

## ABSTRACT

The coffee industry in Indonesia has grown rapidly in recent years, driven by increasing consumer demand and lifestyle trends that have made coffee an integral part of daily life, especially among the younger generation. One prominent local brand in this sector is Kopi Janji Jiwa. In the face of intense competition, rebranding has become a crucial strategy to strengthen brand image and enhance customer loyalty. This study aims to examine the effect of rebranding on customer loyalty, with brand image as a mediating variable, focusing on Kopi Janji Jiwa outlets in South Tangerang. This research employs a quantitative approach using Structural Equation Modeling (SEM) with SmartPLS software. The sampling technique used is purposive sampling, involving 160 respondents who had purchased Kopi Janji Jiwa products within the last five years. The findings reveal that rebranding has a positive influence on both brand image and customer loyalty. Furthermore, brand image significantly mediates the relationship between rebranding and customer loyalty. These results highlight that a well-executed rebranding strategy, supported by a strong brand image, can be a key factor in sustaining and increasing customer loyalty in the competitive coffee shop industry.

**Keywords:** Rebranding, Brand Image, Customer Loyalty, Kopi Janji Jiwa