

**PENGARUH *BRAND IMAGE* TWITTER PASCA
REBRANDING MENJADI X TERHADAP *BRAND LOYALTY* DI
KALANGAN GENERASI Z (MEDIASI: *BRAND TRUST*,
BRAND PRESTIGE, DAN *BRAND LOVE*)**

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ABSTRAK

Rebranding adalah strategi untuk memperbarui citra merek dan meningkatkan loyalitas pelanggan. Transformasi Twitter menjadi X merupakan bentuk *rebranding* yang bertujuan memperkuat posisi merek di pasar digital, khususnya di kalangan Generasi Z. Meski *rebranding* diharapkan dapat meningkatkan *brand image* serta membentuk *brand trust*, *brand prestige*, dan *brand love*, dampaknya terhadap *brand loyalty* masih perlu diteliti lebih lanjut. Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Image* pasca *rebranding* Twitter menjadi X terhadap *Brand Loyalty*, dengan mediasi *Brand Trust*, *Brand Prestige*, dan *Brand Love*. Penelitian kuantitatif ini melibatkan 385 responden pengguna aktif Twitter/X usia 18–27 tahun melalui teknik *purposive sampling*. Analisis data menggunakan SmartPLS 4. Hasil menunjukkan bahwa *Brand Image* tidak berpengaruh langsung terhadap *Brand Loyalty*, tetapi berpengaruh secara tidak langsung melalui *Brand Trust* ($\beta = 0,165$; $p = 0,003$), *Brand Prestige* ($\beta = 0,207$; $p = 0,000$), dan *Brand Love* ($\beta = 0,143$; $p = 0,014$). Temuan ini menegaskan bahwa loyalitas Generasi Z dipengaruhi oleh dimensi psikologis yang melibatkan kepercayaan, prestise, dan keterikatan emosional terhadap merek. Penelitian ini memberikan wawasan strategis bagi pengelola merek agar lebih menekankan pada pengalaman emosional dan nilai simbolik dalam membangun loyalitas konsumen muda pasca *rebranding*.

Kata Kunci: *Brand Image*, *Brand Loyalty*, Gen-Z , Mediasi, dan *Rebranding*

**THE INFLUENCE OF TWITTER'S BRAND IMAGE AFTER
REBRANDING TO X ON BRAND LOYALTY AMONG
GENERATION Z (MEDIATION: BRAND TRUST, BRAND
PRESTIGE, AND BRAND LOVE)**

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ABSTRACT

Rebranding is a strategy aimed at renewing brand image and enhancing customer loyalty. The transformation of Twitter into X represents a form of rebranding intended to strengthen brand positioning in the digital market, particularly among Generation Z. Although rebranding is expected to improve brand image and build brand trust, brand prestige, and brand love, its impact on brand loyalty still requires further investigation. This study aims to analyze the effect of Brand Image after Twitter's rebranding into X on Brand Loyalty, with the mediating roles of Brand Trust, Brand Prestige, and Brand Love. This quantitative research involved 385 active Twitter/X users aged 18–27 years using a purposive sampling technique. Data were analyzed using SmartPLS 4. The results show that Brand Image does not have a direct effect on Brand Loyalty, but has an indirect effect through Brand Trust ($\beta = 0.165$; $p = 0.003$), Brand Prestige ($\beta = 0.207$; $p = 0.000$), and Brand Love ($\beta = 0.143$; $p = 0.014$). These findings confirm that brand loyalty among Generation Z is influenced by psychological dimensions involving trust, prestige, and emotional attachment to the brand. This study provides strategic insight for brand managers to focus more on emotional experience and symbolic value in strengthening consumer loyalty in the context of rebranding.

Keywords: *Brand Image, Brand Loyalty, Gen-Z , Mediation, and Rebranding*