The Effect of Rebranding, Brand Image, and Marketing Strategy on Customer Satisfaction
(Case Study: Ace Hardware Becomes Az.ko Living World Alam Sutera)

Ahmad Fakhri Husaini [1] , Yosi Safri Yetmi, SE., M.Si. [2] , Aisyah Ratnasari, SS, MM [3]

Email: husainiahmadfakhri@gmail.com

ABSTRACT

This study uses a quantitative approach with a survey method. There were 180 respondents consisting of ACE Hardware customers before and after the rebranding to Az.ko. To select the sample, the researcher used non-probability sampling with purposive sampling, which is selecting respondents who meet the criteria of being at least 21 years old and have made purchases from both brands. Data was collected through an online questionnaire and analyzed using Structural Equation Modeling Partial Least Square (SEM-PLS) with the assistance of SMART PLS 3 software. The analysis results indicate that rebranding and brand image do not have a significant impact on customer satisfaction. Marketing strategies were found to have a positive and significant impact on customer satisfaction. These findings suggest that effective marketing efforts following rebranding are more influential in enhancing customer satisfaction than changes to the brand or brand image itself.

INTRODUCTION

Indonesia must continue to develop and compete due to economic globalization. Entrepreneurs must quickly adapt to both internal and external economic changes in order to remain relevant. When market demand increases and the need for raw materials increases, businesses are motivated to create new innovations. These innovations must be tailored to consumer needs to remain competitive and support sustainable economic growth (Awwaliyah et al., 2024)

Customer satisfaction is the feeling of pleasure or disappointment a person experiences after comparing the results of a product they have used with their expectations. Meeting customer needs can be a competitive advantage, as it is vital to the survival of a company. Satisfied customers are more likely to repurchase products and utilize services again when the same needs arise. Therefore, customer satisfaction is a key factor in encouraging them to make repeat purchases, which constitute the largest portion of a company's total sales (Sulaiman Helmi1 et.al 2022)

Customer satisfaction is becoming increasingly important in rebranding, as seen in ACE Hardware when they changed their name and brand identity to Az.ko Living Word. ACE Hardware's rebranding included changes in marketing strategy and brand image management in addition to visual changes such as name and logo, according to (Fadila et al., 2022) By using the right marketing strategy, companies can significantly increase customer satisfaction, especially when they can tailor their products and services to customer expectations. Following the name change of ACE Hardware, it is crucial for Az.ko Living Word to determine whether the rebranding has affected customer perceptions and, ultimately, their satisfaction.

As reported in the news Arthur Gideon, (2025) PT ACE Hardware Indonesia Tbk (ACES) officially changed its name to PT Aspirasi Hidup Indonesia Tbk on June 7, 2024. Along with this change, the company decided not to renew its licensing agreement with ACE Hardware International Holdings, Ltd., which is set to expire on December 31, 2024. As a result, ACE Hardware will no longer be present in Indonesia as of January 1, 2025. Management of Aspirasi Hidup Indonesia stated that this decision aligns with the company's

focus on guiding its business toward development that is more in line with market trends and changes in consumer preferences. The company believes that this step will bring about more relevant and sustainable business growth, while emphasizing a more inspiring shopping experience for customers.

As reported in the news Purnomo, (2025) ACE Hardware Indonesia, a retail company owned by Kawan Lama Bunch, officially changed its name to PT Aspirasi Hidup Indonesia Tbk (AHI) (Experts) as of December 31, 2024, effective early 2025. At the same time, the company also changed the brand name of its hardware retail chain to AZKO. Director of PT Aspirasi Hidup Indonesia Tbk. Gregory S. Widjaja stated that this change also includes a major overhaul of 245 stores spread across 75 cities throughout Indonesia. The change in signage and store names from Ace Hardware to AZKO will be completed by the first quarter of 2025. Meanwhile, the transformation of the Next-Gen store concept—which is cutting-edge, interactive, inspiring, and relevant —will take place over the next three years, designed to provide the best shopping experience for customers in Indonesia. "A total of 245 stores will be upgraded over the next three years," said Gregory at the Living World Alam Sutera Shopping Center in Tangerang. Gregory also explained that the name AZKO represents a comprehensive product range and a holistic suite of services. The letters "A" to "Z" symbolize the diversity of products available to meet various customer needs, from household appliances to lifestyle products. The name AZKO itself represents a complete product collection from A to Z, supported by comprehensive services and collaborative ideas to inspire a better life. Gregory stated that AZKO comes with a new spirit, emphasizing a recognizable, proactive, optimistic, and reliable (tested and trusted) persona. With this approach, AZKO aims to be more than just a retail store—it strives to be a trusted advisor ready to help customers improve their quality of life, both at home and in various aspects of their lifestyle. This role as a trusted advisor includes providing meaningful, inspiring, and relevant solutions tailored to customer needs. This spirit is also reflected in our company symbol, which features an open circle as a commitment to "opening the door to a much better life" or opening the door to a better life.

Gambar ... AZ.KO
Jumlah data SEO channel.
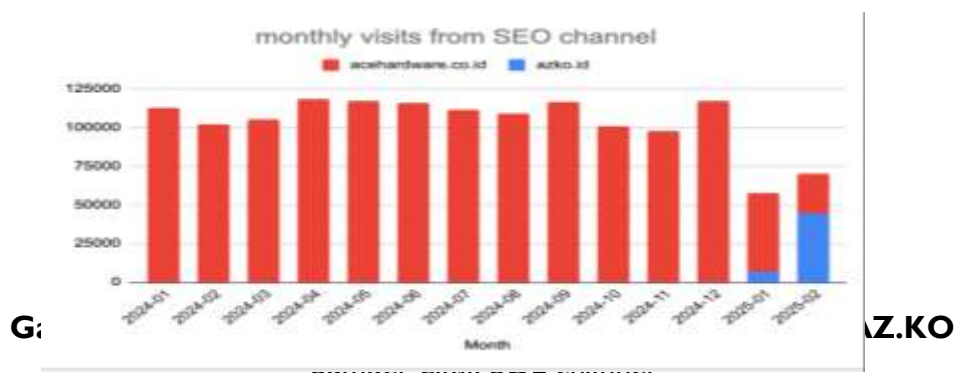
Based on this phenomenon and the existence of the GAP, the author was interested in researching the rebranding of ace-hardware to az.ko. The graph shows the monthly number of visits from SEO channels for the two websites, acehardware.co.id and azko.id, from January 2024 to February 2025. During this period, acehardware.co.id (marked in red) showed a relatively stable trend, with the number of visits exceeding 100,000 in most months. On the other hand, azko.id (marked in blue) recorded significantly lower visit numbers, with a notable decline observed in February 2025. Overall, acehardware.co.id is far more dominant in terms of monthly visits compared to azko.id.

To answer the questions posed and test the research hypothesis, the method used was a quantitative method with an associative approach. This research is classified as causal research, which aims to examine the cause-and-effect relationship between variables. Information from respondents was obtained through a survey using a questionnaire, resulting in preliminary quantitative data. This study is a developmental study aimed at measuring the influence of one variable on another, as well as testing the research hypothesis. In this study, quantitative data was used to assess the extent to which rebranding, brand image, and marketing strategies impact consumer satisfaction. Quantitative data was obtained through the distribution of questionnaires to visitors of Az.ko who had shopped before and after the rebranding.

Literature Review

1. Rebranding

According to (Muhammad Farid, et al., 2024)Rebranding is an effort made by a company to enhance or update an existing brand, making it even better while maintaining the company's original goals. Rebranding is the process of changing a brand's identity, including its name and symbol. One stage in rebranding is repositioning, which is changing the way consumers view the brand. The concept of rebranding can generally be interpreted as the process of revitalizing a brand to adapt to societal changes.

2. Brand Image

According to Tjiptono In (KN, 2024)Brand image refers to the associations or beliefs that consumers have about a particular brand. Brand picture refers to the image of a product in the minds of consumers.
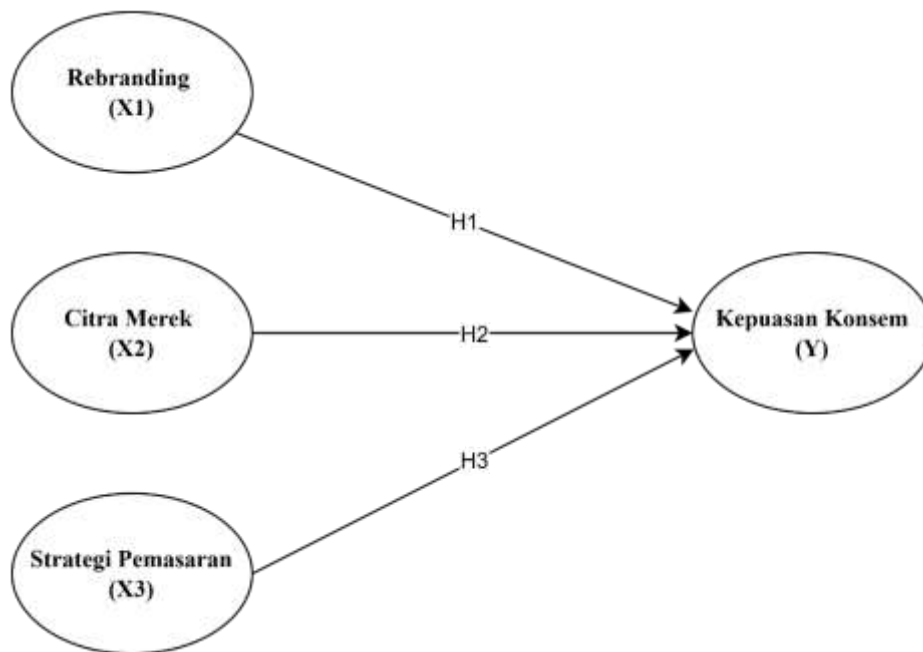
3. Marketing Strategy

According to (Rambe & Aslami, 2022)Marketing strategy is the process of making decisions regarding marketing expenditures from the available budget, taking into account environmental conditions and anticipated competition. In general, a company's growth success depends on how it chooses its marketing strategy, which in turn depends on accurate analysis and observation of various factors that can influence that strategy.

4. Customer Satisfaction

Customer satisfaction refers to how someone feels after comparing what they received with what they expected. Based on their experiences, customer satisfaction or dissatisfaction becomes part of their experience in using a product or service offered by a particular company or business. If expectations are met, customers will feel satisfied. Customers often have certain values, and these values can influence their decisions when comparing products or services they have used with those of their competitors.(Ratri Dwi Euisnawati et al., 2022) Strengthening satisfaction is a mindset chosen based on experience. There is a clear need to conduct research to determine whether prior expectations primarily influence satisfaction. Customer happiness will ensure business continuity.

conceptual framework

Figure 2. Conceptual Framework
Source: Prepared by the researcher (2025)

The following are the operational hypotheses of this study:

X1: Rebranding (independent variable)
X2: Brand Image (independent variable)
X3: Marketing Strategy (Independent Variable)
H1: The Effect of Rebranding on Consumer Satisfaction
H2: The Effect of Brand Image on Consumer Satisfaction
H3: The Effect of Marketing Strategy on Consumer Satisfaction
Y : Consumer Satisfaction (Dependent Variable)

METHOD

In this study, quantitative data was used to examine the extent to which rebranding, brand image, and marketing strategy influence customer satisfaction. Quantitative data was obtained by distributing questionnaires to Az.ko visitors who had shopped before and after the rebranding.

According to (Prastowo, 2021)the population, it is the total analysis unit consisting of subjects or objects with certain characteristics that the researcher has decided to investigate further to draw research conclusions. The characteristics of the research population should be generalizable from the research sample. Visitors to Ace-Hardware before rebranding.The sample used in this study is part of the population of Ace-Hardware customers (before) and Az.ko customers (after) the rebranding. The sample was selected based on criteria that reflect the characteristics and representation of the Az.ko customer population. The sample criteria in this study are individuals aged 21 years and above who have made purchases at Ace-Hardware (before) and Az.ko (after) rebranding.

Sampling in this study used non-probability sampling techniques. Specifically, purposive sampling was used. In this study, the researcher selected respondents based on predetermined criteria.(Prastowo, 2021) namely Ace-hardware (before) and Az.ko (after) customers aged 21 years and above.

In this study, the number of Az.ko customers falls into the category of unknown population size. To determine the sample size, the method recommended by Hair et al. (2017) was used, which suggests a minimum sample size of between 100 and 200, or in accordance with the guidelines proposed by Har et al. (Prastowo, ST., 2023) Sample size = 5 to 10 × number of indicators In this study, a multiplier factor of 10 was set,Thus, 10 × 18 = 180 samples The researcher has 3 independent variables: Rebranding (4 indicators), Brand image (3 indicators), and Marketing strategy (5 indicators). The dependent variable is: Customer satisfaction (6 indicators). Therefore, the sample size for this study is set at a minimum of 180 Ace Hardware customers before and after the rebranding.

RESULTS AND DISCUSSION

The table below shows the results of descriptive statistical analysis of research data observed and collected using a survey questionnaire given to 180 respondents who were Ace-hardware customers (before) and Az.ko customers (after).

Table 1. Descriptive Analysis

	No.	Missing	*Mean*	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
RB.1	1.000	0.000	3.989	4.000	1.000	5.000	0.843	0.391	-0.708
RB.2	2.000	0.000	4.028	4.000	1.000	5.000	0.922	0.840	-0.957
RB.3	3.000	0.000	4.033	4.000	1.000	5.000	0.900	0.966	-0.942
RB.4	4.000	0.000	3.956	4.000	1.000	5.000	0.881	0.935	-0.847
RB.5	5.000	0.000	3.989	4.000	1.000	5.000	0.960	1.000	-1.003
CM.1	6.000	0.000	4.111	4.000	1.000	5.000	0.887	1.164	-1.086
CM.2	7.000	0.000	4.161	4.000	1.000	5.000	0.870	0.834	-1.034
CM.3	8.000	0.000	4.128	4.000	1.000	5.000	0.895	1.209	-1.053
CM.4	9.000	0.000	3.983	4.000	1.000	5.000	0.940	1.203	-1.020
CM.5	10.000	0.000	4.100	4.000	1.000	5.000	0.883	1.553	-1.127
SP.1	11.000	0.000	4.022	4.000	1.000	5.000	0.875	0.467	-0.745
SP.2	12.000	0.000	4.094	4.000	1.000	5.000	0.841	0.600	-0.746
SP.3	13.000	0.000	4.044	4.000	1.000	5.000	0.868	0.007	-0.652
SP.4	14.000	0.000	4.028	4.000	1.000	5.000	0.799	0.676	-0.710
SP.5	15.000	0.000	4.050	4.000	1.000	5.000	0.791	1.036	-0.701
KK.1	16.000	0.000	4.222	4.000	2.000	5.000	0.663	0.770	-0.629
KK.2	17.000	0.000	4.261	4.000	2.000	5.000	0.678	0.162	-0.593
KK.3	18.000	0.000	4.144	4.000	1.000	5.000	0.783	0.920	-0.822
KK.4	19.000	0.000	4.217	4.000	2.000	5.000	0.747	0.126	-0.700
KK.5	20.000	0.000	4.111	4.000	2.000	5.000	0.862	0.036	-0.794
KK.6	21.000	0.000	4.278	4.000	1.000	5.000	0.824	2.529	-1.400

The study on the rebranding of Ace-harsware to Az.ko involved 180 respondents as samples, who filled out a questionnaire and a Likert scale from 1 to 5 with a total of 21 questions. The table shows that there were no missing data from the 180 respondents, so all data were complete and could be processed and analyzed.

In Table 1, The highest mean (average) value was found in the response from Y6, which was 4.278, with the indicator of customer dissatisfaction, which asked the question, "I am satisfied with the rebranding of Ace-hardware to AZ.KO." Meanwhile, the standard deviation value for each question item did not exceed the mean value, so it can be concluded that the

response data is reasonable and does not have high extreme values.Inferential Statistical Analysis.

Inferential statistics, also known as inductive statistics and probability, is a branch of statistics used to draw conclusions about a population based on data analyzed from a sample taken from that population. Thus, the information provided is easier to understand and can serve as a reliable answer to the problems encountered in the research subject.(Prastowo, 2021)
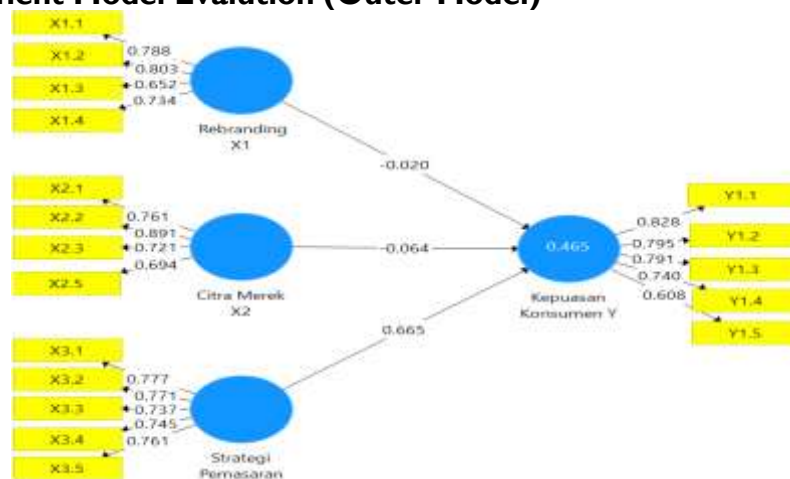
1. Measurement Model Evalution (Outer Model)

Figure 1. PLS Logarithm Output

2. Validity And Reliability Test

Validity testing can be done by looking at the Average Variance Extracted (AVE) value. To determine whether a measurement indicator is valid, we look at the AVE value. If the AVE value is greater than 0.5, then the indicator is considered valid. This means that at least 50% of the variation in the measurement indicator can be explained by the measured variable.(Prastowo, 2023)

Table 2. Validity And Reliability Test

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Kesimpulan
Rebranding X1	0.736	0.834	0.557	*Valid* & reliabel
Citra Merek X2	0.775	0.853	0.593	*Valid* & reliabel
Strategi Pemasaran X3	0.815	0.871	0.575	*Valid* & reliabel
Kepuasan Konsumen Y	0.810	0.869	0.572	*Valid* & reliabel

Model measurement can also be seen from the reliability test results. This test is used to evaluate whether the tool used is capable of providing accurate and consistent data in measuring constructs. The reliability test also aims to determine the extent to which the answers to each item of questions or statements in the questionnaire are consistent, especially if the item is used more than once to measure the same symptom. Prastowo, 2023)

3. Heterotrait-Monotrait Ratio (HTMT)

Discriminant validity can be seen from the HTMT value. A question or statement in a questionnaire is said to have discriminant validity if its HTMT value meets the specified standard. HTMT < 0.9.

Table 3. Heterotrait-Monotrait Ratio (HTMT)

Variable	Rebranding (X1)	Brand Image (X2)	Marketing Strategy (X3)	Customer Satisfaction (Y)
Rebranding (X1)	—	—	—	—
Brand Image (X2)	0.857	—	—	—
Marketing Strategy (X3)	0.206	0.192	—	—
Customer Satisfaction (Y)	0.193	0.206	0.828	—

In Table 3. Heterotrait-Monotrait Ratio (HTMT), the HTMT value for each research variable is below 0.9 for all variables such as Rebranding, Brand Image, Marketing Strategy, and Customer Satisfaction. Thus, it can be concluded that the questions in the research instrument or questionnaire are discriminantly valid.

4. Collinearity Statistics (VIF)

The recommended VIF value is 10 or 5, indicating that there are no symptoms of multicollinearity. and the values can be obtained using SmartPLS (Prastowo, 2023)

Table 4. Collinearity Statistics (VIF)

Variable	Rebranding (X1)	Brand Image (X2)	Marketing Strategy (X3)	Customer Satisfaction (Y)
Rebranding (X1)	—	—	—	1.625
Brand Image (X2)	—	—	—	1.629
Marketing Strategy (X3)	—	—	—	1.027
Customer Satisfaction (Y)	—	—	—	—

In Table 4, which contains collinearity statistics (VIF), all VIF values for the research variables do not exceed 5, indicating that there is no high linear correlation between exogenous variables or no signs of multicollinearity.

5. Coefficient of Determination (R Square)

One way to evaluate a structural model is to assess the coefficient of determination, also known as R-squared, for each endogenous latent variable, which explains the predictive power of the structural model. The magnitude of the R-squared value indicates the extent to which the simultaneous influence of exogenous variables on the model affects changes in the variation of endogenous variables. The coefficient of determination ranges from 0 to 1. An R Square value close to 1 indicates that the model is increasingly good or valid. Prastowo, 2023)

Tabel 5. Coefficient of Determination (R Square)

|	R Square	R Square Adjusted
Consumer Satisfaction Y	0.465	0.455

Table 5. shows the coefficient of determination or R Square:

1. The coefficient of determination (R Square) value of the consumer satisfaction variable is 0.465. It can be explained that several exogenous variables, including rebranding, brand image, and marketing strategy influence changes in consumer satisfaction (Y). simultaneously by 46.5%. Meanwhile, the remaining 53.5% of the influence is affected by other variables outside the scope of this study.

2. When viewed by category, the coefficient of determination value for consumer satisfaction of 0.465 falls into the Moderate category.

6. Path Coefficient

The SEM PLS approach model was also evaluated by looking at the significance value to determine the influence between the research variables using the bootstrapping approach.

This bootstrapping approach can represent nonparametric conditions in order to obtain precise results from the estimated values.(Prastowo, 2023)
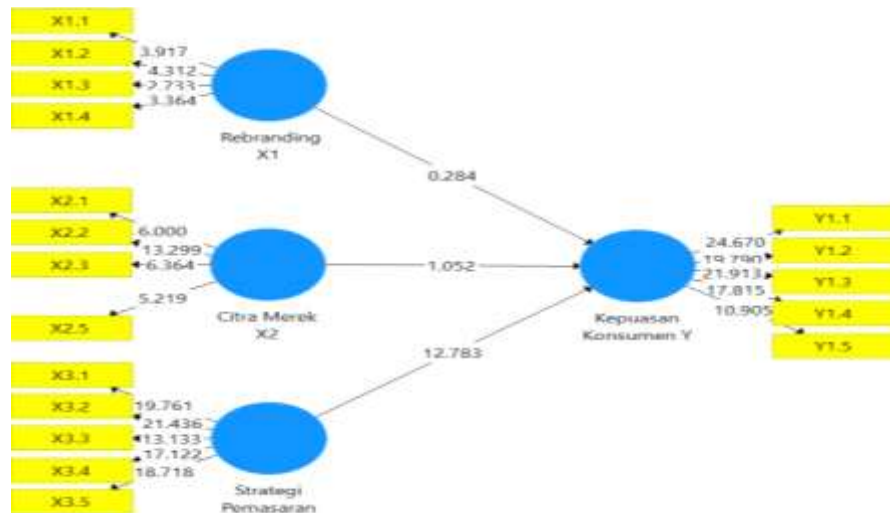
Figure 2. Bootstrapping Output

In this research model, there is one structural model, namely the direct influence structure. The direct influence structure consists of one sub-structure model of direct influence, namely:

Tabel 6. Path Coefficient

Relationship Between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Rebranding (X1) → Customer Satisfaction (Y)	-0.020	-0.034	0.068	0.292	0.770
Brand Image (X2) → Customer Satisfaction (Y)	-0.064	-0.067	0.061	1.052	0.293
Marketing Strategy (X3) → Customer Satisfaction (Y)	0.665	0.665	0.052	12.884	0.000

Direct Impact
Sub-Structure 1:
a. The Effect of Rebranding on Consumer Satisfaction:
Rebranding (X1) has a positive relationship with Consumer Satisfaction (Y), as indicated by the original sample value as a parameter coefficient of 0.020.

Meanwhile, the t-statistic value is 0.292, which is smaller than the Z-score of 1.96 (T-statistic 0.292 < Z-score 1.96), and the P-value is 0.770, which is greater than 0.05 (P-value 0.770 > 0.5). Based on these results, it can be concluded that statistically, rebranding has no significant effect on consumer satisfaction. Therefore, based on the results of the operational hypothesis test, Ha1 is rejected, while H01 is accepted. Thus, from the results of this hypothesis test, it can be concluded that the rebranding of ACE Hardware to Az.ko does not have a significant effect on consumer satisfaction.

The rebranding of ACE Hardware to Az.ko does not have a significant impact on consumer satisfaction for several reasons. First, the brand name change may not be clear enough or offer noticeable uniqueness, so customers do not perceive a significant difference. The existing emotional connection with the ACE Hardware brand may also be compromised, and unchanged product quality can keep customer satisfaction low. Additionally, the

communication of the rebranding objectives may not be effective, causing confusion among customers. Negative perceptions of the new brand also slow its acceptance. Factors beyond control and a lack of time to adapt also affect the results, so that the Az. ko rebranding does not significantly affect customer satisfaction.

In this study (Ilviendri & Sari, 2021), the results are in line with previous studies showing that rebranding does not significantly affect consumer loyalty, as there is no real difference between the old and new brands.

b.   The Influence of Brand Image on Customer Satisfaction:

Brand Image (X2) has a positive relationship with Customer Satisfaction (Y), as indicated by the original sample value of the parameter coefficient, 0.064.

Meanwhile, the t-statistic value is 1.052, which is smaller than the 2-score of 1.96 (T-statistic 1.052 < Z-score 1.96), and the P-value is 0.293, which is greater than 0.05 (P-value 0.770 > 0.5).

The brand image after the rebranding of ACE Hardware to Az. ko did not have a significant impact on consumer satisfaction, as the change was not accompanied by an improvement in product quality or service that was noticeable to consumers. If consumers do not understand or appreciate the value of the new image due to ineffective communication, they remain satisfied with the old image. Additionally, the strong emotional bond with the ACE Hardware brand makes consumers skeptical of changes, so the new image fails to build the trust or relevance expected. All of this explains why the Az. ko brand image does not have a significant impact on consumer satisfaction.

In the study conducted by (Rizki & Prabowo , 2022), the brand image variable does not have a significant influence on consumer satisfaction. This means that whether the brand image is changed or not, consumer satisfaction will not increase significantly. This occurs because the Indomie brand image is already well-known to many people, as the Indomie brand has become ingrained in the minds and hearts of its loyal consumers.

c.   The Influence of Marketing Strategy on Consumer Satisfaction:

Marketing Strategy (X3) has a positive relationship with Consumer Satisfaction (Y), as indicated by the original sample value of the parameter coefficient, 0.065.

Meanwhile, the t-statistic value is 12.884, which is smaller than the 2-score of 1.96 (T-statistic 12.884 < Z-score 1.96), and the P-value is 0.000, which is greater than 0.05 (P-value 0.000 > 0.5). Based on these results, it can be concluded that marketing strategy has a statistically significant influence on Consumer Satisfaction. Therefore, based on the results of the operational hypothesis test, Ha3 is accepted, while H03 is rejected. Thus, from the results of this hypothesis test, it can be concluded that the Marketing Strategy resulting from the rebranding of Ace Hardware to Az.ko has a significant influence on consumer satisfaction.

The marketing strategy in the rebranding of ACE Hardware to Az.ko has a significant impact on consumer satisfaction because the effective marketing approach increases consumer awareness and understanding of the new brand value. With attractive promotions and clear communication, Az.ko is able to create a positive image and attract consumer interest.

The marketing strategy in rebranding ACE Hardware to Az. ko had a significant impact on customer satisfaction because a practical marketing approach increased consumer awareness and understanding of the new brand value. With attractive promotions and clear communication, Az. ko was able to create a positive image and attract consumer interest. Additionally, a well-executed marketing strategy creates a better experience, increases

engagement, and fosters loyalty, ultimately leading to consumers feeling more satisfied with the products and services offered.

A study conducted by(Ratri Dwi Euisnawati et al., 2022)Shows that marketing strategies have a positive and significant impact on consumer satisfaction at the Bimba Solusi Kids Unit in Candrabaga, Bekasi. This means that marketing strategies greatly influence the level of consumer satisfaction. If marketing strategies continue to be improved, the quality of service at Bimba Solusi Kids Unit Candrabaga will also improve.

CONCLUSION

Rebranding (X1) has a positive relationship with Customer Satisfaction (Y), as indicated by the original sample value as a parameter coefficient of 0.020.
Meanwhile, the t-statistic value is 0.292, which is smaller than the 2-score of 1.96 (T-statistic 0.292 < Z-score 1.96), and the P-value is 0.770, which is greater than 0.05 (P-value 0.770 > 0.5). Based on these results, it can be concluded that statistically, rebranding has no significant effect on consumer satisfaction. Therefore, based on the results of the operational hypothesis test, Ha1 is rejected, while H01 is accepted. Thus, based on the results of this hypothesis test, it can be concluded that the rebranding of Ace Hardware to Az.ko does not have a significant impact on consumer satisfaction.

The rebranding of ACE Hardware to Az.ko does not have a significant impact on consumer satisfaction for several reasons. First, the brand name change may not be clear enough or offer noticeable uniqueness, so customers do not perceive a significant difference. The existing emotional connection with the ACE Hardware brand may also be compromised, and unchanged product quality can keep customer satisfaction low. Additionally, the way the rebranding objectives were communicated may not have been effective, causing confusion among customers. Negative perceptions of the new brand also slowed its acceptance. Factors beyond control and insufficient time for adaptation also influenced the results, so the Az.ko rebranding did not have a significant impact on customer satisfaction.

Brand Image (X2) has a positive relationship with Customer Satisfaction (Y), as indicated by the original sample value as a parameter coefficient of 0.064.
Meanwhile, the t-statistic value is 1.052, which is smaller than the 2-score of 1.96 (T-statistic 1.052 < Z-score 1.96), and the P-value is 0.293, which is greater than 0.05 (P-value 0.770 > 0.5).

The brand image after the rebranding of ACE Hardware to Az. ko does not have a significant impact on consumer satisfaction, as the change was not accompanied by an improvement in product quality or service that consumers could perceive. If consumers do not understand or appreciate the value of the new image due to ineffective communication, they will remain satisfied with the old image. Additionally, the strong emotional bond with the ACE Hardware brand makes consumers skeptical of change, so the new image is unable to build the trust or relevance that was expected. All of these factors explain why the Az. ko brand image did not have a significant impact on consumer satisfaction.

Marketing Strategy (X3) has a positive relationship with Customer Satisfaction (Y), as indicated by the original sample value as a parameter coefficient of 0.065.
Meanwhile, the t-statistic value is 12.884, which is smaller than the 2-score 1.96 (T-statistic 12.884 < Z-score 1.96), and the P-value is 0.000, which is greater than 0.05 (P-value 0.000 > 0.5). Based on these results, it can be concluded that statistically, Marketing Strategy has a

significant influence on Consumer Satisfaction. Therefore, based on the results of the operational hypothesis test, Ha3 is accepted, while H03 is rejected. Thus, from the results of this hypothesis test, it can be concluded that the Marketing Strategy resulting from the rebranding of Ace Hardware to Az.ko has a significant influence on consumer satisfaction.

The marketing strategy in the rebranding of ACE Hardware to Az.ko has a significant impact on consumer satisfaction because an effective marketing approach enhances consumer awareness and understanding of the new brand value. With attractive promotions and clear communication, Az.ko is able to create a positive image and attract consumer interest. Additionally, a good marketing strategy creates a better experience, increases engagement, and builds loyalty, so consumers feel more satisfied with the products and services offered.

Reference

Arthur Gideon. (2025). *ACE Hardware Resmi Ganti Nama Jadi AZKO, Ini Sejarah Berdiri hingga saat Ini - Page 3 - Bisnis Liputan6.com.* https://www.liputan6.com/bisnis/read/5860584/ace-hardware-resmi-ganti-nama-jadi-azko-ini-sejarah-berdiri-hingga-saat-ini?page=3

Awwaliyah, N. A. Al, Krisnawati, W., & Saepuloh, A. (2024). Pengaruh Rebranding, Persepsi Kualitas, dan Brand Image Terhadap Loyalitas Konsumen pada PT. Cipta Giri Sentosa. *VISA: Journal of Vision and Ideas, 4*(1), 333–351. https://doi.org/10.47467/visa.v4i1.2000

Fadila, B., Khaswarina, S., & Kusumawaty, Y. (2022). *Pengaruh Strategi Bauran Pemasaran Terhadap Kinerja Pemasaran Pada Petani Karet Rakyat Di Kecamatan Gunung Toar Effect Of Marketing Mix Strategy On Marketing Performance Of Smallholder Rubber Farmers In Gunung Toar District. 2*(1), 281–296.

Ilviendri, R., & Sari, D. K. (2021). Pengaruh Rebranding Dan Persepsi Kualitas Terhadap Loyalitas Konsumen Dengan Citra Merek Sebagai Variabel Mediasi (Studi Pada Pemirsa Tvri Kota Padang). *Jurnal Menara Ekonomi : Penelitian Dan Kajian Ilmiah Bidang Ekonomi, 7*(1), 77–89. https://doi.org/10.31869/me.v7i1.2537

KN, J. (2024). Pengaruh Rebranding Terhadap Brand Image Taman Impian Jaya Ancol. *Telangke:Jurnal Telangke Ilmu Komunikasi, 4*(1), 68–81. https://doi.org/10.55542/jiksohum.v4i1.771

Muhammad Farid, Moch. Mahsun, Noer Aisyah Barlian, I. H., & Sa'adatu Mukarromatil Arifah, S. N. L. (2024). *Rebranding wisata kali sejuk untuk pengembangan umkm di dusun darungan purwosono lumajang. 5*(November), 59–68.

Prastowo, S. L. (2021). *Metode Penelitian Kuantitatif Dilengkapi Dengan Teknik Pengolahan Data Program Spss* (B. Manunggal (ed.); Edisi Revi). PT. Jamus Baladewa Nusantara.

Purnomo, H. (n.d.). *Ini Alasan Ace Hardware Ganti Nama Jadi AZKO.* Detik Finance. https://finance.detik.com/berita-ekonomi-bisnis/d-7725560/ini-alasan-ace-hardware-ganti-nama-jadi-azko

Rambe, D. N. S., & Aslami, N. (2022). Analisis Strategi Pemasaran Dalam Pasar Global. *El-Mujtama: Jurnal Pengabdian Masyarakat, 1*(2), 213–223. https://doi.org/10.47467/elmujtama.v1i2.853

Ratri Dwi Euisnawati, Komala, N., & Endah Prawesti Ningrum. (2022). Pengaruh Strategi Pemasaran Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Bimba Solusi Kids Unit Candrabaga Bekasi. *Jurnal Ilmiah Akuntansi Dan Manajemen, 18*(2), 128–137. https://doi.org/10.31599/jiam.v18i2.1536

Rizki, P. A., & Prabowo , B. (2022). Pengaruh Citra Merek, Harga, Dan Kualitas Produk Indomie Melalui Kepuasan Konsumen Sebagai Variabel Intervening Terhadap Loyalitas Pelanggan. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah, 4*(5), 1543–1553.

https://doi.org/10.47467/alkharaj.v4i5.1023

Sugeng Lubar Prastowo, ST., M. (2023). *Monograf Lazada: Pengaruh e-promotion, kualitas pelayanan, dan e-Wom Terhadap Kputusan Pembelian Melalui Prilaku konsumen* (M. P. Annisa Suwardhani, ST. (ed.); Cetakan Pe). PT Catalyst Development Partners.

Sulaiman Helmi1, Bakti Setyadi2, Dewi Sartika3, Dwi MuhammadT4, Trisninawati5, TriaSucianti L6, R. F. (2022). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Apotek Yosin Farma Di Situbondo. *Jurnal Mahasiswa Entrepreneur (JME)*, *1*(7), 1461–1468.