

ABSTRACT

In the digital era, the Internet plays a very important role in disseminating mass information. One of the internet facilities that is often used in the dissemination of public information widely is social media. The rapid development of technology has also encouraged the emergence of various new social media platforms. In particular, Indonesian people are increasingly dependent on social media, spending a lot of free time just to explore various platforms. The purpose of this study is to explore whether the impact of Twitter Rebranding and Consumer Perception affects customer satisfaction and their loyalty.

This study uses a quantitative approach through a Descriptive research type. The research subjects include Users who use Platform X in West Java. With a sample size of 400 respondents. The sampling technique is carried out using the Non-probability Sampling method. To analyze the data, the Structural Equation Modeling (SEM) method is used using the help of SmartPLS 4.0 software.

Based on the results of the study, it was concluded that all variables are in the good category. Rebranding and Consumer Perception have a positive effect on Customer Loyalty, both directly and through Customer Satisfaction as a mediating variable. The majority of users responded positively to the platform change, were satisfied with the features offered, and remained loyal to platform X. Customer satisfaction has been shown to strengthen the relationship between consumer perception and loyalty.

Keywords: *Platform X, Rebranding, Consumer Perception, Customer Loyalty, Customer Satisfaction, West Java*