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The Effect of Brand Image, Rebranding, and Social Media Marketing on the Purchase Intention of Generation Z Consumers: Evidence from the MU+KU Store in Surabaya

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Abstract: The rapid advancement of digital technology and changing consumer behavior have encouraged companies to adopt innovative marketing strategies to remain competitive. One such strategy is rebranding, which has been implemented by MU+KU, a retail concept introduced by PT Matahari Department Store Tbk. to attract Generation Z consumers. This study aims to examine the effects of Brand Image, Rebranding, and Social Media Marketing on the Purchase Intention of Generation Z consumers at the MU+KU Store in Surabaya. A quantitative research approach was employed using a survey of 142 respondents selected through purposive sampling. Data were collected using a structured questionnaire with a five-point Likert scale and analyzed using multiple linear regression with IBM SPSS Statistics. The findings indicate that Brand Image, Rebranding, and Social Media Marketing each have a positive and significant effect on Purchase Intention. Simultaneously, the three variables significantly influence consumers' purchase intention, with an Adjusted R Square value of 0.575, indicating that 57.5% of the variation in Purchase Intention is explained by the proposed model. These findings suggest that strengthening brand image, implementing consistent rebranding strategies, and optimizing social media marketing can effectively enhance Generation Z consumers' purchase intention toward MU+KU.

Keywords: Brand Image; Generation Z; Purchase Intention; Rebranding; Social Media Marketing

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1. Introduction

The rapid advancement of digital technology has transformed the way consumers search for information, evaluate products, and make purchasing decisions. The increasing use of social media has also changed the marketing landscape by enabling companies to communicate directly with consumers through interactive digital platforms. In particular, Generation Z has become one of the most influential consumer segments because of its high dependence on the internet and social media in obtaining product information and interacting with brands. Consequently, companies are required to adopt marketing strategies that integrate branding and digital communication to remain competitive in today's dynamic business environment (Ngo et al., 2023; An & Ngo, 2025).

Among the various factors influencing consumers' purchase intention, Brand Image, Rebranding, and Social Media Marketing have received considerable attention in marketing research. A positive brand image helps consumers develop trust and favorable perceptions toward a brand, thereby increasing their willingness to purchase. Meanwhile, rebranding enables companies to renew their identity and maintain

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market relevance amid changing consumer preferences. Furthermore, social media marketing facilitates communication between companies and consumers by providing interactive content, timely information, and opportunities for consumer engagement. Previous studies have consistently reported that these factors positively contribute to consumers' purchase intention (Liang et al., 2024; Ali & Naushad, 2023; Thessalonian & Prasetyo, 2025).

The Indonesian fashion retail industry has experienced significant changes in response to evolving consumer lifestyles and digital trends. One notable example is MU+KU, a retail concept introduced by PT Matahari Department Store Tbk. through a comprehensive rebranding strategy. The transformation involves changes in store concept, visual identity, product presentation, and marketing communication to create a shopping experience that better reflects the preferences of Generation Z consumers. As a newly introduced retail concept, evaluating consumers' responses toward this transformation is important for understanding the effectiveness of the company's marketing strategy.

Although previous studies have confirmed the positive influence of Brand Image and Social Media Marketing on Purchase Intention, most of these studies focused on industries such as cosmetics, skincare, food, and beverages. Furthermore, previous research generally examined these variables separately, while studies integrating Brand Image, Rebranding, and Social Media Marketing within the context of a fashion retail brand transformation remain limited. Therefore, this study addresses this gap by investigating the combined effects of these three variables on the Purchase Intention of Generation Z consumers at the MU+KU Store in Surabaya.

Based on these considerations, this study aims to examine the effects of Brand Image, Rebranding, and Social Media Marketing on the Purchase Intention of Generation Z consumers at the MU+KU Store in Surabaya. The findings are expected to contribute to the marketing literature by providing empirical evidence regarding the combined influence of these variables in the context of fashion retail transformation. Furthermore, the results are expected to provide practical insights for retail companies in designing branding and digital marketing strategies that effectively address the characteristics and preferences of Generation Z consumers.

2. Materials and Methods

This study employed a quantitative research approach to examine the effects of Brand Image, Rebranding, and Social Media Marketing on the Purchase Intention of Generation Z consumers at the MU+KU Store in Surabaya. A quantitative approach was selected because it enables researchers to measure the relationships among variables objectively through statistical analysis and hypothesis testing (Sugiyono, 2022).

The population of this study consisted of Generation Z consumers who were familiar with the MU+KU Store in Surabaya. The sample comprised 142 respondents, selected using a purposive sampling technique. The sampling criteria included respondents who belonged to Generation Z, were familiar with the MU+KU Store, and had visited or known the store. The minimum sample size was determined using the Lemeshow formula, which is commonly applied when the population size is unknown.

Data were collected through a structured questionnaire consisting of four variables: Brand Image, Rebranding, Social Media Marketing, and Purchase Intention. Each variable was measured using indicators adopted from previous studies and assessed on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was distributed directly to respondents who met the predetermined sampling criteria.

The collected data were analyzed using IBM SPSS Statistics version 26. Instrument quality was evaluated through validity and reliability tests. Subsequently, the data were subjected to classical assumption tests, including normality, multicollinearity, and heteroscedasticity, before conducting multiple linear regression analysis. Hypotheses were tested using the t-test for partial effects and the F-test for simultaneous effects, while the Adjusted R Square value was used to determine the explanatory power of the proposed regression model (Ghozali, 2021).

3. Results

3.1. Respondent Characteristics

A total of 142 questionnaires were successfully collected and analyzed. All respondents belonged to Generation Z and were familiar with the MU+KU Store in Surabaya. Based on age, 69.7% of respondents were between 21–24 years, followed by 21.8% aged 17–20 years, and 8.5% aged 25–29 years. This distribution indicates that the respondents appropriately represent the target market of MU+KU, namely digitally connected Generation Z consumers who actively interact with brands through online platforms.

Table 1. Respondent Characteristics

Age	Frequency	Percentage (%)
17–20	31	21.8
21–24	99	69.7
25–29	12	8.5
Total	142	100.0

Source: Processed primary data (2026)

Table 1 shows that the majority of respondents were 21–24 years old, accounting for 69.7% of the total sample, followed by respondents aged 17–20 years (21.8%) and 25–29 years (8.5%). This distribution indicates that the respondents appropriately represent the Generation Z segment, which is highly familiar with digital technology and social media. Therefore, the selected respondents are considered suitable for examining the influence of Brand Image, Rebranding, and Social Media Marketing on Purchase Intention.

3.2. Measurement Model Assessment

The validity test demonstrated that all questionnaire items had Pearson correlation coefficients exceeding the critical value (r = 0.164), indicating that all indicators were valid for measuring their respective constructs. Reliability testing further showed that each variable achieved a Cronbach's Alpha value greater than 0.60, confirming satisfactory internal consistency. Therefore, the research instrument was considered valid and reliable for subsequent statistical analyses.

Table 2. Measurement Model Assessment

Variable	r-value	Cronbach's Alpha	Conclusion
Brand Image	>0.164	0.737	Valid & Reliable
Rebranding	>0.164	0.646	Valid & Reliable
Social Media Marketing	>0.164	0.623	Valid & Reliable
Purchase Intention	>0.164	0.658	Valid & Reliable

Source: Processed primary data (2026)

As presented in Table 2, all questionnaire items satisfied the validity requirement, as each item had a correlation coefficient exceeding the critical value (r = 0.164). Furthermore, the reliability test showed that all variables achieved Cronbach's Alpha values above 0.60, indicating satisfactory internal consistency. These findings confirm that the research instrument is both valid and reliable, making it appropriate for subsequent statistical analyses.

3.3. Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effects of Brand Image, Rebranding, and Social Media Marketing on the Purchase Intention of Generation Z consumers at the MU+KU Store in Surabaya. The results indicate that all three independent variables have positive regression coefficients and statistically significant effects on Purchase Intention. These findings suggest that improvements in brand image, rebranding initiatives, and social media marketing activities are associated with higher purchase intention among Generation Z consumers.

The partial hypothesis testing revealed that Brand Image has a positive and significant effect on Purchase Intention ($p = 0.030$). Likewise, Rebranding significantly influences Purchase Intention ($p = 0.001$), indicating that the transformation implemented by MU+KU has been positively perceived by consumers. Furthermore, Social Media Marketing demonstrates the strongest positive effect on Purchase Intention ($p < 0.001$), highlighting the important role of digital marketing communication in influencing Generation Z consumers' purchasing decisions.

The simultaneous hypothesis test also confirmed that the proposed regression model is statistically significant ($F = 64.672$; $p < 0.001$). Moreover, the Adjusted R Square value of 0.575 indicates that 57.5% of the variation in Purchase Intention can be explained by Brand Image, Rebranding, and Social Media Marketing, while the remaining 42.5% is influenced by other factors not included in this study. These findings demonstrate that the three independent variables collectively provide substantial explanatory power in predicting consumers' purchase intention.

Table 3. Multiple Linear Regression Analysis

Variables	B	t-value	Sig.	Decision
Constant	1.766	1.031	0.305	–
Brand Image (X_1)	0.177	2.196	0.030	H1 Supported
Rebranding (X_2)	0.242	3.314	0.001	H2 Supported
Social Media Marketing (X_3)	0.391	4.223	0.000	H3 Supported

Model Statistic

Indicator	Value
R	0.764
Adjusted R Square	0.575
F-value	64.672
Sig. (F-test)	0.000

Source: Processed primary data (2026)

Table 3 presents the results of the multiple linear regression analysis. The regression coefficients indicate that Brand Image, Rebranding, and Social Media Marketing positively influence Purchase Intention, as all regression coefficients are positive. The significance values for Brand Image ($p = 0.030$), Rebranding ($p = 0.001$), and Social Media Marketing ($p < 0.001$) are below the 0.05 significance level, indicating that each independent variable has a statistically significant effect on Purchase Intention. Among the three variables, Social Media Marketing has the largest regression coefficient ($B = 0.391$), suggesting that it contributes the strongest positive effect on Purchase Intention within the proposed regression model.

Furthermore, the model summary indicates an R value of 0.764, reflecting a strong relationship between the independent variables and Purchase Intention. The Adjusted R Square value of 0.575 demonstrates that 57.5% of the variation in Purchase Intention can be explained by Brand Image, Rebranding, and Social Media Marketing, while the remaining 42.5% is influenced by other variables outside the scope of this study. The F-test result ($F = 64.672$; $p < 0.001$) further confirms that the regression model is statistically significant and suitable for explaining the relationship between the variables examined.

4. Discussion

3.4.1. Brand Image and Purchase Intention

The findings indicate that Brand Image has a positive and significant effect on the Purchase Intention of Generation Z consumers. A favorable brand image strengthens consumers' trust and enhances their confidence in purchasing products offered by the brand. For Generation Z, who are frequently exposed to brand-related information through digital media, brand image becomes an important factor in evaluating product quality and credibility before making purchasing decisions. This finding is consistent with the studies of Syakban and Dermawan (2025), which reported that Brand Image positively and significantly influences consumers' purchase intention.

3.4.2. Rebranding and Purchase Intention

The results also demonstrate that Rebranding positively affects Purchase Intention. This finding suggests that the transformation from Matahari to MU+KU has successfully created a more contemporary brand identity that aligns with the expectations and preferences of Generation Z consumers. Through changes in store concept, visual identity, and overall customer experience, MU+KU has strengthened its relevance in an increasingly competitive fashion retail market. Effective rebranding not only refreshes a brand's appearance but also reshapes consumers' perceptions, ultimately encouraging stronger purchase intention.

3.4.3. Social Media Marketing and Purchase Intention

Among the three independent variables, Social Media Marketing demonstrates the strongest influence on Purchase Intention. This finding emphasizes the importance of social media as an effective marketing communication tool for Generation Z consumers, who actively use platforms such as Instagram and TikTok to search for product information, follow trends, and interact with brands. Creative content, interactive communication, and timely information distributed through social media can increase consumer engagement and encourage purchase intention. These findings are consistent with previous studies

conducted by Afandi et al. (2024), Ningrum and Usmany (2025), and Thessalonian and Prasetyo (2025), all of which concluded that Social Media Marketing has a positive and significant effect on Purchase Intention.

3.4.4. Simultaneous Effect of Brand Image, Rebranding, and Social Media Marketing

The simultaneous analysis confirms that Brand Image, Rebranding, and Social Media Marketing collectively influence the Purchase Intention of Generation Z consumers. This finding indicates that purchase intention is not determined by a single marketing factor but by the integration of a positive brand image, successful brand transformation, and effective digital marketing communication. For MU+KU, strengthening these three aspects simultaneously is essential to increasing consumer purchase intention and maintaining competitiveness in the rapidly evolving fashion retail industry. This finding is also supported by Afandi et al. (2024), who reported that Brand Image and Social Media Marketing simultaneously contribute to consumers' purchase intention.

Overall, the findings indicate that Purchase Intention among Generation Z consumers is influenced by the integration of branding strategies and digital marketing activities. A positive Brand Image, effective Rebranding, and well-executed Social Media Marketing complement one another in strengthening consumers' intention to purchase. Therefore, fashion retailers should adopt an integrated marketing approach that combines these elements to remain competitive in the rapidly evolving retail industry.

5. Conclusions

This study investigated the effects of Brand Image, Rebranding, and Social Media Marketing on the Purchase Intention of Generation Z consumers at the MU+KU Store in Surabaya. The findings indicate that each independent variable has a positive and significant influence on Purchase Intention. Among the three variables, Social Media Marketing demonstrates the strongest effect, highlighting the importance of digital marketing communication in attracting Generation Z consumers. In addition, the simultaneous analysis confirms that Brand Image, Rebranding, and Social Media Marketing collectively explain 57.5% of the variation in Purchase Intention. These findings suggest that companies should strengthen brand image, implement effective rebranding strategies, and optimize social media marketing simultaneously to enhance consumers' purchase intention. The study also contributes to the marketing literature by providing empirical evidence regarding the combined role of these three variables in the context of fashion retail brand transformation.

From a practical perspective, the findings suggest that fashion retailers should integrate branding strategies, rebranding initiatives, and social media marketing to strengthen consumers' purchase intention, particularly among Generation Z.

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