

# Analysis of the Influence of Twitter Social Media Rebranding on Customer Loyalty Through Customer Satisfaction as a Mediating Variable

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## ABSTRACT

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*Social media, twitter, rebranding, customer loyalty, customer satisfaction*

Twitter's social media has currently undergone a branding change and has an impact on its users. This study aims to find out and analyze the influence of Twitter social media branding changes on customer loyalty through customer satisfaction. The research methodology used is quantitative research with a survey approach using nonprobability sampling techniques. Data taken using the purpose sampling method was 205 samples. The data analysis technique used is a path analysis technique using the SPSS (Statistical Package for Social Sciences) analysis tool version 25. The results of the study show that rebranding has a significant positive effect on customer satisfaction. Rebranding and customer satisfaction have a significant positive effect on customer loyalty. Customer satisfaction moderates the relationship between rebranding and has a significant positive effect on customer loyalty

## INTRODUCTION

Social media is a very effective tool for conveying information and can be done almost anywhere and anytime. have a device that supports social media access. Now there are various types of social media available to the public, various groups in society exchange information, and the latest news in various fields. Currently, various types of social media are popular, one of which is Twitter social media. Twitter is known for its icon or symbol in the form of a small bird that chirps, this gives the impression of freedom of speech.

In 2022 to 2023 there was a Twitter rebranding in the form of a singing bird symbol and the name Twitter changed to X. This made Twitter a trending topic in 2023 and there were several feature changes such as limiting the quantity of message characters where before the rebranding there were only 140 words while after the rebranding there were no word restrictions. This led to management changes which were also followed by massive layoffs, changes in

corporate culture, and changes in revenue models and received negative reactions from social media users.

Twitter / X's revenue is predicted to decline after losing revenue from the advertising sector since the rebranding was carried out. Twitter / X earns income (Revenue) through advertisements displayed to its users in the X social media application. This income has changed due to the rebranding phenomenon that has occurred. it also causes confusion among Twitter customers, especially active users of Twitter social media. The confusion is shown from the response of Twitter users who were surprised because the application changed as a whole to X.

This research aims to provide solutions, especially to companies and twitter social media users in the form of insight into the impact of Twitter social media rebranding, where this research examines the effect of rebranding on customer loyalty with customer satisfaction as a mediating variable.

In the event of Twitter's social media rebranding, there was a gap phenomenon in the form of an increase in Twitter's revenue during the rebranding period in

2023, despite a decrease in the number of social media users X. The relationship between rebranding and customer loyalty can be mediated by customer satisfaction, according to Manacika et al. (2020). This view is opposed by Anggraini's opinion (2024), which states that the relationship between rebranding and customer loyalty cannot be mediated by customer satisfaction.

## **LITERATURE REVIEW**

### ***Consumer Behavior***

Framework used to understand the consumer decision-making process in the context of purchases. The model includes five main stages: need recognition, information search, evaluation of alternatives, purchase, and outcome. Need recognition arises when consumers realize the difference between the current state and the desired state. After that, consumers will search for information to find solutions that can meet these needs. At the alternative evaluation stage, consumers compare various options before finally deciding to make a purchase. The results of this process will reflect the level of satisfaction or dissatisfaction with the product purchased, which may affect future purchasing decisions.

### ***Factors that Affect Customer Loyalty***

According to Engel, there are several factors that influence customer loyalty. One of the main factors is customer satisfaction, which results from a comparison between pre-purchase expectations and the performance of the product or service received. When customers are satisfied, they tend to remain loyal to the brand and make repeat purchases. In addition to satisfaction, trust is also an important factor; customers who have trust in a brand or company are more likely to show loyalty, despite offers from competitors.

Another factor that contributes to customer loyalty is product and service quality. High quality not only meets customers' expectations, but also creates a positive experience that encourages them to return. In addition, emotional ties and personal relationships with the brand can strengthen loyalty, where customers feel emotionally connected to the brand. Finally, switching costs also come into play; if the cost of switching to another brand is high, customers tend to stay loyal to the brand they have chosen. By understanding these factors, companies can design

more effective strategies to build and maintain customer loyalty.

### ***Rebranding***

Rebranding comes from the words re and branding. Re- means back and branding means the creation of a brand image that connects the hearts and minds of its customers (Jibril, 2016). Rebranding is an effort used by a company to change its image to differentiate it from other competitors. Rebranding is also the process by which a company creates a new impression of itself, and also of its products or services to its target market. In other words, rebranding involves creating a new name, logo, symbol, and design for a company or organization. Types of rebranding. There are several components in rebranding including The type of Rebranding that involves a fresh look at the overall business strategy, and this should be considered when a business is growing, expanding, targeting new markets, or increasing its market share. The purpose of rebranding to reflect changes in the organization and foster a new image. Benefits of rebranding to create a new and different brand identity in the minds of consumers, investors, prospects, competitors, employees and the general public. Rebranding indicators where it is a variable used to measure and identify changes that occur in the rebranding process. and then the impact of rebranding is in the form of changes in the value of the brand that is rebranded and changes in the brand's image to customers. and the last is the rebranding measurement perspective where rebranding measurements in the company's perspective can be measured by collecting data in the form of consumer surveys that provide information in the form of the number of customers who are aware of the rebranding, if most of the customer responses are positive responses, then the rebranding has been successfully carried out.

### ***Customer Satisfaction***

Customer satisfaction is a feeling of pleasure or disappointment that arises after someone compares their experience with the expectations they have of a product or service. Customer satisfaction is an important factor that should not be ignored in running a business (Philip Kotler and Kevin Lane Keller, 2016). The purpose of customer satisfaction is to create close relationships with customers. Benefits of customer satisfaction, Satisfied customers contribute more to company revenue. impact of customer

satisfaction, Customer satisfaction can improve service quality. Companies that prioritize customer satisfaction will continue to improve service quality to meet customer expectations. factors affecting customer satisfaction: product quality, service quality and emotional aspects. indicators of customer satisfaction are: feeling that the product used is better than its competitors, positive perspectives on the product and feelings of pleasure in using the product.

### Customer Loyalty

Customer loyalty can be formed if the product or service obtained is as desired or exceeds the customer's expectations, so that the customer tends to make repeat purchases. However, if the customer thinks that the product or service obtained does not match the customer's wishes, the customer will tend to choose another product until the customer gets what they want. Customer Loyalty is loyalty, obedience, devotion to something. When customers are loyal to a brand, they make repeated purchases of the product or service. (Charumbira, 2021). There are basically four types of loyalty classifications, as follows: no loyalty, weak loyalty, hidden loyalty and premium loyalty. In this research, the indicators used are making repeat purchases, recommending products or brands to others and showing immunity to competitor attraction.

### Hypothesis

The research hypothesis is an initial answer or conjecture to a research problem. The following is a hypothesis that can be concluded based on the framework

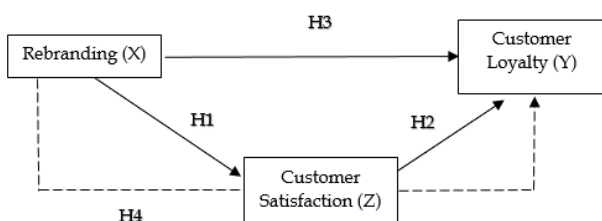


Figure 1. Hypothesis Chart

The figure 1. Shown is part of the hypothesis in this study which explains the relationship between 3 variables consisting of 1 independent variable and 1 dependent variable and 1 mediating variable.

- H1: The Rebranding variable (X) has a positive effect on the Customer Satisfaction variable (Z).
- H2: The Customer Satisfaction variable (Z) has a positive effect on the Customer Loyalty variable (Y).

- H3: The Rebranding variable (X) has a positive effect on the Customer Loyalty variable (Y).

- H4: Rebranding variable has a positive effect on customer loyalty variable through customer satisfaction variable as a mediating variable.

### METHOD

The type of approach used in this research is a quantitative approach. This method is a research approach that uses the positivism paradigm in improving science, such as thinking about cause and effect, reduction to variables, hypotheses, and specific questions with measurement, observation, and theory testing. The population in this study were respondents who had used Twitter social media before the company rebranded to X. New X users who did not use social media before the rebranding were not included in the population studied. Sample size refers to the number of elements included in the study (Malhotra, 2017). Determining sample size includes several qualitative and quantitative considerations. This research will take a minimum sample of 200 respondents using google form as a media because this research is included in the problem solving category. The data collection technique used is non probability sampling in the form of purposive sampling which is used because the population of respondents is not known with certainty and will be carried out using a questionnaire.

### Path Analysis

Path analysis is an analytical tool to test and analyze the causal relationship between independent variables, intervening variables and dependent variables which aims to explain the direct or indirect effect of several existing variables such as causal variables on other variables (Noerviana, 2023). The use of path analysis techniques in this study is due to interval-scale metric data, sample sizes of more than 100, having a causal chain model, the relationship model between variables is only one-way, there is no reciprocal relationship, and the causal relationship is based on existing theory.

### RESULT

#### Classical Assumption Test

After testing normality with one sample Kolmogorov-Smirnov technique on rebranding variables, customer satisfaction variables and

customer loyalty variables using SPSS. The value of Asymp. Sig. (2-tailed) of 0.2. This shows the significance of the data ( $<0.05$ ) which indicates that the data is normally distributed. Based on the linearity results that have been carried out, it is found that Sig. Deviation from Linearity variable rebranding on customer satisfaction is 0.254 ( $>0.05$ ). From the linearity results that have been carried out, it is found that Sig. Deviation from Linearity variable rebranding on customer loyalty is 0.284 ( $>0.05$ ). From the linearity results that have been carried out, it is found that Sig. Deviation from Linearity of customer satisfaction variables on customer loyalty is 0.000 ( $<0.05$ ). The criterion for multivariate outliers on the Mahalanobis distance is  $p < 0.001$ . How to calculate Chi square (prob; n variables)=CHIINV (0.001;3) = 16.26. In the calculations performed on SPSS, no outlier data was found because the mahalanobis distance results obtained were less than 16.26.

**Model Feasibility Test**

**Table 1.** R Square Model Rebranding to Customer Satisfaction

Model	R	R Square
1	.669	.448

a. Predictors: (Constant), Rebranding

**Table 2.** R Square Model Customer Satisfaction to Customer Loyalty

Model	R	R Square
1	.712	.508

a. Predictors: (Constant), Customer Satisfaction

**Table 3.** R Square Model Rebranding to Customer Loyalty

Model	R	R Square
1	.619	.383

a. Predictors: (Constant), Rebranding

From Table 1. It is known that the R Square value is 0.448 which shows that the effect of the rebranding variable on the customer satisfaction variable is 44.8%. From Table 2. It is known that the R Square value is 0.508 which shows the effect of the customer satisfaction variable on the customer loyalty variable is 50.8%. From Table 3 It is known that the R Square value is 0.383 which shows the effect of the rebranding variable on the customer loyalty variable is 38.3%.

**Path Analysis Model**



**Figure 2.** Path Analysis Model

The effect of rebranding through customer satisfaction based on customer loyalty is known that the direct effect of rebranding on customer loyalty is 0.257. where the indirect effect of rebranding through customer satisfaction on customer loyalty is the multiplication of beta value (rebranding on customer satisfaction) with beta value (customer satisfaction on customer loyalty), namely:  $0.669 \times 0.541 = 0.361$ . Based on the calculations that have been carried out, it is known that the direct effect is 0.257 and the indirect effect is 0.361, it can be concluded that the indirect effect is greater than the direct effect. So conclude that indirectly rebranding through customer satisfaction has a significant effect on customer loyalty.

**Mediation Test**

Path Coefficient  $X \rightarrow Z$

**Table 4.** Rebranding Path Coefficient on Customer Satisfaction

	Unstandardized B	Sig.
Rebranding	.785	.000

a. Dependent Variable: Customer Satisfaction

Path Coefficient  $Z \rightarrow Y$  and  $X \rightarrow Y$

**Table 5.** Rebranding Path Coefficient on Customer Satisfaction

	Unstandardized B	Sig.
Rebranding	.276	.000
Customer Satisfaction	.496	.000

a. Dependent Variable: Customer Loyalty

From the Table 4. It is known that the significance value of the rebranding variable is 0.000 ( $<0.05$ ) which shows that the rebranding variable has a significant effect on the customer satisfaction variable. From the Table 5. It is known that the significance

value of the customer satisfaction variable is 0.000 (<0.05) which indicates that the customer satisfaction variable has a significant effect on the customer loyalty variable. Furthermore It is known that the significance value of the rebranding variable is 0.000 (<0.05), it is concluded that the rebranding variable has a significant effect on the customer loyalty variable.

## **DISCUSSION**

### ***The Effect of Rebranding on Customer Satisfaction***

Research has shown that rebranding has a significant influence on customer satisfaction. This means that changes or updates made to the brand, be it through design, messaging or customer experience, successfully influence how customers experience the product or service. When rebranding is done well, customers tend to feel more satisfied, which in turn has a positive impact on their view of the brand. This result is supported by research from Bahrudin (2015), Leninkumar (2017), Anggraini (2024). Twitter users still feel satisfaction with X social media products after rebranding and choose to use these social media products. This shows that Twitter's change to X has a better purpose and aims to improve quality.

### ***The Effect of Customer Satisfaction on Customer Loyalty***

Research has found that customer satisfaction has a significant influence on customer loyalty. In this context, when customers are satisfied with their experience-both the quality of the product and the service provided-they are more likely to remain loyal to the brand. Customer satisfaction is a key factor that encourages them to make repeat purchases and recommend brands to others. This is supported by research from Bahrudin (2015) and Lenin Kumar (2017). It was found that customer satisfaction affects the level of customer loyalty to social media X. Twitter / X users will be loyal to X social media services due to the satisfaction they feel with the features that meet their expectations.

Therefore, it can be concluded that the satisfaction with the quality of Twitter / X social media can lead to customer loyalty who will always use the product because the item exceeds their expectations.

### ***The Effect of Rebranding on Customer Loyalty***

This study has the result that rebranding has a significant influence on customer loyalty. This shows that rebranding not only affects customer satisfaction but also has a significant direct impact on customer loyalty.

The rebranding carried out by X includes the entire appearance of the User Interface / UI, management to the naming and logo of X's social media. This has a significant impact on customer loyalty, due to the new policies implemented by X and not in accordance with the expectations of Twitter customers. This led to a decrease in the number of X social media users in 2023. The rebranding process also provides X's latest feature in the form of Grok which functions as an AI assistant in the X social media application, this feature certainly affects customer interest in continuing to use the X social media application. Therefore, Twitter users have a fairly high level of loyalty, because the majority of Twitter / X users continue to use X social media despite the rebranding event, and the majority of users have been using social media since less than 2019 or more than 5 years of using Twitter / X.

Therefore, the rebranding variable has a positive effect on the customer loyalty variable. The rebranding carried out by X went well despite the pros and cons. However, the results are still well received by these social media customers and create loyalty to the brand.

### ***The Effect of Customer Satisfaction on Customer Loyalty***

Based on the analysis that has been done, the square value of the moderation of the customer satisfaction variable shows the value of the influence relationship of the rebranding variable on customer loyalty. The results of this analysis indicate that the moderating variable of customer satisfaction moderates the relationship between rebranding and customer loyalty. In other words, customer satisfaction acts as a bridge that connects rebranding with loyalty. This research is supported by previous research: Jibril (2016), and Anggraini (2024).

Based on the results of the R Square multiple correlation analysis that has been carried out, it is found that the effect of rebranding on customer loyalty is significant but has a smaller effect value than the effect value of rebranding on customer loyalty through

customer satisfaction. This shows that there is a partial mediation that occurs.

### ***The Effect of Rebranding on Customer Loyalty Mediated by Customer Satisfaction***

Based on the analysis that has been done, the square value of the moderation of the customer satisfaction variable shows the value of the influence relationship of the rebranding variable on customer loyalty. The results of this analysis indicate that the moderating variable of customer satisfaction moderates the relationship between rebranding and customer loyalty. In other words, customer satisfaction acts as a bridge that connects rebranding with loyalty. This research is supported by previous research: Jibril (2016), Zahid (2014), and Anggraini (2024).

Based on the results of the R Square multiple correlation analysis that has been carried out, it is found that the effect of rebranding on customer loyalty is significant but has a smaller effect value than the effect value of rebranding on customer loyalty through customer satisfaction. This shows that there is partial mediation that occurs.

### **CONCLUSION**

The purpose of this study was to determine the moderating relationship of customer satisfaction variables in the influence of rebranding on customer loyalty. This study uses primary data totaling 205 respondents and processed using IBM SPSS 25 and using path analysis techniques, the following conclusions can be drawn: Rebranding has a significant positive effect on customer satisfaction, Customer satisfaction has a significant positive effect on customer loyalty, Rebranding has a positive effect on customer loyalty, Customer satisfaction mediates the relationship between Rebranding and has a significant positive effect on customer loyalty.

### **Author contribution**

Author 1: Conceptualisation and Research Design, Data Collection, Methodology, Supervision, Writing Entire Paper, Conceptualisation, Data Collection and Analysis, Editing and Layouting.

### **Declaration of interest**

The authors declare that they have no known competing financial interests or personal relationships

that could have appeared to influence the work reported in this paper.

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