

ABSTRACT

Stella Wahyudi (01120080080)

Assessing the Influence of Consumers' Perceptions on Starbucks' Logo Change towards Consumers' Interest Curiosity and Brand Attitude

(xv+77; 27 tables; 9 figures; 7 appendices)

Logo serves as the short or quick representation of a company or brand. It appears in almost every aspect of the company, yet its function and importance is often undermined. Logo change is regarded as part of rebranding and this action is not something uncommon for business to do. As the biggest coffee retailer and coffeehouse franchise, Starbucks' modification to its 19 years old logo was considered risky by many since just a few months back another company had logo change malfunction.

This study determined the influence of perceived degree of logo change and perceived valence of logo change on consumers' interest curiosity toward logo change and eventually brand attitude after logo change of Starbucks on consumers in Surabaya. In addition to determining the causal relationship between these variables, this study will also explain which variables have positive influence toward other variables. Method of data analysis used in this study is descriptive statistics, compare means using SPSS 16.0, and Structural Equation Modelling (SEM) using AMOS 16.0. The number of sample is 152 respondents.

Analysis of Full Structural Equation Model demonstrated that both perceived degree of logo change and perceived valence of logo change positively influence interest curiosity toward logo change. Perceived degree of logo change had more significant influence on consumers' interest curiosity than perceived valence of logo change did. Also, consumer's interest curiosity proved to be positively influencing brand attitude after logo change.

Keywords: logo change, logo, perception, interest, curiosity, brand attitude, rebranding.

References: 91 (1948-2011)