The Effect of Rebranding, Perceived Quality and Brand Awareness on Brand Loyalty at Truntum Padang Hotel Customers

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ABSTRACT

This study aims to determine the impact of the influence of Rebranding, Perceived Quality and Brand Awareness on Brand Loyalty on Truntum Padang Hotel customers. The population in this research is Truntum Padang Hotel Visitors. The sample in this study used the theory put forward by Ghozali and found a sample of 102 respondents. The primary data collection method in this study uses a questionnaire in the form of a GForm. The data analysis technique in this study uses PLS (Partial Least Square). The results of this study indicate that the Rebranding variable has a positive and significant influence on Brand Loyalty, the Perceived Quality variable makes a positive and significant contribution to Brand Loyalty, and the Brand Awareness variable influences Brand Loyalty positively and significantly. The results of this study also show that brand awareness makes a positive and significant contribution to brand loyalty. With a high level of brand awareness, customers will be more aware of matters relating to the Truntum Padang Hotel brand.

Keywords: Brand Awareness, Brand Loyalty, Perceived Quality, Rebranding.

INTRODUCTION

After the Covid-19 pandemic, the government, through various planned programs, made the development of the tourism sector one of the leading sectors that has the potential to support economic growth in Indonesia. This is because in the pre-pandemic period, the tourism industry made a sizable contribution to the country's foreign exchange, gross domestic product (GDP) and employment. So that it is hoped that the tourism sector will be able to recover and stimulate national economic growth after this pandemic.

Table 1 Table of targets and achievements of the national tourism sector for the 2018-2023

INDICATOR	2018	2019	2020	2021	2022	2023 (target)
Contribution to National GDP (%)	5.5	4.7	4.05	2.40	3.6	4.1*
Foreign Exchange ($ billion)	14.8	16.9	3.36	0.49	4.26	2.07 – 5.95*
International Tourists (Million People)	15.81	16.1	4	1.56	5.47	7.4*
Domestic Travelers (Million Trips)	303.4	312.5	524	603	703	1400*

Based on the data above, it can be seen that during the 2019 period the national tourism sector succeeded in attracting approximately 16.9 million foreign tourists and 312.5 million trips made by domestic tourists which this figure has increased compared to 2018. The data also showing a significant decrease in the country's foreign exchange earnings in the tourism sector during the 2020-2021 pandemic period, which previously was able to earn $16.9 billion in 2019, dropping to $3.36 billion in 2020 and dropping drastically to $0.49 billion in 2021.

On the other hand, in 2022 the Indonesian tourism sector will experience a post-pandemic recovery in all performance indicators. This is evidenced by the increase in GDP gains which were previously 2.40% to 3.6% and an increase in foreign tourists from previously 1.56 million people to 5.47 million people and foreign exchange earnings almost 10 times compared to 2021. Seeing how the potential of the sector Promising national tourism and with the commencement of the transition in handling Covid-19 from a pandemic to an endemic which affects the increasing mobility of people, this certainly brings fresh air to the hospitality industry. The current transition affects the increasing need for hospitality services for tourists who travel in Indonesia.

Hotel Truntum Padang is one of the hospitality businesses with a 4 (four) star hotel classification in the city of Padang that takes advantage of potential opportunities from the growth of the national tourism sector. As one of the businesses involved in the hospitality industry, Hotel Truntum Padang has made many efforts in developing its business. One strategy that has been carried out by this business is rebranding. This is evidenced by the total change in the name, logo and concept that displays the image of Hotel Truntum Padang (formerly Hotel Grand Inna Padang). Hotel Truntum Padang, which is a business unit in the hospitality sector, has rebranded in 2021 under the auspices of the holding company PT Hotel Indonesia Group (HIG).

In the business environment, rebranding is not a new phenomenon. This is an effort of how the company improves and improves what already existed before. Sumiyati, et al. (2019) explained that rebranding in an organization does not only focus on visual changes such as names or logos, but aims to understand market conditions so that it can be used as a guideline for the institution/organization to continue to innovate.

Table 2 Data sales and income of Hotel Truntum Padang

year	Growth Ratio (Room) (unit)	Growth Ratio (Venues) (unit)	Growth Ratio (Income) (Rp)
2018	4.24%	6.22%	4.39%
2019	7.23%	8.11%	4.36%
2020	-53.39%	-62.68%	-63.18%
2021	51.15%	115.60%	92.10%
2022	9.99%	-13.59%	-4.97%

Based on presents sales and revenue data for the Truntum Padang Hotel in the last five years. The growth ratio in room sales from 2018-2019 and 2020-2022 has increased. Meanwhile in 2020 there was a drastic decline in every indicator caused by the co-19 pandemic. The data also shows that after the rebranding in 2022 there will be a decrease in venue rentals by 13.59% and a decrease in income by 4.97%.

The decline in revenue and venue rentals that occurred in 2022 indicates that there is reduced customer loyalty in using services and services at the Truntum Padang Hotel. The influencing factors may be found in the rebranding strategy implemented by the organization. The existence of a significant change in a brand can certainly raise questions in the minds of consumers whether the changes that have occurred offer product innovations that are superior or even worse than before the change occurred.

The researcher found a possible problem regarding the rebranding decision at the Truntum Padang Hotel, namely the reduced awareness of the customer about the existence of the brand (brand awareness).

The old brand (Grand Inna Padang Hotel) which has been embedded in the minds of several consumers is a challenge for the management of Truntum Padang Hotel to be able to strengthen the new brand in the midst of a fairly competitive hotel industry in West Sumatra.

As a business sector that provides services in the form of lodging services, the concept changes that have occurred have also caused customers to question whether the quality of services offered can meet or even exceed their perceptions. Perceived quality of the customer is certainly very influential on the intention to visit again. If the business unit can meet the perceptions and expectations held by consumers on the quality of the products or services offered, then through these variables it is hoped that the organization can position itself to continue to innovate in meeting customer expectations so that brand loyalty can be achieved.

Literature Review

Brand

According to Aaker (2018: 9) a brand (brand) is a name or symbol in which there is (a logo, trademark, or packaging) that is distinguishable with the aim of identifying goods or services from a particular seller or group of sellers, so that it can more easily differentiate products. or services produced by competitors. Another opinion according to de Chernatony L and Segal Horn (in DS Kodrat, 2020) defines a brand as a link between a company's marketing activities and consumer perceptions of functional and emotional elements in their experience with certain products and the way these products are presented to them.

Based on some of the definitions above, it can be said that a brand is a symbol through (name, logo, slogan, trademark and design) which includes (values, meanings and ideas) which serves to identify a product or service as a differentiator from competitors and is a link in the marketing chain. in marketing activities to meet consumer perceptions of the functional and emotional elements that exist in the brand. The success of an organization in building a brand (branding) can lead to consumer loyalty to the brand (brand loyalty).

Rebranding

According to Lambkin and Mary in (JF Thomas, 2016) defines that rebranding is an attempt to create renewal of names, terms, designs, logos, or symbols with the aim of developing new characteristics or concepts in the minds of stakeholders and competitors or competitors. As well as in Fachruddin's book (2016) explains that the form of renewal in rebranding is related to positioning, strategy, messages, products, visuals, names to corporate identity. The implementation of a rebranding strategy does not only involve updating the organization's identity visually, but also refers to a real change in the concept and values of the company or organization. There are several rebranding indicators, including: repositioning, renaming, redesigning, and relaunching.

In research conducted by Prasetya and Ahmad (2019) stated that there is an influence between rebranding on brand loyalty. The existence of a new concept change in a brand which then improves the performance and quality of products or services can certainly leave a positive impression on the minds of consumers. This positive response can certainly strengthen consumer loyalty to a brand.

H1 : Allegedly Rebranding has a positive effect on Brand Loyalty

Perceived Quality

Based on the definition put forward by the American Society for Quality (ASQ) (in H Faizal and S Nurjanah, 2019) it is stated that quality is the whole of the features and characteristics of a product or service that has a function in satisfying needs and wants. Almost all business sectors make quality their main goal. Consumers pay attention to quality through the products or services offered.

Meanwhile, according to Noor et al., (in Rimadani, 2018) defines perceived quality as the consumer's evaluation of the whole brand both for its intrinsic elements (performance and durability) and its extrinsic elements (in the form of the brand name itself). According to N Fajariah et. al (2016) there are three indicators of perceived quality, which include: trust in quality, good quality, and satisfaction with products/services.

Perceived quality displays brand value so that it influences the strength of the relationship between consumers and the brand. Foroudi et al., (2018) argues that when consumers have a good perceived quality of a brand, this situation can influence consumer preferences and form consumer loyalty to that brand.

H2 : Allegedly Perceived Quality has a positive effect on Brand Loyalty

Brand Awareness

Brand awareness is a component of brand equity. Brand awareness is the ability of consumers to be aware of a brand. The higher brand awareness, the higher consumer awareness of brand perception (Aaker, 2018). Even though brand awareness is the first stage of brand equity, in the opinion of Faroudi, et al., (2018) states that consumers will tend to buy brands they already know. In the study of N Fajariah et al., (2016) there are five indicators to find out how aware consumers are of a brand, namely: brand recognition, brand recall, top of mind, advertising, and word of mouth.

Research conducted by Valencia & Candy (2022) and Dhanny et al., (2021) showed a positive significant relationship between brand awareness and brand loyalty. In general, consumers will use goods or services with brands that are familiar and in accordance with expected standards, in this situation it is said that consumers are aware of a brand. Brands that are known by consumers grow a preference for using the brand and affect the level of loyalty to the brand. If consumers are getting bigger to build their closeness to a brand, then this can encourage consumers to be loyal to that brand.

H3 : Allegedly Brand Awareness has a positive effect on Brand Loyalty

Brand Loyalty

Brand loyalty is consumer attachment to a brand as represented by attitudes and behavior (Zhang et al., 2014). This attitude shows the level of customer satisfaction with a brand, while behavior is a decision that directs consumers to make repeat purchases of that brand. The success of a brand is not only seen by how much consumers are aware of a brand, logo, or slogan, but is measured by how strongly consumers feel connected to the brand (Barlow, in N Fajariah et al., 2016). Referring to research conducted by Ganesh, Arnold and Reynolds (2000: 71) put forward five indicators of measuring brand loyalty, including the following: repeat purchase intention, self-stated retention, price insensitivity, resistance to counter persuasion,

According to Deng, et al., (2010) broadly speaking, brand loyalty is defined as repurchasing a product or service based on customer satisfaction which results in purchasing the same brand or brand set. Brand loyalty is a manifestation of customer loyalty to a brand. The higher the level of consumer loyalty to the brand, will provide benefits for the company such as through loyal consumers can be a basic barrier for the entry of new competitors, can be the basis for setting premium prices, giving enough time for companies to respond to competitor innovations, and a stronghold of price competition. disturbing (Aaker, 2018).

RESEARCH METHOD

This study used a quantitative descriptive method with primary data collection techniques carried out through distributing questionnaires. This study uses an ordinal scale with Likert weighting (1-5). Sampling was carried out using the non-probability sampling method through a purposive sampling technique, in which respondents were given certain criteria to validate the research sample. The sample

size for this research is 102 respondents. Data analysis in this study was carried out through descriptive analysis using the Partial Least Squares (PLS) method, and hypothesis testing was carried out using statistical methods supported by SmartPLS 4.0 software. The measuring tool used in this research is an online questionnaire made with Google Forms.

RESEARCH RESULTS AND DISCUSSION

The measurement model in this study uses exogenous variables with reflective indicators including Rebranding variables (X1), Perceived Quality (X2) and Brand Awareness (X3) as well as endogenous variables namely Brand Loyalty (Y) to measure the validity of indicators one of which is based on table output outer loading, that is by looking at the value of the factor loading, because in this modeling all indicators use reflective, the tables used are output outer loadings.

Table 3 Outer Loadings (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
X1.1 <- Rebranding	0.930	0.929	0.023	40.790
X1.2 <- Rebranding	0.964	0.963	0.012	82.722
X1.3 <- Rebranding	0.935	0.934	0.021	44.741
X1.4 <- Rebranding	0.954	0.953	0.014	68.645
X2.1 <- Perceived Quality	0.972	0.972	0.009	112.354
X2.2 <- Perceived Quality	0.949	0.947	0.027	34.861
X2.3 <- Perceived Quality	0.961	0.960	0.014	70.853
X3.1 <- Brand Awareness	0.900	0.899	0.041	21.940
X3.2 <- Brand Awareness	0.919	0.918	0.030	30.781
X3.3 <- Brand Awareness	0.934	0.935	0.036	25.750
X3.4 <- Brand Awareness	0.876	0.871	0.042	20.638
X3.5 <- Brand Awareness	0.897	0.897	0.029	30.975
Y.1 <- Brand Loyalty	0.895	0.893	0.036	25.082
Y.2 <- Brand Loyalty	0.957	0.956	0.010	91.771
Y.3 <- Brand Loyalty	0.959	0.958	0.011	87.101
Y.4 <- Brand Loyalty	0.759	0.764	0.047	16.119
Y.5 <- Brand Loyalty	0.936	0.936	0.021	43.855

Based on the table above, the validity of the indicator is measured by looking at the factor loading value to the indicator, it is said that the validity is sufficient if it is greater than 0.5 and or the T-Statistic value is greater than 1.96 (z value at $\alpha = 0.05$). Factor loading is the correlation between indicators and variables, if it is greater than 0.5 it is considered that the validity is fulfilled as well as if the T-Statistic value is greater than 1.96 then the significance is fulfilled.

Based on the outer loading table above, all reflective indicators on the variables Rebranding (X1), Perceived Quality (X2) and Brand Awareness (X3) and Brand Loyalty (Y) show a factor loading (original sample) greater than 0.50 and significant (the value of T-Statistics) is greater than the value of z $\alpha = 0.05$ (5%) = 1.96), thus the results of the estimation of all indicators meet Convergent Validity or it can be said that the validity is good.

Measurement of indicator validity can also be seen from the cross loading table, if the loading

factor value for each indicator for each variable is greater than the loading factor for each indicator for the other variables, then the loading factor is said to be valid, but if the loading factor value is smaller than the indicator for other variables, it is said to be invalid.

Table 4 Cross Loading

	Rebranding (X1)	Perceived Quality (X2)	Brand Awareness (X3)	Brand Loyalty (Y)
X1.1	0.930	0.756	0897	0.874
X1.2	0.964	0.843	0911	0897
X1.3	0.935	0839	0.902	0.823
X1.4	0.954	0.748	0.865	0.903
X2.1	0.781	0.972	0.850	0.848
X2.2	0.863	0.949	0.927	0.822
X2.3	0.783	0.961	0.852	0.836
X3.1	0.829	0.841	0.900	0.789
X3.2	0.851	0.805	0.919	0.776
X3.3	0.856	0897	0.934	0891
X3.4	0.801	0.830	0.876	0.745
X3.5	0.930	0.756	0897	0.874
Y. 1	0.907	0.803	0.875	0.895
Y.2	0.833	0.826	0.836	0.957
Y.3	0.851	0.888	0.875	0.959
Y.4	0.593	0.562	0.545	0.759
Y.5	0.945	0.809	0.895	0.936

From the results of cross loading data processing, it is obtained that all loading factor values for each indicator (shaded) both for Rebranding (X1), Perceived Quality Quality (X2) and Brand Awareness (X3) and Brand Loyalty (Y) indicate the highest loading factor value. is greater than the indicator factors of other variables, so that it can be said that all the indicators in this study have fulfilled their validity or have good validity.

Average Variance Extracted (AVE)

The next measurement model is the Average Variance Extracted (AVE) value, which is the value indicating the magnitude of the indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good adequacy of validity for latent variables. Reflective indicator variables can be seen from the Average Variance Extracted (AVE) values for each variable construct. A good model is required if the AVE value of each construct is greater than 0.5.

Table 5 AVE & Composite Reliability

	Composite Reliability	Average Variance Extracted (AVE)
Rebranding (X1)	0.971	0.894
Perceived Quality (X2)	0.973	0.923
Brand Awareness (X3)	0.958	0.820
Brand Loyalty (Y)	0.957	0.818

AVE Test Results for the Rebranding variable (X1) of 0.894, Perceived Quality variable (X2) of 0.923, Brand Awareness (X3) of 0.820 and Brand Loyalty (Y) of 0.818, these four variables show a value of more than 0.5 so that overall the variables in this study can be said to have good validity.

Composite Reliability

Construct reliability as measured by the composite reliability value means that a construct is said to be reliable if the composite reliability value is above 0.70, the indicator is called consistent in measuring its latent variables. In table 4.9 the results of the composite reliability test show that the Rebranding variable (X1) is 0.971, the Perceived Quality variable (X2) is 0.973, Brand Awareness (X3) is 0.958 and Brand Loyalty (Y) is 0.957, the four variables show the Composite Reliability value above 0.70 so that it can be said that all variables in this study are reliable and all constructs can consistently measure their latent variables.

Latent Variable Correlations

In PLS the relationship between variables or constructs with one another can be correlated with one another, both exogenous and endogenous variables, or exogenous and endogenous variables, as shown in the table of latent variable correlations above. The relationship between one variable and another has a maximum correlation value of 1, the closer the value is to 1, the better the correlation.

Table 6 Latent Variable Correlations

	X1 rebranding	Perceived Quality X2	Brand Awareness X3	Y Brand Loyalty
X1 rebranding	1.000			
Perceived Quality X2	0.841	1.000		
Brand Awareness X3	0.944	0.912	1.000	
Y Brand Loyalty	0.925	0.869	0.904	1.000

From the table of latent variable correlations above, the average correlation value between one variable and another shows an average correlation value that is moderate. The highest correlation value is found between the Rebranding variable (X1) and Brand Awareness (X3) of 0.944. It can be stated that among the variables in the research model, the relationship between the Rebranding variable (X1) and Brand Awareness (X3) shows a stronger relationship than the relationship between other variables, this can also be interpreted that in this research model the level of rebranding is high or low. more influenced by Brand Awareness variables than Perceived Quality and Brand Loyalty variables.
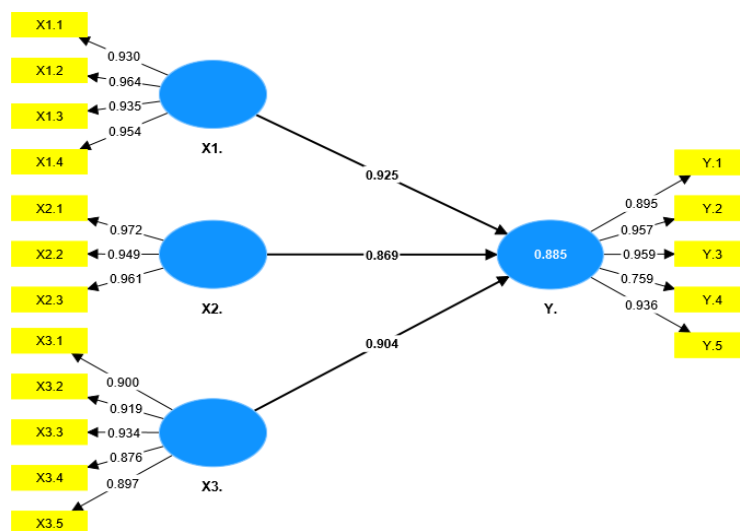
PLS Model Analysis

Figure 1 Outer Model with Factor Loading, Path Coefficient and R-Square

From the PLS output image above it can be seen that the magnitude of the factor loading value for each indicator is located above the arrows between the variables and indicators, you can also see the path coefficients which are above the arrows between exogenous variables and endogenous variables. In addition, it can also be seen that the magnitude of the R-Square is right inside the circle of endogenous variables (Brand Loyalty variables).

Inner Model (Structural Testing)

Testing of the structural model is carried out by looking at the R-Square value which is the Goodness-fit model test. Inner model testing can be seen from the R-Square value in the equations between latent variables. The value explains how much the exogenous variables in the model are able to explain the endogenous variables.

Table 7 R-Square

	R Square
Brand Loyalty (Y)	0.885

Value = 0.885 It can be interpreted that the model is able to explain the phenomenon of Brand Loyalty which is influenced by independent variables including Rebranding, Perceived Quality and Brand Awareness with a variance of 88.5% while the remaining 11.5% is explained by other variables outside the research this (besides Rebranding, Perceived Quality and Brand Awareness).

Hypothesis test

Furthermore, for testing the hypothesis, it can be seen from the results of the coefficients and T-Statistic values from the inner model in the following table:

Table 8 Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Path Coefficients (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Rebranding X1 -> Brand Loyalty Y	0.728	0.758	0.239	3.045	0.002
Perceived Quality X2 -> Brand Loyalty Y	0.832	0.822	0.305	3.579	0.000
Brand Awareness X3 -> Brand Y Loyalty	0.690	0.698	0.211	2.985	0.001

From above, it can be concluded that:

Rebranding (X1) has a positive effect on Brand Loyalty (Y) on the Truntum Padang Hotel brand which is acceptable, with a path coefficient of 0.728 and a T-Statistic value of $3.045 > 1.96$ (from table value $Z\alpha = 0.05$) or P-Value $0.002 < 0.05$, then the result is significant (positive).

Perceived Quality (X2) has a positive effect on Brand Loyalty (Y) on the Hotel Truntum Padang brand, which is acceptable, with a path coefficient of 0.832 and a T-Statistic value of $3.579 > 1.96$ (from table value $Z\alpha = 0.05$) or P-Value $0.000 < 0.05$, then the result is significant (positive).

Brand Awareness (X3) has a positive effect on Brand Loyalty (Y) on the Hotel Truntum Padang brand, which is acceptable, with a path coefficient of 0.690 and a T-Statistic value of $2.985 > 1.96$ (from table value $Z\alpha = 0.05$) or P-Value $0.001 < 0.05$, then the result is significant (positive).

The Effect of Rebranding on Brand Loyalty

Based on the results of the research that has been done, it can be obtained that the Rebranding variable (X1) has a positive and significant effect on Brand Loyalty (Y) on the Hotel Truntum Padang brand. This shows that the brand renewal carried out by Hotel Truntum Padang through changes in names, concepts and offers can increase brand loyalty to customers who have used services at Hotel Truntum Padang.

The results of the descriptive analysis of the Rebranding variable show that the indicator that has the highest percentage is the brand name Hotel Truntum Padang which seems more unique, elegant and gives a new face and is more easily embedded in the minds of consumers compared to the old brand (X1.2), where the name change to Hotel Grand Inna Padang became Truntum Padang Hotel leaving a positive response and attracting customer enthusiasm so that with the uniqueness and elegance of the name through brand renewal it can build Brand Loyalty for Truntum Padang Hotel customers.

The results of this study are in accordance with research conducted by Prasetya and Ahmad (2019), Roslizawati, et.al (2022) and Sudarti and Dewi (2020) which show that the Rebranding variable has a direct and significant effect on Brand Loyalty. So, it can be concluded that Rebranding is one of the factors that can affect Brand Loyalty to customers and consumers of Hotel Truntum Padang.

The Effect of Perceived Quality on Brand Loyalty

Based on the results of the research that has been done, it is found that the variable Perceived Quality (X2) has an effect on Brand Loyalty (Y) for the Truntum Padang Hotel brand with the results of statistical analysis between variables that have a positive effect can be accepted. This shows that Perceived Quality is very influential for consumers in building Brand Loyalty to the Truntum Padang Hotel brand.

The results of the descriptive analysis of the variable Perceived Quality indicators that have the highest percentage are the facilities and services provided by Truntum Padang Hotel staff according to my expectations (X2.1), where customer perceptions of the facilities and services offered by Truntum Padang Hotel through staff on duty can fulfill their expectations of the quality offered. This shows that a good Perceived Quality assessment from the customer side includes the quality of services and facilities offered can influence customer preferences and trust which encourages the customer's mind to be able to build closeness with the Truntum Padang Hotel brand so that Brand Loyalty can be achieved.

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The results of this study are in accordance with research conducted by Valensia and Candy (2022) and Fenetta and Keni (2019), indicating that the Perceived Quality variable has an influence on Brand Loyalty. In addition, referring to the research of Purnairawan and Aminah, S (2022) concluded that consumer expectations for service quality that can meet consumer needs are also factors that influence customer loyalty. So, it can be concluded that Perceived Quality is one of the factors that can influence Brand Loyalty. This shows that consumers and customers have Perceived Quality which is taken into consideration by other similar brands to make periodic purchases/visit in order to build Brand Loyalty towards a particular brand.

The Effect of Brand Awareness on Brand Loyalty

Based on the results of the research that has been done, it is found that the variable Brand Awareness (X3) has an effect on Brand Loyalty (Y) on the Truntum Padang Hotel brand with the results of statistical analysis between variables having a positive effect that is acceptable. The results of the descriptive analysis of the Brand Awareness indicator variable that has the highest percentage are Minangkabau nuances in the product and service offerings at the Truntum Padang Hotel, helping me easily recognize the Truntum Padang Hotel among competing brands (X3.3), through the characteristics that exist in the Hotel brand Truntum Padang, customers can easily identify the Truntum Padang Hotel brand among other hotel brands (competitor brands). This shows that the level of brand awareness (Brand Awareness) owned by the customer influences the progress in building Brand Loyalty.

The results of this study are in accordance with the research conducted by Simbolon and Sukresna (2019) and N Fajariah, et.al (2016) which shows that there is a positive and significant influence between Brand Awareness (brand awareness) on Brand Loyalty. As well as the research conducted by Giovani and Purwanto, S (2022) stated that brand awareness has a considerable impact on consumer purchasing choices for a brand. So, it can be concluded that Brand Awareness is one of the factors that can influence Brand Loyalty.

CONCLUSION

Based on the results of testing using PLS to test the effect of Rebranding, Perceived Quality and Brand Awareness on Brand Loyalty at Truntum Padang Hotel Customers, it can be concluded that: The positive and significant statistical test results in this study prove that the rebranding carried out by the Truntum Padang Hotel through brand renewal by offering a new concept that emphasizes certain characteristics compared to the old brand can build a positive customer response. In addition, by offering products and services that can provide value and meet customer expectations and needs, a positive perception of brand quality can be formed. This means that the better the quality provided by the Truntum Padang Hotel will have an impact on the formation of a good Perceived Quality so that brand loyalty can be achieved. The results of this study also show that brand awareness makes a positive and significant contribution to brand loyalty. With a high level of brand awareness, customers will be more aware of matters relating to the Truntum Padang Hotel brand. Aspects of the brand that are embedded in the minds of customers can certainly influence future repeat visits so as to create brand loyalty as expected.

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