

DAFTAR PUSTAKA

- Afiftama, I., & Nasir, M. (2023). *The Effect of Brand Image , Brand Trust and Customer Experience on Brand Loyalty*. 191–202. <https://doi.org/10.37641/jimkes.v12i1.2403>
- Aji, B. W. (2025). The Influence Of Sustainable Marketing On *Customer Loyalty* With *Brand Image* And Customer Satisfaction As Mediating Roles : Paint Industry In Indonesia Pengaruh Pemasaran Berkelanjutan Terhadap Loyalitas Pelanggan Dengan Citra Merek Dan Kepuasan Pelanggan. *Management Studies and Entrepreneurship Journal (MSEJ)*, 6(4), 6399–6412.
- Amstrong, G., Kotler, P., & Opresnik, M. O. (2023). *Marketing An Introduction (FIFTEENTH)*. pearson. https://doi.org/10.1300/J037v13n02_01
- Anjursari, A., Setiyani, L., & Riono, S. B. (2023). The influence of *Rebranding*, Product Quality, Information Quality and Relationship Marketing on the *Brand Image* of Glow and Lovely Products at the Azkiya Cosmetics Store. *Journal of Economic, Management and Entrepreneurship Research*, 1(4), 94–106.
- Awwaliyah, N. A. Al, Krisnawati, W., & Saepuloh, A. (2024). Pengaruh *Rebranding*, Persepsi Kualitas, dan *Brand Image* Terhadap Loyalitas Konsumen pada PT. Cipta Giri Sentosa. *VISA: Journal of Vision and Ideas*, 4(1), 333–351. <https://doi.org/10.47467/visa.v4i1.2000>
- Azizan, N. S., & Yusr, M. M. (2019). the Influence of Customer Satisfaction, *Brand Trust*, and *Brand Image* Towards *Customer Loyalty*. *International Journal of Entrepreneurship and Management Practices*, 2(7), 93–108. <https://doi.org/10.35631/ijemp.270010>
- Batara, H., & Susilo, D. (2022). The Effect of *Rebranding* Lays to *Customer Loyalty* with *Brand Image* as A Mediation Variable. *LONTAR: Jurnal Ilmu Komunikasi*, 10(2), 113–125. <https://doi.org/10.30656/lontar.v10i2.4948>
- Burmann, C., Riley, N., Halaszovich, T., & Schade, M. (2017). *Identity-Based Brand Management*.
- Burmann, C., Riley, N., Halaszovich, T., & Schade, M. (2023). *Identity-Based Brand Management* (second edi). <https://doi.org/https://doi.org/10.1007/978-3-658-40189-4>
- Candri, F., Yacob, S., Junaidi, J., & Lubis, T. A. (2022). *Customer Loyalty* model: a custom product perspective, innovation adaption, *Brand Image*, lifestyle,

and trust in the interior furniture industry. *Put It Right Journal*, 1(1), 20–28.
<https://doi.org/10.22437/pirj.v1i1.17188>

CNBC Indonesia. (2025a). *Kuartal I 2025 Laba ACES Rp 20.482 Miliar*. CNBC Indonesia. <https://www.cnbcindonesia.com/market/20250502085353-17-630342/kuartal-i-2025-laba-aces-rp-20482-miliar>

CNBC Indonesia. (2025b). *Pertumbuhan Ekonomi Tinggi Tapi Kok Emiten Ritel Babak Belur?* CNBC Indonesia. <https://www.cnbcindonesia.com/research/20250807151346-128-656046/pertumbuhan-ekonomi-tinggi-tapi-kok-emiten-ritel-babak-belur>

Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, *Brand Image*, Customer Satisfaction, and *Customer Loyalty*. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593.
<https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>

Dwintri Nata, S., & Sudarwanto, T. (2022). Effectiveness of *Brand Image*, Content Marketing, and Quality Product on Purchase Decision of J-GLOW Products. *JEBA (Journal of Economics and Business Aseanomics)*, 7(1), 78–91. <https://doi.org/10.33476/jeba.v7i1.2448>

Fadillah, T., & Tanjung, Y. (2024). Pengaruh Kualitas Pelayanan, Citra Merek dan Kepuasan Terhadap Loyalitas Konsumen pada PT. Luna Boga Narayan (Janji Jiwa) Cabang Medan Timur. *Jurnal Widya*, 5(2), 1200–1213.

Firmansyah, M. A. (2019). *Buku Pemasaran Produk dan Merek*. August.

Franedy, R. (2019). *Gojek Rebranding: Makna Logo Baru dan Super App*. CNBC Indonesia. <https://www.cnbcindonesia.com/tech/20190723062206-37-86766/gojek-Rebranding-makna-logo-baru-dan-super-app>

Ghozali, I., & Kusumadewi, K. A. (2023). Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris edisi 2. In *Badan Penerbit Universitas Diponegoro*.

Halim, M. A., Sari, L. F., & Nofranita, W. (2023). Persepsi Konsumen Terkait Etika, Kepuasan Dan Loyalitas Pelanggan Di Sektor Retail Online. *Jurnal Menara Ekonomi : Penelitian Dan Kajian Ilmiah Bidang Ekonomi*, 9(2), 79–92. <https://doi.org/10.31869/me.v9i2.4302>

Husaini, A. F., Yetmi, Y. S., & Ratnasari, A. (2025). *The Effect of Rebranding , Brand Image , and Marketing Strategy on Customer Satisfaction*. 3(2), 29–40.

- IDN Financials. (2025). *Setelah Ganti Nama AZKO, Apa Rencana ACES*.
<https://www.idnfinancials.com/id/news/51893/setelah-ganti-nama-azko-apa-rencana-aces>
- Jobber, D., & Ellis-Chadwick, F. (2023). *Principles and Practice of Marketing Marketing* (Tenth). McGraw-Hill Education.
- Joseph, A. (2020). *Corporate Rebranding: An Internal Perspective (Multiple Case Study into Employee Buy-in in the Higher Education Sector)*. November.
- Joseph, A., Gupta, S., Wang, Y. C., & Schoefer, K. (2021). Corporate Rebranding: An internal perspective. *Journal of Business Research*, 130, 709–723. <https://doi.org/10.1016/j.jbusres.2020.04.020>
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Manajemen*.
- Khasanah, S. H., Ariani, N., & Argo, G. J. (2021). Analisis Citra Merek, Kepercayaan Merek, dan Kepuasan Merek terhadap Loyalitas Merek. 2, 394–411.
- Khoirunnisa, A., Maulana, R. R., Taufik, N. I., & Kurniawan, I. (2025). Analisis Rebranding Terhadap Minat Masyarakat Dalam Penggunaan Layanan Ekspedisi Pt Pos Indonesia. *Sustainability (Switzerland)*, 11(1), 1–14. <https://pubmed.ncbi.nlm.nih.gov/28459981/><https://doi.org/10.1016/j.resenv.2025.100208><http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y><http://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005><https://doi.org/10.1016/j.resenv.2025.100208>
- Koo, M. D., & Desy, P. (2024). Pengaruh Rebranding Terhadap Brand Image Serta Kepuasan dan Loyalitas Pelanggan. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(2), 2547–2562. <https://doi.org/10.47467/alkharaj.v6i6.3166>
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2021). *Principles of MARKETING (EIGHTEENTH)*. Pearson Education Limited.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management (SIXTEENTH)*. pearson.
- Lalaounis, S. T. (2021). *Strategic Brand Management and Development Creating and Marketing Successful Brands*. Routledge. <https://doi.org/10.4324/9780429322556>
- Mabillard, V., Pasquier, M., & Vuignier, R. (2024). *Place Branding and*

Marketing from a Policy Perspective Building Effective Strategies for Places. <https://doi.org/10.4324/9781003286189>

- Mehta, A. M., & Tariq, M. (2020). How *Brand Image* and perceived service quality affect *Customer Loyalty* through customer satisfaction consumer perception and behavioral intention view project intrinsic and extrinsic rewards view project. *Academy of Marketing Studies Journal*, 24(March), 1–10. <https://www.researchgate.net/publication/340105373>
- Monfort, A., López-Vázquez, B., & Sebastián-Morillas, A. (2025). Building trust in sustainable brands: Revisiting perceived value, satisfaction, customer service, and *Brand Image*. *Sustainable Technology and Entrepreneurship*, 4(3). <https://doi.org/10.1016/j.stae.2025.100105>
- Mulyanti, S., & Akbar, R. R. (2025). Pengaruh *Rebranding* dan Citra Merek Terhadap Loyalitas Pengguna Media Sosial X di Bandung. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(2), 1918–1927. <https://doi.org/10.31004/riggs.v4i2.776>
- Nuhadriel, Y., Japiana, M., & Keni. (2021). Pentingnya Brand Communication, Brand Experience, Dan *Brand Image* Dalam Meningkatkan Brand Loyalty Pada Ritel Furnitur: *Brand Trust* Sebagai Variabel Mediasi. *Jurnal Ilmiah Ekonomi Bisnis*, 26(3), 264–277. <https://doi.org/10.35760/eb.2021.v26i3.4075>
- Poluan, N. A. E. (2021). Pengaruh *Rebranding* Linkaja terhadap Peningkatan *Brand Image* Produk dan Loyalitas Pelanggan Grapari Graha Merah Putih. *JURNAL SIMBOLIKA: Research and Learning in Communication Study*, 7(1), 57–65. <https://doi.org/10.31289/simbollika.v7i1.4417>
- Raehana, S., Setiawan, Z., Asakdiyah, S., Dahlan, U. A., Dahlan, U. A., & Dahlan, U. A. (2021). *Antecedents Of Consumer Loyalty Furniture And*. 5(12), 123–147.
- Risnawati, E., & Sakinah, R. M. N. (2025). The Role of Index, Icon, and Symbol in the Official Rebrand Introduction Video for Burger King. *English Journal of Indragiri*, 9(1), 122–141. <https://doi.org/10.61672/eji.v9i1.2880>
- Rudzewicz, A., & Strychalska-rudzewicz, A. (2021). *The Influence of Brand Trust on Consumer Loyalty*. XXIV(3), 454–470.
- Sahir, S. H. (2022). *METODOLOGI PENELITIAN*.
- Sharma, T., Pandey, S., & Kumar, S. (2025). *International Journal of Research*

Publication and Reviews " Assessing Impact of " McDonald ' s " Rebranding on Customer Loyalty for. 6, 9613–9618.

SmartLegal.id. (2025). *ACE Hardware Ganti Nama AZKO: Perubahan Identitas dan Langkah Hukum yang Perlu Diketahui*. SmartLegal.id. https://smartlegal.id/hki/merek/2025/01/10/ace-hardware-ganti-nama-azko-sl-gt/?utm_source

Srisusilawati, P., Burhanudin, J., Trenggana, A. F. M., Anto, M. A., Kusuma, G. P. E., Rahmasari, L. F., Suharyati, S., Mulyani, M., Ariyani, N., Hadi, P., Manggabarani, A. S., Lestari, F. P., Irawati, N., Octaviani, L. K., Bakar, R. M., Musafir, & Dewi, I. C. (2023). *Loyalitas Pelanggan*.

Statista. (2025). *Forecast of global retail sales growth*. <https://www.statista.com/statistics/232347/forecast-of-global-retail-sales-growth/>

Sudirman, A., Nugraha, J., Yulindia, L., & Rini, P. (2024). *Branding strategy di era digital* (Issue March).

Sugiyono. (2023). *Metode Penelitian Kuantitatif Kualitatif* (Vol. 17).

Sularso, R. A. (2020). Digital Repository Universitas Jember Digital Repository Universitas Jember. *Pengaruh Service Quality, Brand Image, Brand Equity, Dan Corporate Rebranding Terhadap Kepuasan Dan Loyalitas Pelanggan Transmart Indonesia*, 3(3). <https://jurnal.unej.ac.id/index.php/BISM>

Wiguna Maha Putra, I. K. A., & Kerti Yasa, N. N. (2021). The influence of product quality, *Brand Image, Brand Trust* on customer satisfaction and loyalty. *American International Journal of Business Management (AIJBM)*, 4(1), 25–34. <http://www.aijbm.com>

Wijayanti, I., & Kirana, R. (2025). Dampak *Rebranding* Twitter Menjadi X terhadap Loyalitas Merek: Peran Mediasi Sikap Konsumen dan Moderasi Keunikan Merek. *Jurnal Sosial Dan Sains*, 5(1), 97–107. <https://doi.org/10.59188/jurnalsosains.v5i1.31970>

Wikantari, M. A., Pramestidewi, C. A., Amelia, E., Mafrudoh, L., Syafruddin, Savitri, C., Laan, R., Dwi, B., Chasanah, U., Kepal, N., Hamid, M. A., Wikaningtyas, S. U., Adinegara, G. N. J., Faddila, S. P., Puspatriani, A. D., Makhfudi, & Saragih, G. S. (2024). *Manajemen PEMASARAN Tradisional vs Digital* (Hartini (ed.)). Lakeisha.

YouGov. (2024). *Beyond the Purchase: Understanding the Indonesian*

Consumer's Shopping Personality. YouGov.
https://business.yougov.com/content/50874-beyond-the-purchase-understanding-the-indonesian-consumers-shopping-personality?utm_source=