

**THE IMPACT OF LOGO DESIGN TOWARDS CUSTOMER'S BRAND  
IMAGE PERCEPTION: A RESEARCH OF LOGO SHAPES AND COLORS  
IN THE HOTEL INDUSTRY**

By

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## STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

### THE IMPACT OF LOGO DESIGN TOWARDS CUSTOMER'S BRAND IMAGE PERCEPTION: A RESEARCH OF LOGO SHAPES AND COLORS IN THE HOTEL INDUSTRY

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Brand image is how a brand perceived by the customer that shaped by certain attributes of the company. Corporate Visual Identity (CVI) is a visible elements of a brand, often regarded as one aspect that creates company's image through logo or symbol. The purpose of this research was to determine the significant impact between shapes and colors used in logo design and customers' brand perception in hotel industry. This research was done with quantitative method where the data was primarily collected through distributing the questionnaires. The data collecting process involves 100 respondents who reside in the Greater Jakarta Area. Multiple regression analysis in SPSS version 21.0 was used to analyze the data. The result of this research showed that both shapes and colors used in the logo have strong impact on how brand image perceived by the customers. Shapes of the logo influence the brand image perception with a percentage of 92.5%, while colors affect the brand image perception with a percentage of 92.4%. Based on the result, it can be concluded that applying certain shapes and colors in the logo design can help hotel industry to enhance the desired brand image and create a strong brand positioning in the market.

*Keywords: Logo Design, Brand Image, Shapes, Colors, Hotel Industry*



## DEDICATION

I dedicate this thesis to my parents and my thesis advisor, Mrs. Munawaroh, for without them the completion of this thesis will be impossible. This thesis is also dedicated to Swiss German University and hotel industry in Indonesia.



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## TABLE OF CONTENTS

<b>STATEMENT BY THE AUTHOR .....</b>	<b>2</b>
<b>ABSTRACT.....</b>	<b>3</b>
<b>DEDICATION .....</b>	<b>5</b>
<b>ACKNOWLEDGEMENTS .....</b>	<b>6</b>
<b>TABLE OF CONTENTS .....</b>	<b>8</b>
<b>LIST OF FIGURES.....</b>	<b>12</b>
<b>LIST OF TABLES .....</b>	<b>14</b>
<b>CHAPTER 1 – INTRODUCTION.....</b>	<b>15</b>
1.1 Background .....	15
1.2 Research Problems.....	17
1.3 Research Objectives.....	17
1.4 Research Questions.....	17
1.5 Significance of Study.....	18
1.6 Scope and Limitation.....	18
1.7 Thesis Structure.....	19
<b>CHAPTER 2 – LITERATURE REVIEW.....</b>	<b>21</b>
2.1 Framework of Thinking .....	21
2.2 Marketing .....	22
2.3 Brand.....	23
2.4 Logo.....	24
2.4.1 Shapes.....	25
2.4.1.1 Basic Shapes.....	26
2.4.1.2 Shape Association in Logo Design .....	27
2.4.1.3 Shape in Branding .....	28
2.4.2 Colors.....	30
2.4.2.1 Color Theory .....	30
2.4.2.2 Color Association in Logo Design .....	34
2.4.2.3 Color in Branding .....	36
2.4.3 Distinctive Color and Shape Meaning in Different Culture.....	37
2.5 Brand Image.....	38



2.5.1 The Aaker Brand Personality Scale .....	39
2.6 Previous Studies.....	40
2.6.1 Differences .....	44
2.7 Research Model.....	45
2.8 Hypotheses.....	46
<b>CHAPTER 3 – RESEARCH METHODS.....</b>	<b>47</b>
3.1 Research Process .....	47
3.2 Type of Study .....	48
3.3 Type of Data.....	48
3.4 Research Instrument.....	49
3.5 Operational Variable/ Question Design.....	50
3.6 Population and Sample.....	52
3.6.1 Population.....	52
3.6.2 Research Object.....	52
3.6.3 Sample Size .....	52
3.6.4 Sampling Method .....	53
3.7 Data Testing .....	54
3.7.1 Pre-Testing.....	54
3.7.2 Post Testing .....	54
3.8 Validity and Reliability .....	54
3.8.1 Validity.....	54
3.8.2 Reliability .....	57
3.9 Simple Regression Analysis (Partial) .....	57
3.9.1 Normality Test.....	58
3.9.2 Multicollinearity Test .....	59
3.9.3 Heteroscedasticity Test.....	60
<b>CHAPTER 4 – RESULTS AND DISCUSSIONS.....</b>	<b>62</b>
4.1 Respondent Profile.....	62
4.1.1 Gender .....	62
4.1.2 Age .....	62
4.1.3 Residential.....	63
4.1.4 Latest Educational Level .....	64
4.1.5 Marital Status.....	64

4.1.6 Employment Status .....	65
4.1.7 Color Blind Test .....	65
4.2 Validity and Reliability .....	67
4.2.1 Color Validity (Pre-testing) .....	67
4.2.2 Shape Validity (Pre- testing) .....	68
4.2.3 Reliability (Pre-testing) .....	69
4.2.4 Color Validity (Post testing) .....	69
4.2.5 Shape Validity (Post Testing) .....	70
4.2.6 Reliability (Post testing) .....	72
4.3 Descriptive Statistics .....	72
4.4 Data Analysis .....	73
4.4.1 Classical Assumption Test .....	73
4.4.1.1 Normality Test .....	73
4.4.1.2 Multicollinearity Test .....	74
4.4.1.3 Heteroscedasticity Test .....	74
4.4.2 Descriptive Analysis .....	75
4.5 Hypotheses Testing .....	92
4.5.1 Hypothesis Testing 1 .....	92
4.5.2 Hypothesis Testing 2 .....	94
4.6 Hypothesis Analysis .....	96
4.6.1 Discussion of Hypothesis Analysis .....	97
<b>CHAPTER 5 – CONCLUSIONS AND RECCOMENDATIONS .....</b>	<b>99</b>
5.1 Conclusions .....	99
5.2 Recommendations .....	99
5.2.1 Recommendations for Hotel Industry .....	100
5.2.2 Recommendations for Researchers .....	101
<b>GLOSSARY .....</b>	<b>102</b>
<b>ABBREVIATIONS .....</b>	<b>106</b>
<b>REFERENCES .....</b>	<b>107</b>
<b>APPENDIX .....</b>	<b>114</b>
<b>Appendix A: Color Symbolism in Various Countries .....</b>	<b>115</b>
<b>Appendix B: Questionnaire .....</b>	<b>126</b>
<b>Appendix C: Questionnaire Result .....</b>	<b>134</b>

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<b>Appendix D: Excel Raw Data .....</b>	<b>147</b>
<b>Curriculum Vitae.....</b>	<b>152</b>

