

ABSTRACT

In the midst of this constantly changing digital era, not only people who are required to continue to adapt to these changes, but also brands, as one of the important elements in this economy. To adapt to changes, brands can rebrand. Logo redesign is one of the most popular ways of rebranding. Redesigning a logo as a rebranding application can have both positive and negative impacts on a brand. This research analyzes logo redesign to brand attitude with logo evaluation as mediating variable, attitude to rebranding and brand commitment as moderating variable in Ancol. Data collection was carried out using purposive sampling technique through questionnaires that were distributed online, 114 respondents were involved in this study. Data analysis was performed with SmartPLS 3.2.9.

The results showed that logo redesign had a significant and positive effect on logo evaluation and brand attitudes, logo evaluation had a positive and significant effect on brand attitudes, attitudes towards rebranding moderated the relationship between logo redesign and logo evaluation positively and significantly, and brand commitment moderated the relationship between logo redesign and brand attitude negatively and significantly. The results of this study contribute to knowledge about rebranding, especially in destination brands. The results of this study contribute to the body of knowledge about rebranding, especially in destination brands.

Keywords: Rebranding, Logo Redesign, Logo Evaluation, Brand Attitude, Attitude towards Rebranding, Brand Commitment