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## Rebranding in Action: How Rebranding of Kopi Janji Jiwa Enhances Customer Loyalty in the Jabodetabek Area

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### **Abstract**

*This study highlights the effects of brand attachment, brand distinctiveness, and consumer attitudes on Kopi Janji Jiwa's brand loyalty for Indonesia, resulting in dealing with product rebranding. The paper provides four hypotheses to investigate the direct and indirect effects of brand attachment on brand loyalty as well as the moderating influence of brand distinctiveness based on the Consumer-Brand Relationship theory and the Theory of Planned Behavior. Data was gathered via a web survey targeted at Kopi Janji Jiwa customers and examined using descriptive and inferential statistics. The findings show that brand loyalty is much enhanced by brand attachment, therefore emphasizing the important part emotional ties play in customer retention during rebranding initiatives. Although consumer attitude does not shield the link between attachment and loyalty, brand distinctiveness has a significant moderating influence; when consumers view the brand as unique, the effect of brand attachment on loyalty is strengthened. The results imply that instead of concentrating just on visual changes, rebranding projects should concentrate on the maintenance and promotion of emotional connections and uniqueness, therefore offering useful guidance for brand managers in the coffee sector as well as others. The study theoretically expands the function of brand distinctiveness as a contextual enhancer of emotional influence and validates the importance of emotional components in consumer-brand relationships, so challenging conventional attitude-based loyalty models and so contributing to branding literature.*

**Keywords:** Brand Loyalty, Rebranding, Brand Attachment, Consumer Attitudes, Kopi Janji

### **1. Introduction**

One of Indonesia's biggest coffee chains, Kopi Janji Jiwa had a major rebranding drive in 2023 and unveiled a new logo with a pinky finger symbol to represent dedication. Kopi Janji Jiwa has more than 900 stores. Particularly following a drop in its brand index relative to rivals like Kopi Kenangan in 2022, this rebranding sought to reinforce the psychological connection of the brand with consumers and enhance its market posture. Kopi Janji Jiwa's ascent to the highest brand index in Indonesia's coffee market in 2023, above its rivals, shows that the approach worked. Though rebranding can improve brand attractiveness and short-term performance, studies imply it may not immediately promote long-term loyalty, underlining the necessity of further research on elements like brand attachment, distinctiveness, and consumer attitudes in forming loyalty. This study fills in a void in empirical research in Indonesia's competitive coffee sector by replicating Mensah & Brew's paradigm to examine these dynamics in the backdrop of Kopi Janji Jiwa's rebranding.

Following Kopi Janji Jiwa's rebranding, this paper investigates the interactions among brand attachment (BA), brand distinctiveness (BD), and consumer attitudes (CA) to affect brand loyalty (BL). Important questions for investigation include: (1) Does BA influence BL via CA? (2) How might BA, BD, and BL interact? (3) How might CA help to moderate BA's effect on BL? and (4) Does BD arbitrate the BA to BL relationship? The goals are to identify these interactions and evaluate their importance, therefore offering understanding of how different brand features and emotional ties impact consumer loyalty following rebranding. With an eye toward Kopi Janji Jiwa's case, the study seeks to identify doable tactics for maintaining loyalty in a market undergoing change.

Emphasizing the need to preserve emotional linkages and distinctiveness during rebranding to build good consumer sentiments and loyalty, the results provide practical value for brand managers. Academically, the study adds to the branding literature by delving into understudied psychological and emotional elements of rebranding in the Indonesian coffee sector. The scope is confined, though, to Kopi Janji Jiwa's rebranding, hence perhaps restricting generalizability to other sectors or areas. Furthermore, depending just on quantitative techniques could cause one to miss more profound qualitative understanding of consumer behavior. Notwithstanding these

constraints, the study offers a basic framework for next studies on long-term consequences of rebranding in various environments.

## 2. Research Methods

Using a quantitative approach, this study investigates the relationships among brand attachment, brand distinctiveness, consumer impressions, and brand loyalty in the setting of Kopi Janji Jiwa's rebranding activities. Data were obtained utilizing a standardized questionnaire with a 5-point Likert scale ranging from "strongly disagree" to "strongly agree" to evaluate respondents' impressions and opinions regarding the brand. By means of purposive sampling, that is, emphasizing consumers of Kopi Janji Jiwa the study guarantees that the subjects possess relevant brand experience. Given the most complex construct in the model 24 indicators a minimum of 240 respondents was required to achieve robust and reliable analysis based on the "10 times rule" usually employed in Partial Least Squares Structural Equation Modeling (PLS-SEM). By means of data collecting analysis, SmartPLS, a statistical tool fit for PLS-SEM that enables the assessment of both the structural model (to test hypotheses and ascertain the strength of relationships between variables) and the measurement model (to evaluate the validity and reliability of constructions). This approach guarantees exhaustive and methodical investigation of the proposed concepts and conceptual framework.

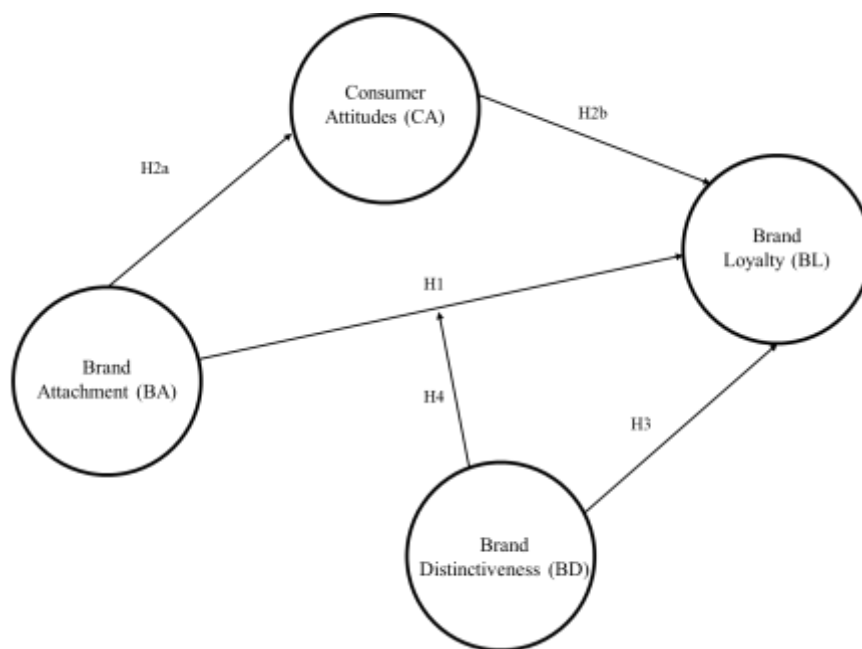


Figure 1. Research Framework (Mensah & Brew, 2024)

### 2.1. Questionnaire Items

Table 1. Questionnaire Items

Variable	Item	Questionnaire Item	Reference
Brand Loyalty	BL1	I will not purchase different brands if this particular brand is offered	(Mensah & Brew, 2024)
	BL2	I will share favorable opinions about this brand with others	
	BL3	I will not consider other brands if I encounter an issue with this particular brand	
	BL4	I will recommend this brand to other consumers	(Yi et. Al, 2022)
	BL5	Over the next few years, I will stick with my current brand.	
	BL6	I consider myself to be loyal to Kopi Janji Jiwa	

Variable	Item	Questionnaire Item	Reference
Brand Attachment	BA1	I would feel disappointed if I do not make use of this brand	(Mensah & Brew, 2024)
	BA2	If this brand is no longer available, it will be disheartening	
	BA3	If I am unable to locate this brand at the time I require it, I would feel hopeless	
	BA4	I feel responsive to the new brand elements	(Amari et al., 2015)
	BA5	To stop using this brand would bring me sadness	
	BA6	I have much affection for Kopi Janji Jiwa	
Brand Distinctiveness	BD1	This new brand has a distinctive identity	(Mensah & Brew, 2024)
	BD2	The new brand elements stand out from its competitors	
	BD3	This brand stands out from the other brands in the industry	
	BD4	The updated brand components are distinct from the earlier brand components	
	BD5	This new brand is unique from competitors' brands	
	BD6	The components of the brand are more advanced compared to the earlier elements that existed prior to the rebranding	
Consumer Attitudes towards Rebranding	CA1	I have an appreciation for the product's rebranding	(Mensah & Brew, 2024)
	CA2	I have a good opinion of the products' rebranding	
	CA3	My overall thoughts on the product are positive and outstanding according to the details on the rebranding	
	CA4	My experience with the new brand is excellent	(Shen & lin, 2021)
	CA5	I feel good about the product's rebranding	
	CA6	The new logo makes me feel that the quality of Kopi janji Jiwa is good.	

## 2.2. Research Model 1 (BA – BL)

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon$$

Y= dependent variable; Brand loyalty

$\beta_0$  = Intercept

$\beta_1$  = coefficient of independent variable 1

X1 = independent variable; Brand Attachment

X3 = independent variable; Brand Distinctiveness

$\varepsilon$  = error

## 2.2. Research Model 2 (BA – CA – BL)

$$M = \alpha_0 + \alpha_1 X_1 + \varepsilon$$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 M + \varepsilon$$

Y= dependent variable; Brand loyalty

M= Mediator variable

$\alpha_0$  = Intercept of the first equation

$\alpha_1$  = regression Coefficient (effect of X1 on M)

$\beta_0$  = Intercept

$\beta_1$  = coefficient of independent variable 1

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X1 = independent variable; Brand Attachment

$\beta_2$  = coefficient of independent variable 2

X2 = independent variable; Consumer Attitudes towards Rebranding

$\varepsilon$  = error

## 2.2. Research Model 3 (BD – BL)

$$Y = \beta_0 + \beta_3 X_3 + \varepsilon$$

Y = dependent variable; Brand loyalty

$\beta_0$  = Intercept

$\beta_3$  = coefficient of independent variable 3

X3 = independent variable; Brand Distinctiveness

$\varepsilon$  = error

## 2.2. Research Model 4 (BA – BD – BL)

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 (X_1 \cdot X_2) + \varepsilon$$

Y = dependent variable; Brand loyalty

$\beta_0$  = Intercept

$\beta_1$  = coefficient of independent variable 1

X1 = independent variable; Brand Attachment

$\beta_2$  = coefficient of independent variable 2

X2 = independent variable; Consumer Attitudes towards Rebranding

$\beta_3$  = coefficient of independent variable 3

X3 = independent variable; Brand Distinctiveness

$\beta_4$  = coefficient of independent variable 4

$\varepsilon$  = error

## 3. Results and Discussions

Based on responses of 254 participants, Table 2 displays the final outer loading values for each assessment item used in the research. Strong individual item dependability is shown by all indicators among the constructs of Brand Attachment, Brand Distinctiveness, Brand Loyalty, and Consumer Attitudes showing loading values above the 0.70 threshold. The indices of brand attachment range from 0.790 to 0.923; brand distinctiveness from 0.831 to 0.865; brand loyalty from 0.848 to 0.898; consumer attitudes from 0.820 to 0.908. The results show that every observable variable regularly measures the corresponding latent notion, therefore validating the convergent validity of the measurement model.

Table 2. Outer Loading

	Brand Attachment	Brand Distinctiveness	Brand Loyalty	Consumer Attitudes
BA1	0.900			
BA2	0.895			
BA3	0.872			

	Brand Attachment	Brand Distinctiveness	Brand Loyalty	Consumer Attitudes
BA4	0.790			
BA5	0.923			
BA6	0.816			
BD1		0.865		
BD3		0.851		
BD4		0.836		
BD5		0.831		
BD6		0.849		
BL1			0.879	
BL2			0.880	
BL3			0.854	
BL4			0.848	
BL5			0.883	
BL6			0.898	
CA1				0.820
CA2				0.887
CA3				0.900
CA4				0.908
CA5				0.907
CA6				0.869

Furthermore, as presented in Table 2, discriminant validity was evaluated through the Heterotrait-Monotrait Ratio (HTMT) of correlations, with HTMT values in this study ranging from 0.636 to 0.850. All values are below the suggested threshold of 0.90 for similar concept constructs, and primarily under the stricter threshold of 0.85, indicating acceptable discriminant validity among the constructs (Hair et al., 2019). The maximum HTMT value recorded (0.850 between Brand Distinctiveness and Consumer Attitudes) remains inside the acceptable threshold, confirming the theoretical distinctiveness of all evaluated variables. Furthermore, the Fornell-Larcker Criterion, as presented in Table 4, substantiates that all variables examined in this study exhibit adequate discriminant validity, as the square root of the constructs' AVE surpasses the correlation between the latent constructs.

Table 3. Final Validity and Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BA	0.933	0.936	0.948	0.752
BD	0.901	0.903	0.927	0.717
BL	0.938	0.938	0.951	0.763
CA	0.943	0.947	0.955	0.778

Note: BA (Brand Attachment); BD (Brand Distinctiveness)  
CA (Costumer Attitude); BL (Brand Loyalty)

In addition, as Table 4 shows, discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT) of correlations; HTMT values in this study span 0.636 to 0.850. All results are below the recommended standards of 0.90 for related concept constructs and mostly under the stricter criteria of 0.85, therefore showing adequate discriminant validity among the constructions (Hair et al., 2019). Confirming the theoretical distinctiveness of all examined variables, the maximum HTMT value recorded 0.850 between Brand Distinctiveness and Consumer Attitudes remains inside the permissible range. Moreover, the Fornell-Larcker Criteria shown in Table 5 supports that all the variables investigated in this work show sufficient discriminant validity as the square root of the AVE of the constructions exceeds the correlation between the latent constructs.

Table 4. Discriminant Validity - Fornell-Larcker Criterion

	Brand Attachment	Brand Distinctiveness	Brand Loyalty	Consumer Attitudes
BA	0.771			
BD	0.716	0.751		
BL	0.767	0.649	0.799	
CA	0.582	0.745	0.692	0.814

Table 5. Discriminant Validity – Heterotrait-Monotrait Ratio (HTMT)

	Brand Attachment	Brand Distinctiveness	Brand Loyalty	Consumer Attitudes
BA				
BD	0.842			
BL	0.836	0.761		
CA	0.636	0.850	0.743	

The demographic information offers understanding of the characteristics of the 254 respondents. Regarding age distribution, most lie between the 18–25 years range (65.4%), so reflecting a mostly youthful adult population. Respondents between the ages of 25 and 35 (27.2%) come next; just a small portion are either younger than 18 years (1.6%), or older than 35 years (5.9%). Gender breakdown shows that, at 56.7%, men account for more of the respondents than women (43.3%). Regarding residence, most respondents 65.4% from Jakarta indicate that the survey mostly targets people from the capital city. Reflecting concentration in the Greater Jakarta area, other respondents are spread among Tangerang (13%), Depok (8%), Bekasi (8%), and Bogor (5.9%). In terms of education level, a sizable fraction of respondents 35% are either recent college graduates (29.9%) or present college students. Furthermore, just a little fraction (3.9%) has a junior high school education whereas 31.1% have finished senior high school. Especially none of the respondents have only a basic education, which implies that the population under survey is generally well-educated and fits the predominance of young individuals in the dataset. These figures show that the poll sample consists mostly of Jakarta and shows a rather young, educated, urban-based population.

Table 6. Demographic Profile

	Frequency	Percentage
Age		
<18 years	4	1.6%
18 - 25 years	166	65.4%
25 - 35 years	69	27.2%
>35 Years	15	5.9%
Total	254	100%
Gender		
Male	144	56.7%
Female	110	43.3%
Total	254	100%
Domicile		
Jakarta	166	65.4%
Bogor	15	5.9%
Depok	21	8%
Tangerang	32	13%
Bekasi	20	8%
Total	254	100%
Education		
Elementary	0	0.0%
Junior Highschool	10	3.9%
Senior Highschool	79	31.1%
College Student	89	35.0%
College Graduated	76	29.9%
Total	254	100%

In The Normality Test, the distributional characteristics shown in Table 7. show moderate deviations from normality, with skewness values between -2.624 and -1.057 and kurtosis values reaching up to 8.593, both exceeding the standard criteria proposed by (Curran et al., 1996) which define skewness between  $\pm 2$  and kurtosis between  $\pm 7$ . Kline (2011) proposes that skewness values between  $\pm 3$  and kurtosis values between  $\pm 10$  are

acceptable for SEM models. It means that the data fails to show significant non-normality and can be used for analysis, especially in techniques such as PLS-SEM.

Table 7. Skewness and kurtosis

	Excess Kurtosis	Skewness		Excess Kurtosis	Skewness
BA1	0.234	-1.123	CA1	7.737	-2.527
BA2	1.813	-1.596	CA2	8.593	-2.624
BA3	2.379	-1.666	CA3	4.784	-1.972
BA4	6.33	-2.381	CA4	3.685	-1.856
BA5	0.46	-1.244	CA5	4.207	-1.989
BA6	5.278	-2.139	CA6	4.689	-2.178
BD1	4.086	-1.852	BL1	0.609	-1.251
BD3	3.166	-1.794	BL2	3.173	-1.729
BD4	3.79	-1.863	BL3	0.023	-1.057
BD5	4.663	-1.973	BL4	3.643	-1.88
BD6	2.975	-1.817	BL5	1.383	-1.475
			BL6	1.844	-1.557

Correct parameter estimates in regression analysis depend on the homoscedasticity of the error term, or the uniform variance of residuals across all values of independent variables. The breach of this concept, known as heteroscedasticity, can result in erroneous standard errors and possibly skewed coefficient estimates. Results shown in Figure 4.1 were obtained using the scatterplot method to perform the heteroscedasticity test in this paper.

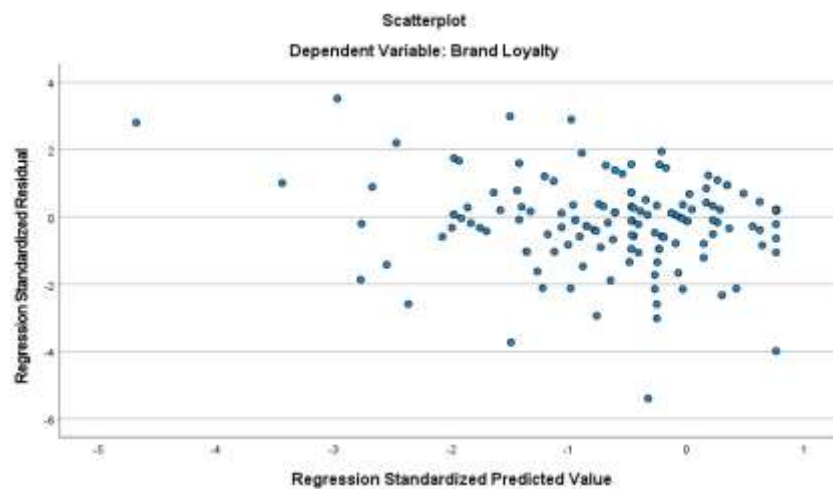


Figure 2. Scatterplot of Heteroscedasticity Test

Table 8. Outer VIF Values

Outer VIF Values

Items	VIF	Items	VIF
BA2	4.066	BL3	3.045
BA3	3.061	BL4	3.121
BA4	2.052	BL5	3.398

BA5	5.079		BL6	4.179
BA6	2.165		CA1	3.418
BD1	2.658		CA2	4.371
BD3	2.399		CA3	3.911
BD4	2.304		CA4	4.388
BD5	2.207		CA5	3.962
BD6	2.372		CA6	3.400
BL1	3.786		BA1	3.786
BL2	3.631			

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For The Multicollinearity Test, the table provides a detailed analysis of the collinearity within the indicators within the measurement model. Items exhibiting VIF values over 5 have to be examined to make sure they do not negatively impact the model's estimation. Moderate VIF values are typically acceptable, however low VIF values suggest low collinearity issues. The VIF value for BA5 is 5.079, whereas exceeding certain commonly used thresholds does not automatically indicate serious multicollinearity. O'Brien, (2007) suggests that VIF values must be assessed in relation to additional factors, such as sample size, the proportion of variance explained by the model, and the variance of the independent variables. The journal points out that higher VIF values by itself do not affect the validity of regression outcomes and that changes to the model should be theoretically demonstrated rather than based solely on unjust VIF thresholds.

The statistical measure R-squared shows the amount of variance in the dependent variable explained by the model's independent variables. The outcomes of the R-squared and R-squared adjusted values for brand distinctiveness, customer attitudes, and brand loyalty are shown in Table 9.

Table 9. R-Square

	R Square	R Square Adjusted
Brand Distinctiveness	0.633	0.631
Brand Loyalty	0.768	0.765
Consumer Attitude	0.615	0.614

The dependent variable, BL, according to the regression analysis has R-squared value of 0.768. This outcome indicates that 76.8% of the observed variation in BL was contributed by the independent variable (BD and CA) considered in this study. Most likely, other outside factors not included in the model generate the remaining 23.2% of the variation. Similar results are obtained by looking at the R-squared values for CA (0.615) and BD (0.633). These values suggest that, respectively, 61.5% and 63.3% of the variance in their respective independent variables (BA). These findings underline the important impact of independent variables on dependent variables as well as the existence of other outside factors maybe generating the variations in these variables.

General relevance of the model applied in this study is assessed using the F-test. The theory building for this test follows:

H0: The independent variable has not appreciable effect on the dependent variable.

Ha: The independent variable much affects the dependent variable.

The general relevance of the regression model is evaluated using F-test statistics and accompanying p-value. The F-test value is then matched to the vital F value produced from the F-distribution table using a significance level ( $\alpha$ ) of 0.05. The F-test statistics take explained variance into account in respect to the unexplained variance of the model. The degrees of freedom (df) for the F-test are defined by the total number of observations (n) less k (denominator) in the model (numerator).

Table 10. F-Test Results

ANOVA

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Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4620.6	3	1540.2	270.86	< 0.001
Residual	1427.27	251	5.686		
Total	6047.87	254			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Customer Attitude, Brand Attachment, Brand Distinctiveness

The F-test statistics resulting from the regression analysis was 270.860, as shown in Table 10. A critical F-value of about 2.65 at the selected significance level ( $\alpha = 0.05$ ) is found by consulting the F-distribution table with the relevant degrees of freedom ( $df_1 = 3, df_2 = 251$ ). The null hypothesis ( $H_0$ ) can be rejected, and the alternative hypothesis ( $H_a$ ) can be accepted as the computed F-value (270.860) is far higher than the crucial F-value (2.65). The p-value linked to the F-test, which in this situation is under 0.001, helps to further validate this finding. The  $\rho$ -value being below the significance level ( $\alpha = 0.05$ ) suggests a statistically significant link between the independent variables and the dependent variable.

Table 11 shows the direct, indirect, and overall consequences of the link between every variable under investigation. More details on the particulars of the results are found in the following sub-chapters.

Table 11. Path Analysis

Direct Effects					
	Original Sample (O)	T Table	T Statistics ((O/STDEV))	P Values	Result
BA-> BD	0.795		20.433	0.000	Supported
BA -> BL	0.596		5.917	0.000	Supported
BA -> CA	0.784		21.126	0.000	Supported
		1.969			Not
BD -> BL	0.173		1.25	0.212	Supported
					Not
CA -> BL	0.157		1.387	0.166	Supported

Specific Indirect Effects					
	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Result
(Moderated) BA -> BD -> BL	0.109	0.039	2.753	0.006	Supported
(Mediated) BA-> CA -> BL	0.123	0.089	1.38	0.168	Not Supported

Total Effects					
	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Result
BA-> BD	0.795	0.039	20.433	0.000	Supported
BA -> BL	0.857	0.025	33.949	0.000	Supported
BA -> CA	0.784	0.037	21.126	0.000	Supported
BD-> BL	0.173	0.139	1.25	0.212	Not Supported
CA -> BL	0.157	0.113	1.387	0.166	Not Supported

Note: BA (Brand Attachment); BD (Brand Distinctiveness)  
CA (Customer Attitude); BL (Brand Loyalty)

Table 12. Constant Value

Model	Unstandardized coefficient
1	5.120
2	1.329
3	0.990
4	1.180

$$\text{Brand Loyalty} = 5.120 + 0.857 (\text{Brand Attachment}^*)$$

\*Significant

Using a simple linear regression technique, Research Model 1 investigates, via brand loyalty, the impact of brand attachment. The single predictor in this model is brand attachment; brand loyalty is the outcome variable. When brand attachment is at its lowest value zero the constant term, 5.120, shows the expected degree of brand loyalty. With a statistically substantial ( $p = 0.000$ ) link, brand loyalty is clearly mostly dependent on brand attachment.

$$\text{Consumer Attitude} = 1.207 + 0.784 (\text{Brand Attachment}^*)$$

$$\text{Brand Loyalty} = 1.329 + 0.596 (\text{Brand Attachment}) + 0.157 (\text{Consumer Attitude})$$

Not Significant

In this equation, Brand Attachment is the primary determinant of Brand Loyalty, demonstrating a significant direct effect ( $\beta = 0.596$ ). While Brand Attachment significantly enhances Consumer Attitude ( $\beta = 0.784$ ), this improvement does not yield a substantial increase in Loyalty ( $\beta = 0.157$ ,  $p = .166$ ). Thus, the indirect relationship from Attachment to Loyalty via Attitude ( $\beta = 0.123$ ) does not achieve statistical significance ( $p = .168$ ). In conclusion, although consumer attitude may theoretically act as a pathway, the existing evidence indicates that the influence of Brand Attachment on Brand Loyalty is primarily direct rather than mediated by attitude.

$$\text{BL} = 0.990 + 0.173 (\text{Brand Distinctiveness})$$

Not Significant

In this equation, Brand Loyalty (BL) is represented as a function of Brand Distinctiveness. The intercept value of 0.990 signifies the basic level of Brand Loyalty when Brand Distinctiveness is zero. The coefficient of 0.173 signifies that for every unit increase in Brand Distinctiveness, Brand Loyalty rises by 0.173 units. The p-value for this coefficient is 0.211, implying that the influence of Brand Distinctiveness on Brand Loyalty is not statistically significant. Therefore, although Brand Distinctiveness exhibits a positive correlation to the Brand Loyalty, the elevated p-value indicates that we cannot say with confidence that Brand Distinctiveness significantly influences Brand Loyalty.

$$\text{Brand Loyalty} = 1.180 + 0.596 (\text{Brand Attachment}^*) + 0.109 (\text{Brand Attachment}^* \times \text{Brand Distinctiveness}^*)$$

\*Significant

This regression model estimates Brand Loyalty depending on Brand Attachment and the interaction of Brand Attachment with Brand Distinctiveness. When both brand attachment and brand distinctiveness are zero, the intercept value of 1.180 points to a starting point for brand loyalty. Given that Brand Distinctiveness remains constant at zero, the coefficient for Brand Attachment (0.596) indicates that Brand Loyalty increases by 0.656 units with each unit increase in Brand Attachment. With each extra unit of Brand Distinctiveness, the interaction term (0.109) shows that the influence of Brand Attachment on Brand Loyalty rises by 0.109 units, so displaying a moderating effect. This suggests that brand distinctiveness improves the link between brand loyalty and brand attachment. With a p-value of 0.006—much lower than the usual threshold of 0.05 the interaction effect is statistically significant. Therefore, it can be said that Brand Loyalty is fairly much influenced by both Brand Attachment and its interaction with Brand Distinctiveness.

Supported was hypothesis 1 ( $BA \rightarrow BL$ ), which proves that brand loyalty is much influenced by brand attachment in a considerable and favorable direction. Strong emotional and psychological linkages to the brand increase consumers' likelihood of continuing to support and buy from it even during times of brand upheaval. In the case of Kopi Janji Jiwa, components like national pride, nostalgic memories, meaningful in-store interactions, and active social media participation help to create emotional connection that in turn stimulates loyalty. The findings imply that since emotional ties often supersede logical assessments like price sensitivity or the availability of alternatives, emotional branding techniques are very vital in fostering continuous consumer loyalty.

The statistical data refuted Hypothesis 2 ( $BA \rightarrow CA \rightarrow BL$ ), which postulated that consumer attitudes moderate the link between brand loyalty and brand attachment. Although the study showed that customer attitudes are much influenced by brand attachment and these attitudes are favorably correlated with brand loyalty, the mediating route was not statistically significant. This suggests that, in this scenario, even if views are crucial, they do not significantly close the link between attachment and loyalty. This outcome can mean that customers of emotionally driven products such as Kopi Janji Jiwa are more swayed by emotive relationships than by cognitive assessments. Their allegiance stems from how the brand makes them feel rather than from how logically they evaluate its rebranding plan. This result also emphasizes the need of not depending just on attitude-based marketing messages since they could not be sufficient to develop loyalty without addressing emotional elements.

Furthermore, lacking evidence was hypothesis 3 ( $BD \rightarrow BL$ ), which shows that brand loyalty is not much influenced by brand distinctiveness directly. Although Kopi Janji Jiwa tried to stand out visually and conceptually with rebranding, this uniqueness by itself was insufficient to directly inspire devoted behavior. This outcome implies that although distinctiveness could make a company stand out in a competitive market, it does not ensure client loyalty. Consumers seem to prefer emotional continuity, trust, and significant events over creative packaging or a redesigned brand image. This validates earlier research indicating that when combined with emotional resonance or brand loyalty, distinctiveness becomes really powerful.

On the other hand, hypothesis 4 ( $BA \rightarrow BD \rightarrow BL$ ) was confirmed since brand uniqueness reduces the correlation between brand loyalty and brand attachment. When a brand is seen as a unique fit for consumers' own identities or way of life it enhances the influence of emotional attachment on loyalty. Stated differently, uniqueness improves the capacity of the emotional connection to inspire ongoing consumption. This emphasizes the cooperative importance of emotional and perceptual elements: brand attachment lays the emotional basis; brand distinctiveness offers significance and uniqueness that supports this tie. For Kopi Janji Jiwa, rebranding initiatives are more successful when they not only look good but also seem to consumers as real, relevant, and personal meaningful.

#### 4. Conclusion

In the framework of Kopi Janji Jiwa's rebranding, this study investigated the relationships between Brand Attachment (BA), Brand Loyalty (BL), Brand Distinctiveness (BD), and Consumer Attitude (CA). It found that Brand Attachment greatly and favorably influences Brand Loyalty, while Consumer Attitude does not mediate this relationship and Brand Distinctiveness has no direct effect on loyalty. But brand distinctiveness was found to reduce the BA–BL relationship, hence improving the influence of emotional attachment on loyalty when the brand is seen as unusual. These results highlight the main part emotional ties play in encouraging loyalty, particularly during brand changes. The study theoretically expands the function of brand distinctiveness as a contextual enhancer of emotional influence and validates the importance of emotional components in consumer-brand relationships, so challenging conventional attitude-based loyalty models and so contributing to branding literature. Managerially, the results imply that brand managers should invest in emotional branding strategies, storytelling, and consumer engagement to build strong brand attachment, and guarantee that brand distinctiveness is clearly expressed by visual identity, messaging, and product differentiation. Though it does not greatly moderate the emotional-loyalty link, consumer attitude nonetheless helps to better grasp client impressions during rebranding. Future studies should look at other mediators such brand trust, satisfaction, or experience and broaden investigations across several cultural and industry settings to improve generalizability. Moreover, including a longitudinal design would provide understanding of how brand loyalty and attachment change with time, especially in the years before and following a rebranding project.

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