

ABSTRACT

Sneakers are not just ordinary items, now they have become part of the lifestyle. In 1917, Converse released a shoe called the "Chuck Taylor All Star", named after basketball player, Chuck Taylor. The trend of using sneakers has also expanded from casual wear to formal wear, followed by a number of sneakers brands. The hype of these sneakers has influenced their market growth rapidly over the past few years. Compass is a local Bandung sneakers brand that was founded in 1998, and was reborn two decades later with a fresh, contemporary touch while maintaining its history. Compass experienced a financial crisis and almost went bankrupt in 2016 due to being unable to compete and in 2017 they recruited Aji Handoko Purbo as their creative director. Furthermore, they decided to rebrand in June 2018. This research was conducted with the aim of knowing the effect of changes to the Compass shoe brand on brand image. This study used a quantitative method with data collected through questionnaires. The objects studied in this study were followers of the Instagram Compass account with a total population of 1.1 million people and a total sample of 400 respondents. The data analysis technique used is descriptive analysis, method of successive internal transformation, normality test, heteroscedasticity test, simple linear regression analysis, hypothesis testing, and coefficient of determination test. The results obtained from this study are that variable X has a significant and positive effect on variable Y with an influence percentage of 58.6%, while the remaining 41.4% is the influence of variables outside this study.

Keywords : Brand Image, Rebranding, Sneakers