

TABLE OF CONTENT

Page of Title	i
Authorization	ii
Declaration of Authenticity	iii
Preface	iv
Table of Content	v
List of Tables	viii
List of Figures	ix
List of Appendixes	x
Inti Sari	xi
Abstract	xii
 CHAPTER I: INTRODUCTION	 1
1.2 Background of The Study	1
1.2 Problem Formulation	3
1.3 Research Questions	3
1.4 Research Objectives	3
1.5 Benefits of The Research	4
1.6 Scope of The Research	4
1.7 Writing Scheme	5
 CHAPTER II: REVIEW OF LITERATURE	 6
2.1 Logo	6
2.2 Logo Shape Redesign	9
2.3 Brand Commitment	12
2.4 Brand Attitude	13
2.5 Logo Evaluation	14
2.6 Repurchase Intention	16
2.7 Research Hypotheses	17
2.7.1 Logo Shape Redesign and Logo Evaluation	17
2.7.2 Logo Shape Redesign and Brand Attitude	17

2.7.3	Logo Shape Redesign and Repurchase Intention	17
2.7.4	Logo Evaluation and Brand Attitude	18
2.7.5	Brand Attitude and Repurchase Intention	18
2.7.6	Brand Commitment as The Moderator Logo Shape Redesign and Logo Evaluation	18
2.7.7	Brand Commitment as The Moderator Logo Shape Redesign and Brand Attitude	19
2.7.8	Brand Commitment as The Moderator Logo Shape Redesign and Repurchase Intention	19
2.8	Conceptual Framework	19
CHAPTER III: RESEARCH METHOD		21
3.1	Design of Study	21
3.2	Operational Definition of Variables	23
3.2.1	Logo Shape Redesign	24
3.2.2	Logo Evaluation	24
3.2.3	Brand Attitude	24
3.2.4	Brand Commitment	24
3.2.5	Repurchase Intention	25
3.3	Population and Sample	25
3.4	Randomization	25
3.5	Methods for Data Collection	26
3.5.1	Development of Questionnaire	27
3.6	Test of Research Instruments	27
3.6.1	Validity and Reliability Test	27
3.6.2	Pretest for Validity and Reliability	28
3.7	Two Way ANOVA	30
3.8	Correlation Analysis	30
CHAPTER IV: DATA ANALYSIS AND DISCUSSIONS		32
4.1	Participants' Demographic Characteristics	32
4.1.1	Participants' Gender	32
4.1.2	Participants' Age	33

4.1.3	Participants' Frequency Consumption	33
4.2	Data Analysis	34
4.3	Result of Hypothesis Testing	41
4.3.1	First Hypothesis	43
4.3.2	Second Hypothesis	44
4.3.3	Third Hypothesis	44
4.3.4	Fourth Hypothesis	45
4.3.5	Fifth Hypothesis	46
4.3.6	Sixth Hypothesis	47
4.3.7	Seventh Hypothesis	48
4.3.8	Eighth Hypothesis	49
4.6	Discussions	50
CHAPTER V: CONCLUSIONS, LIMITATIONS AND		
RECOMMENDATIONS		54
5.1	Conclusions	54
5.2	Limitations	55
5.3	Recommendations	56
5.3.1	Recommendation for Further Study	56
5.3.2	Recommendation for Practitioner	56
BIBLIOGRAPHY		57
APPENDIXES.....		61

LIST OF TABLES

Table 3.1. Measurement Scale Items	23
Table 3.2. KMO and Bartlett's Test	28
Table 3.3. Validity Test Result	29
Table 3.4. Reliability Test Result	30
Table 4.1. The Participants' Gender	32
Table 4.2. The Participants' Age	33
Table 4.3. The Participants' Frequency Consumption (Aqua)	33
Table 4.4. The Participants' Frequency Consumption (Pocari Sweat)	34
Table 4.5. The Participants' Frequency Consumption (Ultra Milk)	34
Table 4.6. Descriptive Statistic (Aqua)	35
Table 4.7. Descriptive Statistic (Pocari Sweat)	37
Table 4.8. Descriptive Statistic (Ultra Milk)	39
Table 4.9. The Result of Two Way ANOVA	41
Table 4.10. The Result of Correlation Analysis	43
Table 4.11. The Summary of Hypothesis Testing	50

LIST OF FIGURES

Figure 2.1. The Role of The Symbol	8
Figure 2.2. The Examples of Companies' Logo Changes	10
Figure 2.3. Conceptual Framework of The Study	20
Figure 3.1. Logo Shape Redesigns for The Experiment	22

LIST OF APPENDIXES

APPENDIX 1. Research Questionnaire	61
APPENDIX 2. Validity And Reliability Test	82
APPENDIX 3. Participants' Demography	90
APPENDIX 4. Descriptive Statistics	92
APPENDIX 5. Two Way ANOVA	96
APPENDIX 6. Correlation Analysis	100