

## **ABSTRAK**

### **PENGARUH LOGO MEREK PADA CITRA MEREK DENGAN PEMEDIASI KEPRIBADIAN DAN KEAKRABAN MEREK PADA MEREK MINUMAN ISOTONIK POCARI SWEAT**

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Penelitian ini bertujuan untuk menguji pengaruh logo merek pada citra merek, baik secara langsung maupun dengan peran mediasi kepribadian merek dan keakraban merek pada merek Pocari Sweat di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan memperoleh data melalui penyebaran kuesioner dan dilakukan secara *cross-sectional*. Partisipan penelitian ini berjumlah 216 orang yang merupakan konsumen Pocari Sweat di Jakarta. Hasil penelitian ini mengungkapkan pentingnya logo merek dalam meningkatkan citra merek positif. Hasil lebih lanjut juga menunjukkan bahwa dimensi kepribadian merek dan keakraban merek memediasi hubungan antara logo merek dan citra merek.

Kata Kunci: Logo Merek, Citra Merek, Kepribadian Merek, Keakraban Merek.

## **ABSTRACT**

### ***THE IMPACT OF BRAND LOGO ON BRAND IMAGE WITH THE MEDIATING ROLE OF BRAND PERSONALITY AND FAMILIARITY ON THE BRAND OF ISOTONIC DRINK POCARI SWEAT***

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*This study aims to examine the effect of brand logo on brand image, both directly and with the mediating role of brand personality and brand familiarity with the Pocari Sweat brand in Indonesia as a subject. This research uses a quantitative approach by obtaining data through questionnaires and is carried out cross-sectionally. The number of participants in this study were 216 people who were Pocari Sweat consumers in Jakarta. The results of this study reveal the importance of brand logo in enhancing positive brand image. Further results also show that the dimensions of brand personality and brand familiarity mediate the relationship between brand logo and brand image.*

*Keyword: Brand Logo, Brand Image, Brand Personality, Brand Familiarity.*