

**THE EFFECTS OF LOGO SHAPE, LOGO COLOR, TYPOGRAPHY AND SERVICE QUALITY TOWARDS BRAND IMAGE ON PT. GOJEK INDONESIA**Shafira Azzahira<sup>1</sup>, I Made Bayu Dirgantara<sup>2✉</sup><sup>1,2</sup>Faculty of Economics and Business, Universitas Diponegoro, Indonesia**Info Artikel***History of Article:*

Received August 2021

Accepted September 2021

Published November 2021

*Keywords:**Logo Shape, Logo Color, Typography, Service Quality, Brand Imag***Abstract**

*This research aims to explain the influences of logo shape, logo color, typography and service quality towards brand image on PT. Gojek Indonesia. There are four independent variables, those are logo shape. Logo color, typography and service quality that researcher wanted to know how much those variables influence on the image of Gojek as a dependent variable. This research used a non-probability sampling technique with a purposive sampling method. The population of the research as a media. The samples in this research were 115 respondents. This research examines the hypothesis by using Statistical Package for Social Sciences (SPSS). The results of this study indicate that typography and service quality have a positive and significant effect on brand image. Meanwhile, logo shape and logo color does not have a significant effect on brand image. Service quality as a dominant variables that influence the brand image.*

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**INTRODUCTION**

Brand have a major importance in today's context in both the consumer and the company's perspective (Keller et al., 2008). In the consumer's perspective, brands provide important functions such as identification of the source of product or service that makes the consumers lower the search costs for products both internally (how much they have to think) and externally (how much they have to search for alternatives). Brands represent an asset that provides not only security for future incomes but are also capable of influencing consumer behavior (Keller et al., 2008).

The presence of technology, changes in consumer tastes, mismatches, and the emergence of new competitors have triggered

developments in the marketing environment, including brand changes. Many brands can survive, but many brands also disappear. The efforts made by the brand to continue to grow and survive can be seen by rebranding (Livia, 2019). There are five types of rebranding namely: new names, new names and logos, new logos, new logos and slogans, and only new slogans (Stuart and Muzellec, 2004).

In accordance with Cloosterman (2018) the company can rebrand so that the message delivered after the new brand changes can be conveyed clearly and not cause mistake. Basically a company rebranding for several reasons, such as mergers, acquisitions, and spinoffs, changes in position, internationalization, market changes, bad

reputation, conflicts with stakeholders, new CEOs, outdated images, changing brand portfolios, more development further the brand component. Another name can be a piece of a brand change, the following are the primary purposes behind changing an organization name, such as a change in ownership, a change in business strategy, a change in the business environment (Cloosterman, 2018).

In building a company's brand, there are two important components that must be considered, namely appearance and language. Display relating to products and business logos. An effective logo can be seen from its uniqueness and attractiveness, and can project the nature of business, products and services. An equally important aspect is language or the way to express it. Usually called a tagline, which is how to position a statement. Both are used to describe a new company image to customers (Mazwahid, 2012).

Not only rebrand the logo, Gojek also develops their service quality into variety of services that is following the customer's demand (Nadiem, 2019). Furthermore O'Sullivan et al. (2008) explain that brand trust can be influenced by service quality. Service quality is the consumer's assessment of the services provided by service providers or products. When consumers receive services provided by service providers above what they expect, consumers will feel satisfied and will use products or services from the brand. When consumers have used products or services provided repeatedly, and consumers still feel satisfied with the services provided, consumer confidence in the product will increase. This trust will help the formation of brand loyalty.

Whereas the business image is also a vital thought that might be optimistically or contrarily influenced the marketing activities. Zeithaml (1996) clarified brand image is the capacity to convince the customer point of view of offering goods or service. If the view or image of the company is good it will have a positive impact on the activities of a company, while a bad outlook Corporate rebranding aims to form an image and reflect changes in identity (Stuart and Muzellec, 2004). So it can be said that rebranding is an effort made by companies or

institutions to totally change or update an existing brand to become a better version.

It is important for company leaders to know the company's position compared to other companies in the world of competition. In order to know the position and ranking of a product both physical products or services in market competition, can be seen from the survey results. One of the example is by looking at the Top Brand Index.

From the Top Brand Index there is a decline drastically from the first quarter to the fourth quarter survey by 37.7% in terms of the Gojek's image in the consumer's perceptions. Thus, Gojek has an innovation of business strategy through changing the logo shape, logo color, typography and improve service quality in order to maintain a good image of Gojek. Here in PT. Gojek Indonesia whether those strategies will succeed in changing or increasing its image in the eyes of customer's perceptions like other successful companies.

Research on problem assessment of brand image has often been done by previous research. Based on the evidence from previous researches about evaluating the impact of corporate logos towards corporate reputation: a case of Persia and Mexico. In this case posits that the more favorable the name, color, typeface and design of the company and color, the more favorable the attitude Mexican consumers have towards the corporate logo, corporate image and reputation.

Based on the above problem formulation, it can be formulated research questions as follows: (1) How the logo shape affect the company's image? (2) How the logo color affect the company's image? (3) How the typography affect the company's image? (4) How the service quality affect the company's image?

## LITERATURE REVIEW

### The Relationship between Logo Shape and Brand Image

The shape of the logo or design becomes more important as a means of differentiation for companies from their competitors. Form is a language that is communicated to stakeholders, as independent

of verbal information; forms that carry messages or create effective communication for companies. It is important for managers and researchers to understand the significance that cannot be influenced by the form of company logos on consumer responses to company logos, and products (Henderson and Cote, 1998). It is proposed that form is a key factor of a company logo, and is influenced by consumers' perceptions and feelings.

Hypothesis 1: The shape of the logo has a positive effect on the brand image.

**The Relationship between Logo Color and Brand Image**

Company logo is related to color which is an element of corporate visual identity. Color is the main signal to highlight information that is effective in motivating individuals to react in certain ways. Color is a medium of communication from companies and marketing; colors induce emotions and moods, express personality, impact on consumers' perceptions and behavior, and help organizations position or differentiate themselves from competitors. Companies use the right colors to send signals to their audiences and to support the company's image by helping visual recognition to create competitive advantage (Balmer and Gray, 2000).

Hypothesis 2: The logo color has a positive effect on the brand image.

**The Relationship between Logo Typography and Brand Image**

Foroudi research, et al (2014) there are three variables that affect company logos. One of them is the typeface variable which has a positive influence on the company logo. The typeface variable gets the third order that influences after the company name, and the design is then passed on to the corporate image variable. A typeface can contribute to increasing company value (Hagtvedt, 2011).

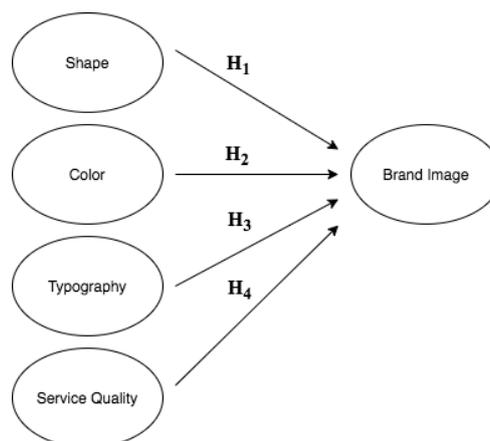
Hypothesis 3: Logo typography has a positive effect on brand image

**The Relationship between Service Quality and Brand Image**

Service serves as the most remarkable phenomenon that customers can experience and perceive. Hence, quality of firm's service mainly builds up the image of that particular brand. Similarly, Nguyen and LeBlanc (1998) explained that overall brand image of the company is formed by the combined perceptions of service quality as a result of frequent service experiences. Many researchers (e.g. Gummesson and Gronroos, 1988) reported brand image to be the key factor in the evaluation of overall service quality.

Hypothesis 4: Service Quality has a positive effect on brand image.

**Figure 1. Theoretical Framework**



Source: Melewar et al. (2014), Faroudi et al. (2017), Saleem and Raja (2014), and developed for research (2020).

## RESEARCH METHODS

Variables used in this research is five variables consisting of one dependent variable that is Brand Image and four independent variables are Logo Shape, Logo Color, Logo Typography and Service Quality. The population will be used in the research based on the customer of Gojek in Semarang and age range above 18. The determination of the sample in the non probability sampling with a purposive sampling method by Supranto formula are determine the customers in Semarang as much as 115 respondents. In this study the data used are primary data derived from questionnaire from Gojek customer in Semarang and secondary data from publications, statistics, government and company's web. The tests for the research was conducted using by SPSS software.

## RESULTS AND DISCUSSION

### Description of Research Objects

PT Gojek Indonesia is a technology company originating from Indonesia which basically serves transportation through motorcycle taxi services. Gojek was founded in 2010 precisely in Jakarta by Nadiem Makarim. The Gojek application can be downloaded on Google Play for the Android operating system and the App Store for the Apple operating system. Gojek has a digital payment service called Gopay. Gojek services are now available in Indonesia, Singapore, Thailand under the name GET, and Vietnam officially under the name Go-Viet on June 25, 2018. On the other hand, Gojek is now available in 167 districts and cities in Indonesia, 2 cities in Vietnam and 14 districts in Bangkok, Thailand (Gojek, 2018).

**Table 1. Results of Validity Test**

Variable	Questions	r-count		r-table	Explanation
Logo Shape (X1)	Question 1	0.836	>	0.183	Valid
	Question 2	0.857	>	0.183	Valid
	Question 3	0.826	>	0.183	Valid
Color (X2)	Question 1	0.856	>	0.183	Valid
	Question 2	0.890	>	0.183	Valid
	Question 3	0.896	>	0.183	Valid
Typography (X3)	Question 1	0.922	>	0.183	Valid
	Question 2	0.930	>	0.183	Valid
	Question 3	0.920	>	0.183	Valid
Service Quality (X4)	Question 1	0.796	>	0.183	Valid
	Question 2	0.763	>	0.183	Valid
	Question 3	0.807	>	0.183	Valid
	Question 4	0.816	>	0.183	Valid
	Question 5	0.868	>	0.183	Valid
	Question 6	0.897	>	0.183	Valid
	Question 7	0.892	>	0.183	Valid
	Question 8	0.866	>	0.183	Valid
	Question 9	0.763	>	0.183	Valid
	Question 10	0.734	>	0.183	Valid
	Question 11	0.842	>	0.183	Valid
	Question 12	0.837	>	0.183	Valid
Brand Image (Y)	Question 1	0.906	>	0.183	Valid
	Question 2	0.924	>	0.183	Valid
	Question 3	0.926	>	0.183	Valid

Source: processed primary data, 2020

**Research Results**

**Validity and Reliability Test**

From the results of the validity test above, it can be seen that the overall research variable items have  $r_{count} > r_{table}$ , which is at a significant level of 5% ( $\alpha = 0.05$ ) and  $n = 115$   $df = n-2$  (115-2) obtained  $r_{table} = 0.183$ , then It can be seen that  $r$  the results of each item  $> 0.183$ . So that, it can be said that the entire research variable item is valid to be used as an instrument in research or the proposed statement can be used to measure the variable under study.

**Table 2. Results of Reliability Test**

<i>Variable</i>	<i>Cronbach Alpha</i>	<i>Alpha</i>	<i>Explanation</i>
Logo Shape	0,787	0,6	Reliable
Logo Color	0,855	0,6	Reliable
Typography	0,914	0,6	Reliable
Service Quality	0,956	0,6	Reliable
Brand Image	0,907	0,6	Reliable

Source: processed primary data, 2020

Based on the data in table 4.3.2 it is known that all variables tested have Cronbach alpha values based on standardized items that are greater than 0.60, which means that all variables measured in the questionnaire are

**Table 4. Results of Multicollinearity Test**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.427	1.903		1.801	.074		
LOGO SHAPE	.128	.092	.125	1.394	.166	.493	2.027
LOGO COLOR	-.086	.119	-.088	-.723	.471	.269	3.724
TYPOGRAPHY	.258	.105	.269	2.459	.016	.330	3.032
SERVICE QUALITY	.146	.026	.526	5.607	.000	.447	2.235

a. Dependent Variable : BRAND IMAGE  
Source: processed primary data, 2020

**Multicollinearity Test**

From the table 4.3.3.2 the results of the multicollinearity testing carried out, it is known that all the independent variable have a VIF value  $< 10$  and tolerance value  $> 0.10$ . It can be seen that the value of the variance inflation factor (VIF) of the four variables, which is

reliable. Thus it can be concluded that the questionnaire used to measure variables of shape, color, typography, service quality and brand image is a reliable questionnaire.

**Classic Assumption Test**

**Normality Test**

**Table 3. Results of Normality Test**

<b>One-Sample Kolmogorov-Smirnov Test</b>		
		Unstandardized Residual
N		115
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.14828454
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.056
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution in Normal
  - b. Calculated from data
  - c. Lilliefors Significance Correction
  - d. This is a lower bound of the true significance
- Source: processed primary data, 2020

From the results of the normality test using the Kolmogorov–Smirnov method obtained significance results used the normality test of 0.2 where the results are greater than the significance level of 0.05. So it can be concluded that the normality test in this study is normally distributed.

smaller than 10 and the tolerance value is greater than 0.10. So it can be assumed that there is no multicollinearity between independent variables in the regression model.

**Heteroscedasticity Test (Glejser Test)****Table 5. Results of Heteroscedasticity Test**

Model	Unstandardized		Standardized		t	Sig.
	Coefficients		Coefficients			
	B	Std. Error	Beta			
1 (Constant)	4.708	1.213			3.880	.000
LOGO SHAPE	-.039	.058	-.088		-.668	.505
LOGO COLOR	-.023	.076	-.055		-.307	.760
TYPOGRAPHY	-.014	.067	-.034		-.208	.836
SERVICE QUALITY	-.012	.017	-.101		-.730	.467

a. Dependent Variable : RES2

Source: processed primary data, 2020

From the results of the heteroscedasticity test using the glacier test above can be interpreted that in the regression analysis there are no symptoms of heteroscedasticity, showing the significance value (p-value) of all independent variable have

a value > 0.05. It can be concluded that the output results clearly indicate that there is no independent variable that is statistically significant influences the dependent variable RES2 value, it is because the significance probability value is above 0.05 or 5%.

**Table 6. Results of Multiple Linear Regression Test****Coefficients<sup>a</sup>**

Model	Unstandardized		Standardized		t	Sig.	Collinearity Statistics	
	Coefficients		Coefficients				Tolerance	VIF
	B	Std. Error	Beta					
1 (Constant)	3.427	1.903			1.801	.074		
LOGO SHAPE	.128	.092	.125		1.394	.166	.493	2.027
LOGO COLOR	-.086	.119	-.088		-.723	.471	.269	3.724
TYPOGRAPHY	.258	.105	.269		2.459	.016	.330	3.032
SERVICE QUALITY	.146	.026	.526		5.607	.000	.447	2.235

a. Dependent Variable : BRAND IMAGE

Source: processed primary data, 2020

**Multiple Linear Regression Test**

From the table above, it can be seen that that the regression equation model obtained is as follows:

$$Y = 0,125 X_1 - 0,088 X_2 + 0,269 X_3 + 0,526 X_4$$

The analysis results are obtained with the following results:

a. Regression coefficient of the logo shape variable is 0.125, which means that if the logo shape has increased, the brand image has increased by 0.125.

b. The regression coefficient value of the color logo variable is - 0.088, which means that if the color logo has increased, then the brand image has increased by - 0.088.

c. Typography variable regression coefficient value of 0.269, which means that if typography has increased, then the brand image has increased by 0.269.

d. The value of the service quality variable regression coefficient is 0.526, which means that if service quality has increased, then the brand image has increased by 0.526.

**Coefficient of Determination Test (R-Squared Test)**

Based on the table above it is known that the Adjusted R Square value of 0.551, this implies that the influence of the independent variable (Logo Shape  $X_1$ , Color Logo  $X_2$ , Typography  $X_3$  and Service Quality  $X_4$ ) has an influence on the dependent variable (Brand

Image Y) of 55.1 %. While the remaining 44.9% is explained by other variables not included in this model (not examined). The

results of the coefficient of determination test mean that there are still other independent / variation variables that affect brand image.

**Table 7. Results of Coefficient of Determination Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 <sup>a</sup>	.567	.551	2.187

a. Predictors: (Constant), SERVICE QUALITY, LOGO SHAPE, TYPOGRAPHY, COLOR LOGO

Source: processed primary data, 2020

**Hypothesis Test**

From the results of the t test table above it can be said that:

a. The effect of logo shape (X<sub>1</sub>) towards brand image (Y)

Empirical test results of the influence between the variable logo shape (X<sub>1</sub>) on brand image (Y) show the value of tcount 2,027 > t table 1,981 and the Sig value of 0,166 > 0,05. It means that H<sub>0</sub> is accepted and H<sub>1</sub> is rejected. This means that there is no significant influence of the logo shape variable (X<sub>1</sub>) on brand image (Y).

b. The effect of color logo (X<sub>2</sub>) towards brand image (Y)

The empirical test results of the influence of the color logo variable (X<sub>2</sub>) on brand image (Y) show the value of t-test is 3,724 > t table 1,981 and the Sig value is 0,471 > 0,05. It means that H<sub>0</sub> is accepted and H<sub>1</sub> is rejected. This means that there is no significant effect on the color logo variable (X<sub>2</sub>) on brand image (Y).

c. The effect of typography (X<sub>3</sub>) towards brand image (Y)

Empirical test results of the influence between variable typography (X<sub>3</sub>) on brand image (Y) shows the value of tcount 3,032 > ttable 1,981 and Sig value of 0,016 < 0,05. It means that H<sub>0</sub>

is rejected and H<sub>1</sub> is accepted. This means that there is a significant influence of typography (X<sub>1</sub>) variables on brand image (Y).

d. The effect of service quality (X<sub>4</sub>) towards brand image (Y)

Empirical test results of the effect between variable service quality (X<sub>4</sub>) on brand image (Y) shows the value of tcount 2,235 > ttable 1,981 and Sig value of 0,00 < 0,05. Meaning that H<sub>0</sub> is rejected and H<sub>1</sub> was accepted. This means that there is a significant influence of typography (X<sub>1</sub>) variables on brand image (Y).

**F Test**

Based on the above results, it is known that the significance value for the influence of logo shape (X<sub>1</sub>), color logo (X<sub>2</sub>), typography (X<sub>3</sub>) and service quality (X<sub>4</sub>) on the company's image (Y) is 0,000 < 0.05 and F count value of 35,961 > F table 2,69, which determines that the results of the F test have the influence of the logo shape variable (X<sub>1</sub>), color logo (X<sub>2</sub>), typography (X<sub>3</sub>) and service quality (X<sub>4</sub>) or all independent variables are simultaneously and significantly affect the dependent variable or brand image (Y).

**Table 8. Results of t Test**

Dependent Variable : BRAND IMAGE

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.427	1.903		1.801	.074		
LOGO SHAPE	.128	.092	.125	1.394	.166	.493	2.027
LOGO COLOR	-.086	.119	-.088	-.723	.471	.269	3.724
TYPGRAPHY	.258	.105	.269	2.459	.016	.330	3.032
SERVICE QUALITY	.146	.026	.526	5.607	.000	.447	2.235

Source: processed primary data, 2020

**Table 9. Results of F Test**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	687.997	4	171.999	35.961	.000 <sup>b</sup>
Residual	526.124	110	4.783		
Total	1214.122	114			

a. Dependent Variable: BRAND IMAGE

b. Predictors: (Constant), SERVICE QUALITY, LOGO SHAPE, TYPOGRAPHY, COLOR LOGO

Source: processed primary data, 2020

## Discussion

This study aims to examine the influence of each variable used, namely logo shape, logo color, typography and service quality on brand image of Gojek, this study examines Gojek customers in Semarang as respondents. The first hypothesis testing shows the results of the significance level is  $0.116 > 0.05$ , so  $H_0$  is accepted and  $H_1$  is rejected. It can be concluded that the shape of the logo has no positive correlation and does not have a significant effect on the company's image. The second hypothesis testing shows the results of the significance level is  $0.471 > \alpha (0.05)$ , so  $H_0$  is accepted and  $H_2$  is rejected. It can be concluded that the color logo has no positive correlation and does not have a significant effect on brand image. The third hypothesis testing shows the results of the t test of 3.032 where the value of t is greater than t table 1.980 and is positive. The significance level is  $0.016 < \alpha (0.05)$ , so  $H_0$  is rejected and  $H_3$  is accepted. It can be concluded that the logo typography has a positive and significant effect on brand image. The fourth hypothesis testing shows the results of the t test of 2.235 where the value of t is greater than t table 1.980 and is positive. The significance level is  $0.000 < \alpha (0.05)$ , so  $H_0$  is rejected and  $H_4$  is accepted. It can be concluded that service quality has a positive and significant effect on brand image.

## CONCLUSION

Based on test result of the analysis and discussion in the previous chapter which aims to determine the effects of logo shape, logo color, typography and service quality on brand image. The most dominant variable in influencing the brand image variable in research is the service quality variable more

precisely on the assurance indicators. This can be seen from the results of validity analysis used pearson correlation, which values indicate that the assurance indicators of the Gojek logo has the most dominant influence on brand image. So it can be concluded that consumers are very concerned about Gojek ability's to engage trust and confidence in assessing the brand image of Gojek. The least influential variable in influencing the brand image variable in research is the logo color in rebranding variable. This can be seen from the results of multiple linear regression analysis, which values indicate that the logo color of the Gojek logo has the least influence on brand image. As the research by Foroudi (2017) finds that the more favorable the color used in a company's logo, the more favorable the attitude consumers have towards the corporate image. The color logo in PT. Gojek are not meaningful, pleasant, unique and recognizable.

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