

ABSTRACT

CV Bina Furniture is a furniture company that has been operating for more than two decades, offering teak-based products with a focus on quality and exclusive design. To strengthen its position in the competitive global market, the company has undertaken rebranding as a strategy to enhance perceived quality and customer loyalty. This study aims to analyze the impact of perceived quality and rebranding on brand equity and its effect on customer loyalty, with brand equity serving as a mediating variable. The study employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to 97 customers of CV Bina Furniture. Data analysis was conducted using Structural Equation Modeling (SEM) with AMOS software to test the causal relationships among variables.

The findings indicate that perceived quality has a positive impact on brand equity and customer loyalty. Rebranding also positively affects brand equity, although it is not significant for customer loyalty. Additionally, brand equity strongly influences customer loyalty and serves as a mediator in the relationship between perceived quality and rebranding with customer loyalty.

The study concludes that perceived quality and brand equity are key factors in building customer loyalty, while rebranding requires a more effective approach to achieve a significant impact. The implications of this research can serve as a strategic guide for marketing decision-making to enhance customer relationships and the company's competitive advantage.

Keywords : *perceived quality, rebranding, brand equity, customer loyalty, cv bina furniture*

