

Analisis pengaruh peremajaan visual logo merek terhadap loyalitas merek = Analysis of effects of visual rejuvenation through brand logo against brand loyalty./ Mohamad Imron

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Abstrak

This study examined the rejuvenation of the brand by exploring the effect of rejuvenating the brand logo in major and minor on attitudes toward the brand logo, attitude toward the brand, and the brand of modernity. Modernity and the influence of the brand and attitude toward the brand to brand loyalty. Has the attitude towards logo researched influenced by the Logo Attractiveness, logo complexity, logo Appropriateness, and logo Familiarity.

The results of this study indicate rejuvenation of the brand logo of a brand new logo has impact on attitudes towards the logo. Logo attitudes is influenced by logo attractiveness and the logo familiarity. The logo has an influence on brand

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Penelitian ini meneliti peremajaan merek dengan mengeksplorasi pengaruh dari peremajaan logo merek secara mayor dan minor pada sikap terhadap logo merek, sikap terhadap merek, dan modernitas merek. Serta pengaruh modernitas merek dan sikap terhadap merek kepada loyalitas merek. Sikap terhadap logo diteliti apakah dipengaruhi oleh ketertarikan terhadap logo, kompleksitas logo, kesesuaian logo, dan kedekatan logo.

Hasil penelitian ini menunjukkan peremajaan logo merek lama menjadi logo merek baru memiliki pengaruh kepada sikap terhadap logo. Sikap terhadap logo dipengaruhi oleh ketertarikan logo dan kedekatan logo. Dan sikap terhadap logo memiliki pengaruh dalam modernitas merek dan sikap terhadap merek.

Modernitas merek dan sikap terhadap merek juga memiliki pengaruh dalam pembentukan loyalitas merek.

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attitude and brand loyalty modernity. Modernity brand and brand attitude also has an influence in the formation of attitudes towards brand loyalty