ABSTRACT

Brand Image is a combination or part of color, shape and writing as identity and differentiation against rival products. Brand Image can also be described as a perception of the brand that is attached or associated with the brand in the customer's memory. Brand Image is influenced by several variables, namely logo shape, logo color, logo typography, slogan and service quality. The purpose of this study was to determine and analyze the effect of logo shape, logo color, logo typography, slogan and service quality on Telkomsel's brand image in Semarang City.

The method used is a quantitative method. The analytical technique used in this study is Multiple Linear Analysis using statistical analysis software SPSS 26. This study uses a non-probability sampling approach with purposive sampling method. The number of respondents used in this study were 115 Telkomsel service users.

The results showed that logo color, logo typography and service quality had a positive and significant effect on brand image. While the shape of the logo and slogan has no significant effect on the brand image. Service quality is the most powerful variable influencing brand image.

Keywords: Brand Image, Logo Shape, Logo Color, Logo Typography, Slogan, Service Quality.

SEMARANG
FEB UNDIP