

ABSTRAK

Pertumbuhan industri ritel di Indonesia mendorong perusahaan untuk terus beradaptasi, salah satunya melalui strategi *rebranding*. KKV merupakan salah satu perusahaan ritel yang melakukan *rebranding* menjadi OH! SOME. Perubahan ini tidak hanya mencakup identitas visual, tetapi juga pergeseran strategi bisnis yang berpotensi membentuk ulang persepsi konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh persepsi konsumen Generasi Z terhadap *brand equity* OH! SOME pasca *rebranding*. Penelitian ini menggunakan pendekatan kuantitatif, data dikumpulkan melalui kuesioner kepada 390 responden Generasi Z di Yogyakarta. Penelitian ini mengacu pada Theory of Planned Behavior (TPB), yang menjelaskan bagaimana sikap, norma subjektif, dan persepsi kontrol perilaku memengaruhi pembentukan persepsi konsumen. Hasil analisis regresi sederhana menunjukkan bahwa persepsi konsumen memiliki pengaruh signifikan terhadap *brand equity*, dengan kontribusi sebesar 58,1%. Uji T menunjukkan bahwa nilai t hitung (23,226) lebih besar dari t tabel (1,966), sehingga dapat disimpulkan bahwa persepsi konsumen Generasi Z berpengaruh signifikan terhadap *brand equity* OH! SOME pasca *rebranding* dari KKV.

Kata Kunci: Persepsi Konsumen, *Brand equity*, *Rebranding*, OH! SOME

ABSTRACT

The rapid growth of the retail industry in Indonesia has pushed companies to continuously adapt, one of which is through rebranding strategies. KKV, a retail company, rebranded itself as OH! SOME. This transformation involved not only changes in visual identity but also a shift in business strategy, which has the potential to reshape consumer perceptions. This study aims to examine the influence of Generation Z consumers' perceptions on the brand equity of OH! SOME after the rebranding . Employing a quantitative approach, data were collected through questionnaires distributed to 390 Generation Z respondents in Yogyakarta. The study is grounded in the Theory of Planned Behavior (TPB), which explains how attitudes, subjective norms, and perceived behavioral control affect the formation of consumer perceptions. The results of a simple linear regression analysis indicate that consumer perceptions significantly influence brand equity, with a contribution of 58.1%. The T-test results show that the calculated t-value (23.226) exceeds the critical t-value (1.966), leading to the conclusion that Generation Z consumers' perceptions significantly impact the brand equity of OH! SOME following its rebranding from KKV.

Keywords: *Consumer Perception, Brand equity, Rebranding , OH! SOME*