

**PENGARUH CORPORATE REBRANDING TERHADAP LOYALITAS NASABAH
BNI DENPASAR MELALUI BRAND ASSOCIATIONS, KEPUASAN, DAN
REPUTASI PERUSAHAAN**

by

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ABSTRACT

The research was an explanatory by means of cross sectional method. Comprehensively, the objective of this research was to prove and analyze the effect of : corporate rebranding to customers' loyalty, corporate rebranding to brand associations, corporate rebranding to customers' satisfaction, corporate rebranding to corporate reputation, brand associations to customers' satisfaction, brand associations to customers' loyalty, customers' satisfaction to corporate reputation, customers' satisfaction to customers' loyalty.

This research using 130 respondents taken by systematic random sampling with proportional allocation. The instrument used were questionnaires. The technique of analyzing data was Structural Equation Modelling or SEM by means of AMOS Package Program, version 18.0.

Keywords: *corporate rebranding, brand associations, satisfaction, corporate reputation, loyalty.*

ABSTRAK

Penelitian ini adalah penelitian eksplanatori dengan menggunakan desain *cross sectional*, yang membahas hubungan antara BNI Denpasar dengan nasabahnya. Secara komprehensif, tujuan penelitian adalah membuktikan dan menganalisis pengaruh : *corporate rebranding* terhadap loyalitas nasabah BNI Denpasar, *corporate rebranding* terhadap *brand associations*, *corporate rebranding* terhadap kepuasan nasabah, *corporate rebranding* terhadap reputasi perusahaan, *brand associations* terhadap kepuasan nasabah, *brand associations* terhadap loyalitas nasabah, kepuasan nasabah terhadap reputasi perusahaan, kepuasan nasabah terhadap loyalitas nasabah, dan reputasi perusahaan terhadap loyalitas Nasabah BNI Denpasar.

Populasi dalam penelitian ini adalah para nasabah BNI Denpasar. Jumlah sampel sebesar 130 responden. Teknik sampling menggunakan *simple random sampling* dengan alokasi nasabah yang ada di lingkungan BNI Denpasar beserta 14 Kantor Layanan dan Kantor Kas. Instrumen utama penelitian adalah kuesioner. Analisis yang digunakan untuk menguji hipotesis dalam penelitian ini adalah model persamaan struktural (*Structural Equation Modeling - SEM*) dengan menggunakan paket program AMOS (*Analysis of Moment Structure*) ver 18.0.

Kata Kunci : *corporate rebranding, brand associations, kepuasan nasabah, reputasi perusahaan dan loyalitas nasabah.*

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