ANALYZING THE EFFECT OF REBRANDING TOWARDS BRAND LOYALTY WITH BRAND IMAGE AND BRAND ATTITUDE AS THE INTERVENING VARIABLES: A CASE STUDY OF DJOURNAL COFFEE

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In the face of an increasingly competitive coffee shop industry in Indonesia, brands are adopting rebranding strategies to stay relevant and appealing. This study investigates the impact of Djurnal Coffee's rebranding covering logo change, product variants, and celebrity endorsement via Laura Basuki as "Chief Excitement Officer" on brand loyalty through brand image and brand attitude. Grounded in Aaker's Brand Equity Model and McCracken's Meaning Transfer Model, a quantitative research method was conducted using a structured questionnaire distributed to 293 Djurnal Coffee consumers within the Greater Jakarta area. The data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results confirm that all rebranding efforts significantly influence brand image and/or brand attitude, which in turn positively affect brand loyalty. The study contributes both theoretically and practically by providing empirical evidence on modern rebranding strategies and their effectiveness in the coffee shop industry. It highlights the importance of emotional and symbolic brand elements in fostering long-term consumer loyalty.

Keywords: Rebranding, Brand Loyalty, Brand Image, Brand Attitude, Coffee Shop, Celebrity Endorsement, Logo Change, Product Variants, PLS-SEM.

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DEDICATION

I dedicate this thesis for the enrichment of the literature.



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First and foremost, I thank God for His endless blessings and the given strength throughout this journey. Without His grace, I would not have been able to complete this research.

Secondly, I am truly grateful to my beloved parents, who have been with me every step of the way. Your unwavering love, trust, financial and emotional support given to me have been the foundation of my strength and perseverance.

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