ABSTRACT

This research refers to the case study of implication in the implementation strategy of corporate identity rebranding in PT. Bank Negaroa Indonesia (Persero) Tbk, usually called BNI, which has done as an important step to recovery image of BNI. The research finds know implication of the implementation of strategy by looking for the perception of its customers in Semarang City.

The objectives are : 1) to analyze effect of corporate identity rebranding to the customers perception about company brand personality; 2) to analyze effect of corporate identity rebranding to the customers perception about company brand image; 3) to analyze effect of company service quality to the company brand image; 4) to analyze effect of company brand personality to the company brand image; 5) to analyze effect of company brand personality to the company brand equity; 6) to analyze effect of company brand image to the company brand equity.

Based on the teoritical refererences, there are six hypothesis proposed in this research :
H 1 : Corporate identity rebranding gives positive effect to the company brand personality;
H2 : Corporate identity rebranding gives positive effect to the company brand image;
H3 : Company service quality gives positive effect to the company brand image;
H4 : Company brand personality gives positive effect to the company brand image;
H5 : Company brand personality gives positive effect to the company brand equity;
H6 : Company brand image gives positive effect to the company brand equity.

Research population is limited only for BNI's customers in Semarang City, especially customers who have routine transaction in BNI, so that they will know the differences between company's condition or performance right now and in the past. In this research, there are 22 indicators or dimensions. The number of samples are 5 observations for every indicator, so that the total samples are 110 respondents. This research uses purposive sampling. The technique of analyis use Structural Equation Model (SEM) with software AMOS version 4.01, with two step analysis : 1) Confirmatory Factor Analysis and 2) Full Structural Equation Model (SEM).

The result of goodness of fit test in full structural equation model show that the reseach model is significant so that can be accepted. In the significant value 0,207 ($\geq$ 0,05) show that this model is good. Goodness of fit indeces show the results that RMSEA = 0,027 ($\leq$ 0,08); CMIN/DF = 1,080 ($\leq$ 2,00) and CFI = 0,985 ($\geq$ 0,95) are full filled requairement in the cut off value indeces, but GFI = 0,859 and AGFI = 0,823 are accepted in marginal (cut off value $\geq$ 0,90). Results for six hypothesis show that all of the hypothesis are accepted, because it can pass all of SEM asumtions and the result of all critical ratios more than 2 and probability values less than 0,05. In the other word, the model which is examined using structural equation model in this research can be accepted.

Keyword : Rebranding, Service Quality, Brand Personality, Brand Image, Brand Equity, Customer Perception, Structural Equation Model.