Analysis of Rebranding the X Application on User Loyalty in Batam City

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Abstract
The global market is currently experiencing very fierce competition. Companies compete to implement all marketing strategies to be superior in surviving this competition, one of which is a rebranding strategy by changing the brand image of the X application which was formerly known as Twitter. This study aims to determine whether the effect of rebranding can affect the loyalty of X's users by assessing brand trust, brand prestige, and brand love. This research method uses a mixed method which is divided into two approaches, namely quantitative and qualitative using linear regression analysis. The results show brand image does not have a big influence on brand trust, brand prestige, and brand love. Furthermore, brand trust, brand prestige, and brand love have a positive influence on brand loyalty meaning that users are not too affected by the rebranding of X, but they will remain loyal to using the application.
Keywords: Brand Image, Rebranding, X, Twitter, Loyalty

Abstrak
Pasar global saat ini mengalami persaingan yang sangat sengit. Perusahaan berkompetisi menerapkan segala strategi pemasaran untuk menjadi lebih unggul dalam menghadapi kompetitif ini salah satunya yaitu strategi *rebranding* dengan mengubah *brand image* pada aplikasi X yang dahulu dikenal dengan nama *Twitter*. Penelitian ini bertujuan untuk mengetahui pengaruh *rebranding* dari aplikasi X dapat mempengaruhi loyalitas pengguna aplikasi tersebut dengan menilai *brand trust, brand prestige*, dan *brand love*. Metode penelitian ini menggunakan metode campuran yang terbagi menjadi dua pendekatan, yaitu kuantitatif dan kualitatif dengan menggunakan analisis regresi linier. Hasil menunjukkan bahwa *brand image* tidak memberikan pengaruh besar terhadap *brand trust, brand prestige*, dan *brand love*. Kemudian, *brand trust, brand prestige*, dan *brand love* memberikan pengaruh positif pada *brand loyalty* artinya bahwa pengguna tidak terlalu terpengaruh pada perubahan *brand* aplikasi X tetapi mereka akan tetap setia menggunakan aplikasi tersebut .
Kata Kunci: Citra Merek*, Rebranding*, X, Twitter, Loyalitas

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INTRODUCTION

Market competition around the world is increasingly competitive, so companies apply all marketing strategies to gain an advantage amidst high competition. Therefore, a strategy to maintain business in the digital era is needed to be able to compete with competitors, and this can be accomplished through rebranding strategy (Rachmalia & Putra, 2022). Rebranding is a process of changing the image of a company or organization, which is one of the strategies to keep the business relevant in the market through changes in visual identity, name, or positioning changes in meet business needs (Marques et al., 2020). This strategy requires quick consideration because it takes a long time and is expensive with a high failure rate. Thereby promoting a high risk for the rebranding strategy in multiple aspects, namely customer loyalty, revenue reduction, and loss of choice (Rumijati et al., 2021). Despite of that, many business actors are using rebranding strategies to modify the

product brand or the company itself so that it can be recognized by the wider community (Dewantari et al., 2022).

Rebranding serves to retain and attract new customers by providing a new concept, image, and identity. Nevertheless, it still maintains the same level of satisfaction and comfort value as the previous brand (Batara & Susilo, 2022). There are several factors that influence company in making major decisions for rebranding, namely corporate strategy, corporate communication methods, corporate organizational culture, and company prevalence, as well as external factors, like changes in market competition position, cases within the company, and company acquisitions (Puspitasari et al., 2022).

Rebranding methods used by each company provide different implementation result while maintaining the same goal of changing the brand image to gain profits. This change in brand image certainly changed the public's perception of the brand in the past. Therefore, this directly or indirectly has an impact on the company's customer loyalty (Nova, 2022). The rebranding process is complex because it involves great attention to the customers of each brand. To get customer loyalty, you need to maintain positive brand image to make it easier to achieve the company's marketing goals. Although, the rebranding carried out only involves a redesign of the brand's logo or name, according to (Williams et al., 2021), customer loyalty has a great influence on logo that has been redesigned with changes in color and shape compared to conditions of the previous shape change. Therefore, a modified brand's visual identity can impact customer's perceptions toward the brand. If the redesigned logo is well received and aligns with the target audience's preferences, it can strengthen brand loyalty. (Prayoga & Suseno, 2020) and (Shen & Lin, 2021) also revealed that redesigned logo as the rebranding can effectively enhance user's brand loyalty and significantly influence to customer behavior. The company should carry out this rebranding planning cautiously, as customers are likely to develop more positive attitude towards the brand that has an appropriate logo.

One of the brands in digital world that has recently rebranded is the X application known previously as *Twitter*. X is an application in the form of a social media platform from the United States as a microblogging service provider so that users can communicate with each other, express, and disseminate information (Oktaviana et al., 2021). By sharing their own ideas, perspectives and experiences, users can build a sense of connection and community with others on the platform (Christian & Wijaya, 2023). On October 27, 2022, the company Twitter, Inc. was purchased by Elon Musk for a total of $44 billion US dollars (Kutty & Ji, 2023). Elon Musk made the acquisition of Twitter with the aim of utilizing Twitter as a platform to convey his ideas to the public. Then, at the end of July, Twitter officially changed its logo and platform name to 'X' with a white X logo and black background. After acquiring, Musk stated when it comes to governing X, it is not to be taken advantage over, but to promote freedom of speech on the platform (Jia et al., 2023). According to the CEO of X, Linda Yaccarino, quoted from X's tweet, the X application has the goal of building the platform into a universal marketplace with products, ideas, and services based on *artificial intelligence*.

Previous research used as a reference for this research by Ratnadewi et al. (2022), identified the effect of Victoria's Secret rebranding on brand loyalty by assessing brand image, brand prestige, and brand love. The brand image provides the perception of the strength, liking, and uniqueness of a brand so that it is maintained in the customer's memory where the brand image can represent how the customer feels, thinks, and expects from the brand. Brand prestige can influence customer decisions in buying particular brand product. This is because brand prestige signifies as the brand's standing, serving as an identity of wealth and social status of its customers. Brand love arises when customers find and feel satisfied in the usage of the brand's products. The method used in the study is quantitative approach through surveys and descriptive statistics using PLS-SEM to analyze these three dimensions in influencing Victoria's Secret customer loyalty after rebranding. From the results of the study, it was found that the rebranding strategy can positively affect brand loyalty through brand image, brand prestige, and brand love.

The study by Kelvin & Firmansyah (2022), conducted research on the analysis of the influence of effect of price, convenience, service quality, brand image and trust on the satisfaction of using services

at logistics companies in Batam City. The issue identified in this research is the difficulty in building user satisfaction around effect of price, convenience, service quality, brand image. This study can be used as a reference for readers to determine how to ensure user satisfaction when utilising Maxim's services in Batam city. The research uses mixed method to integrate data from one method with other methods, using a quantitative approach through questionnaires and a qualitative approach through interviews. It also uses linear regression for the hypothesis testing. Qualitative data that has gathered through interviews will be codified into numbers that can be analysed as quantitative data using IBM SPSS Statistic 25 software. After compiling and analysing quantitative and qualitative collected data, the author will do a comparison of the results between both approaches. Through the comparison, whether the two analysed data complement each other or contradict one another will be established. The results showed that the effect of price had no effect on user satisfaction, while convenience, service quality, brand image and trust partially affected user satisfaction.

Nikan & Adnas's (2022) research, which studied the influence of online video marketing promotions and brand awareness on customer purchasing decisions at Make Di Fried, also uses mixed methods with quantitative and qualitative to collect more valid data. Quantitative is used as a calculation in analysing the data collected and qualitative is used as a paradigm of knowledge based on research results, literature, and the perspective of personal experience. This study was performed on Make Di Fried Chicken SMEs, using the population of Make Di Fried Chicken customers. The determination of the sample in this study by using the Lemeshow formula on the basis of the output of the data processing using the SPSS software, online video advertising and brand recognition has a substantial effect on purchase decisions, and if both these variables are applied to the company at the simultaneous time, online video advertising and brand recognition can increase sales at the same time.

The analysis conducted by Arbi & Aminah (2023) titled "*The Effect of Rebranding, Perceived Quality and Brand Awareness on Brand Loyalty at Truntum Padang Hotel Customers*" has the aim of determining the impact of the influence of rebranding, perceived quality, and brand awareness on brand loyalty. This research uses quantitative approach, by distributing questionnaires via Google Forms. The results given in the study show that rebranding can help build positive responses by customers to a brand, by emphasizing characteristic that gives the brand a new concept and creates brand loyalty in customers.

Further research from Prayoga & Suseno (2020), aims to analyze user loyalty with brand image as a mediating variable. This research utilizes quantitative approach with a total of one hundred respondents of Gojek application users. The data collection technique used was questionnaire using google form and analyzed using the IBM SPSS Statistical application. It is proven that rebranding has positive influence on brand image, thus showing that rebranding can be used as a good marketing strategy by lifting the brand image itself. The brand image also has positive influence on customer loyalty because the better a brand image, the higher customer loyalty to a brand. The results of the study also state that customers remain loyal to brands that have experienced rebranding so it can be concluded that rebranding has positive impact on customer loyalty. In research conducted by Cahyaningtiyas et al. (2023), conducted research on rebranding efforts and factors in increasing buyer credibility at Bimura Residence. This research utilizes qualitative approach, involves interviews as the chosen data collection technique.

The research carried out by Ardiansyah and Chanrico (2023) on the attempt to engage college students in Batam City to increase the purchase intensity of organic products by distributing a designed Instagram upload. This research adopts quantitative data collection methods. Linear regression analysis technique is the analysis technique that will be used in this research, which begins with validity testing by using Pearson Product Correlation and Cronbach's Alpha reliability testing. The software used to carry out this data analysis process is SPSS IBM Statistic version 26, and the outlier testing is also performed first by Microsoft Office Excel 2016. The study found that designed Instagram posts can attract students' attention to purchase organic products in Batam City, but further research is still needed to obtain more detailed and sufficient results.

The last research from Batara & Susilo (2022), has the aim of knowing the effect of Chitato Lite rebranding on Lay's product customer loyalty. The study aims to know whether customers have the same loyalty to Chitato Lite after rebranding that consists redesigned the logo and name, while keeping the product content unchanged. The Lay's rebranding This research method uses an explanatory quantitative approach and survey. Data collection was obtained from 219 followers of @mychitato and @Lay'sindonesia Instagram accounts. The results showed that rebranding has significant direct and indirect effect on customer loyalty, so Lay's rebranding is considered relevant.

Based on previous studies, the authors were inspired to analyze rebranding strategies that affects brand loyalty in customers by (Ratnadewi et al., 2022). This research will use mixed method similar to researches from (Kelvin & Firmansyah, 2022) and (Nikan & Adnas, 2022) using quantitative approach, as in research by (Arbi & Aminah, 2023). Questionnaire from Google Forms will be used as an instrument for the data collection, also similar to the method used by (Prayoga & Suseno, 2020). The qualitative approach will also be used in this study by using data collection techniques through interviews similar to research conducted by (Cahyaningtiyas et al., 2023). The data analysis technique used for this study is linear regression analysis, similar to research by (Ardiansyah & Chanrico, 2023). Supported by (Batara & Susilo, 2022), The rebranding involves changing the name and redesigning the logo can have significant impact or influence on user loyalty so rebranding research is considered relevant and provides a strong role.

The purpose of this study is to analyze the effect of the rebranding strategy on X application on the loyalty of users in Batam City with a total population of 24 million users of X in Indonesia (Sanjaya et al., 2023). By using quantitative and qualitative approaches, which then be analyzed as the result of data analysis tests. Apparently, there is currently no literature concerning the rebranding X of its user in Indonesia, so this study still a new and intriguing topic in Indonesia and will initially be tested on users in Batam City.

METHOD

In Figure 1 below, the research model used by the authors are based on (Ratnadewi et al., 2022). The model is used to determine the effect of rebranding on brand loyalty or brand loyalty. Meanwhile, the conceptual research model proposed the impact of the brand image or new brand image of a brand in generating brand trust, brand prestige, and brand love which affects brand loyalty or customer/user loyalty to the brand.
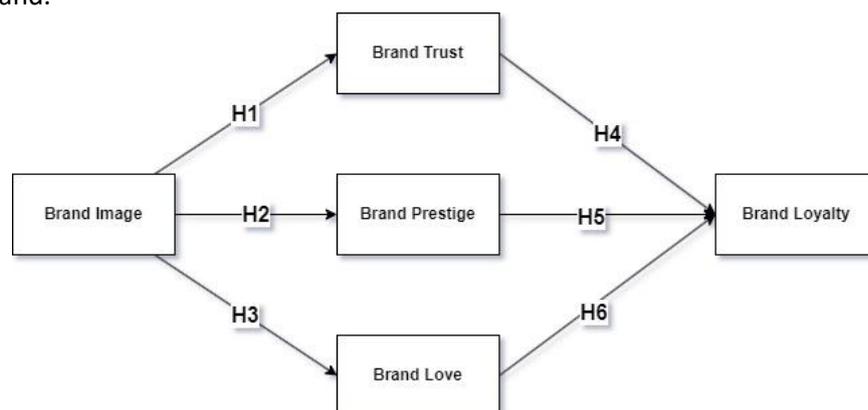

Figure 1. Research Model
(Source: Ratnadewi et al., 2022)

Based on the background and theory of previous studies, the methods used in this study is mixed method with quantitative and qualitative approaches. Quantitative approach is a type of research based on numerical or quantitative measures for understanding a phenomenon or variable where the measure is obtained from the measurement of quantitative variables, such as observations, tests, and

questionnaires (Sugeng, 2022). Quantitative data was collected based on the population of X users in Indonesia with the help of questionnaires through Google Forms. According to We Are Social, cited by (Sanjaya et al., 2023), It is known that the number of X users in Indonesia is 24 million by January 2023. Then, the calculation of the number of samples needed using the Slovin formula will be taken, with 400 respondents in total and the questionnaire includes a specific question to ascertain whether respondents have utilized the X application, ensuring that only users of X complete the survey. After the sample data has been collected, it will be analyzed through the linear regression statistical analysis method with the help of the SPSS software which is useful for identifying patterns between the dependent variable and two or more independent variables (Padilah & Adam, 2019).

Afterward, qualitative approach focuses on a phenomenon or event in an environment that represents what is happening, so the data does not reduce in numbers such as quantitative data (Samiaji, 2021). Interviews will be the data collection technique used by the authors in the qualitative approach. Interviews are conducted by two or more parties who communicate with each other through face-to-face meetings to collect data or obtain information (Fadhallah, 2021). The questions used to interview informant are the same questions used in the quantitative approach. However, the questions will be summarized so the answers to the questions can contain each research variable. The author will obtain data from 30 X application users through interviews. Then, the results of the interviews which contains users' opinions and perspectives on the application that will be used to support the results of the quantitative approach data analysis that has been processed in the discussion section.

Before conducting the analysis, an outlier measurement test, validity measurement test, and reliability measurement are required. Validity testing is needed to measure whether the instrument is declared feasible or valid, where data from the field and data in the study have similarities (Usman & Gustalika, 2022). In addition, reliability testing is a measurement to determine the consistency of the measuring instrument in collecting research data declared reliable (Sufandi et al., 2022). Validity testing is said to be valid if the *Average Variance Extracted* (AVE) or r values more than 0.5, then all values of these variables have met convergent validity, followed by reliability testing, it is considered that each variable value can be trusted with *Cronbach's alpha (*CR) value of more than 0.5. (Darma, 2021).

RESULT AND DISCUSSION

The first analysis is outlier testing, which is a test of data that has unique characteristics with significant and extreme values (Ika & Rosyidah, 2023). Further analysis will only be conducted on data with z-score value within the range of -3 and 3 (Suhartono & Febriyanti, 2023). From the questionnaires that have been distributed, there were 450 data collected and the results of data testing show that there were 43 outlier data that are not followed up. Then, proceed with the validity test which is useful for measuring data from the field with research data so that the instrument is considered valid or feasible (Usman & Gustalika, 2022).

Based on the validity test, it shows that in each variable all r values are above 0.5. Also, the *Pearson Correlation* value of the validity test results displays two asterisks (**). It can be concluded that all instruments or questions are valid or feasible. The measurement of the reliability test serves to evaluate the consistency in the research data collection process which aims to determine whether the measurement tool is reliable (Sufandi et al., 2022). The test results assess *Cronbach's alpha for* each variable above 0.5. This is in accordance with the quote from (Darma, 2021), that if the value of *Cronbach's alpha* value is more than 0.5, then all research variables are declared reliable.

Based on the results of validity testing and reliability testing as expected, it can be continued in further testing. Next, proceed with classical assumption testing to check whether the received data are consistent, deviant and accurate. Based on the results of the normality test, it is known that the data is normally distributed. This is due to the points scattered around the P -P Plot line on the *P -P Plot of the Standardized Regression Residual* graph, thus stating the normality of the research data.

Table 1. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	**VIF**
	(Constant)		
1	**BI**	1.000	1.000
Dependent Variable: BT_BP_BL			
	(Constant)		
	BT	0.506	1.977
	BP	0.772	1.295
1	**BL**	0.535	1.868
a Dependent Variable: BYY			

(Source: Authors, 2023)

To identify whether there is a significant correlation between each independent variable, multicollinearity testing is carried out. From the test results in Table 1 above, it is known that all variables have *tolerance* value greater than 0.01 and VIF value smaller than 10. The independent variables do not have a strong correlation and can avoid unstable analysis results. In addition, in order to test the residual results between each observation or there is an imbalance of variable in the regression model, heteroscedasticity testing is carried out. The results of the heteroscedasticity test shows that the scatter plot graph is randomly scattered. Which means that the data is considered more accurate and reliable as the error variability (residuals) in the model remains largely stable.

Table 2. Coefficient of Determination Test

Model	Adjusted R Square	Std. Error of the Estimate
1	0.277	0.19014
a Dependent Variable: BT_BP_BL		
b Predictors: (Constant), BI		
1	0.518	0.17444
a Predictors: (Constant), BL, BP, BT		
b Dependent Variable: BYY		

(Source: Authors, 2023)

After classical assumptions were made, regression or hypothesis testing is continued in the study. Table 2 is the result of the coefficient of determination (R-Square test) used to measure how much the independent variable contributes in explaining variations in the dependent variable. It can be concluded that brand image as an independent variable in the questionnaire has an influence of 27.7%, it shows that brand image has a low influence on brand trust, brand prestige, and brand love. Furthermore, the three variables influence brand loyalty by 51.8%.

Table 3. F test

Model		F	Sig.
1	**Regression**	157.695	.000b
a Dependent Variable: BT_BP_BL			
b Predictors: (Constant), BI			
1	**Regression**	147.330	.000b
a Dependent Variable: BYY			
b Predictors: (Constant), BL, BP, BT			

(Source: Authors, 2023)

To understand the joint influence of the independent variables on the dependent variables, the F test is carried out. The F test is determined if the Sig. value is greater than 0.05, then all independent variables do not significantly affect the dependent variables, and if the Sig. value is smaller than 0.05, there is a significant influence on all independent variables on the dependent variables. Based on the ANOVA data in Table 3 above, all Sig. values in the F test are below 0.05, indicating that brand image and brand trust, brand prestige, and brand love have a significant influence on each dependent variable and vice versa.

Table 4. The t-test

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	2.132	0.175	12.168	0.000
	BI	0.511	0.041	12.558	0.000
Dependent Variable: BT_BP_BL					
	(Constant)	0.952	0.171	5.57	0.000
	BT	0.223	0.042	5.298	0.000
	BP	0.118	0.037	3.18	0.002
1	BL	0.439	0.045	9.719	0.000
a Dependent Variable: BYY					

(Source: Authors, 2023)

Table 4 shows the results of statistical processing of coefficient data on the t-test. The t-test is conducted to test the effect on the dependent variable given by the independent variable individually or on each variable. From the test results, it is shown that the hypothesis with BI or Brand Image as the independent variable is accepted with Sig. value of less than 0.05. Therefore, it can be interpreted that brand image is influencing all dependent variables, namely brand trust, brand prestige, and brand love. Furthermore, the Sig. value on the BT variable is below 0.05, meaning there is an influence between brand *trust* and brand loyalty. Finally, both brand prestige and brand love is influencing brand loyalty, as indicated by their Sig. values being less than 0.05.

Discussion

The results from the quantitative testing show that Brand Image (BI) has an impact on all its dependent variables, namely Brand Trust (BT), Brand Prestige (BP), and Brand Love (BL). This result supports hypothesis 1 and is in accordance with (Hokky & Bernarto, 2020) who stated that Brand Image

has a positive influence on Brand Trust. This is defined based on the user's view that the brand not only needs to be responsible but also reliable, which provides a sense of security (Madeline & Sihombing, 2019). Most interviewees also stated that they would continue to trust in X due to the recognition by the wider community and the experience itself. As the main feature of the application has not been changed, they feel less affected by the application's rebranding. Thus, still trust the brand itself. Hypothesis 2 was also proved and supported by (Lho et al., 2019), where brand image has a positive influence on brand prestige. Brand prestige occurs when users associate the brand's level with the uniqueness of the brand's signature features (Pandowo, 2019). Interviewees also feel that X attracted attention and raised X's reputation after it was rebranded. Additionally, hypothesis 3 also proved, that Brand Image has an impact on Brand Love, making X more connected to its users (Cuong, 2020). Brand love holds an important role in the relationship between users and brands that grow based on user experience and the strong fondness in between (Madeline & Sihombing, 2019). Interviewees considered this new brand image to be good because of its uniqueness, but it has no effect on the usability itself.

Aligned with the study by (Bernarto et al., 2020). the results show significant results between brand trust and brand loyalty as stated in hypothesis 4. As explained in the study, the higher the user's trust, the higher the user's loyalty to the application. Trust is crucial when utilizing the application's services (Kelvin & Firmansyah, 2022). Users' trust in a brand can be interpreted as the users' willingness to rely on its capabilities to fulfill its function. This trust is also built based on users' expectations and positive beliefs in loyalty to X as an application.

Through the analysis, it also found that the Brand Prestige of X has a significant influence on Brand Loyalty, thus supporting hypothesis 5 and consistent with the research from (Kazmi & Khalique, 2019). Interviewees' motives for using X came from its reputation and their personal experiences with it. Although it captured user's attention after rebranding, they still continue to use the application because of their loyalty to the application.

Finally, the last hypothesis is proved and supported by (Kim et al., 2021). Brand love is a favorite owned by users of the application by establishing attachment and pleasure when using the X application. which shows that Brand Love has a significant influence on brand loyalty. Brand Love is favoritism shown by users, which then establishes attachment and pleasure when using the X. This interaction signifies the relation between their love for the brand towards their loyalty. Interviewees also stated that they like the uniqueness of the new brand image of X.

CONCLUSION

The results of the study have shown 6 hypotheses are accepted, X application rebranding had no impact on user opinion to the application. However, there are influence from brand trust, brand prestige, and brand love on user loyalty which means that users will remain loyal in using the application even though it has been rebranded. Users continued to use X after Twitter changed its name to X, demonstrating their loyalty. Users stick with X because of its features rather than the rebranding because of its attractiveness and uniqueness of the features.

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