

***Analysis of Employee Brand Citizenship Behavior Post Rebranding  
at BKKBN Pusat***

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**Abstract**

*This study aims to analyze employee brand citizenship behavior post rebranding at BKKBN. Internal communication, employee engagement, and employee brand commitment are variables that used to answer its objective. Data were collected through a quantitative survey from 240 employees, using the SmartPLS 3.0 data analysis technique. The results are: internal communication has a positive and significant effect on employee engagement (path coefficient value 0.461); internal communication has a positive and significant effect on employee brand commitment (path coefficient value 0.733); internal communication has a positive and significant effect on employee brand citizenship behavior (path coefficient value 0.304); (4) employee engagement has a positive and significant effect on employee brand citizenship behavior (path coefficient value 0.313); (5) employee brand commitment has a positive and significant effect on employee brand citizenship behavior (path coefficient value 0.369); (6) internal communication has a positive and significant effect on employee brand citizenship behavior through employee engagement (path coefficient value 0.1450; and (7) internal communication has a positive and significant effect on employee brand commitment through employee brand commitment (path coefficient value 0.266). Employee brand commitment has a highest significant effect toward employee brand citizenship behavior. This result revealed that strengthening employee brand commitment will improve the employee brand citizenship behavior and produce a positive behavioural changes which expected providing a good reputation for BKKBN as an organization.*

**Keywords:** *rebranding, brand citizenship behavior, internal communication, employee engagement, brand commitment.*

**Analisis *Employee Brand Citizenship Behavior* Pasca *Rebranding*  
di BKKBN Pusat**

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis *employee brand citizenship behavior* pasca *rebranding* di BKKBN, melalui variabel komunikasi internal, *employee engagement*, dan *employee brand commitment*. Data dikumpulkan secara kuantitatif kepada 240 pegawai, menggunakan teknik analisis data SmartPLS 3.0. Hasilnya adalah: komunikasi internal berpengaruh positif dan signifikan terhadap *employee engagement* (nilai koefisien jalur 0,461); komunikasi internal berpengaruh positif dan signifikan terhadap *employee brand commitment* (nilai koefisien jalur 0,733); komunikasi internal berpengaruh positif dan signifikan terhadap *employee brand citizenship behavior* (nilai koefisien jalur 0,304); (4) *employee engagement* berpengaruh positif dan signifikan terhadap *employee brand citizenship behavior* (nilai koefisien jalur 0,313); (5) *employee brand commitment* berpengaruh positif dan signifikan terhadap *employee brand citizenship behavior* (nilai koefisien jalur 0,369); (6) komunikasi internal berpengaruh positif dan signifikan terhadap *employee brand citizenship behavior* melalui *employee engagement* (nilai koefisien jalur 0,145); serta (7) komunikasi internal berpengaruh positif dan signifikan terhadap *employee brand commitment* melalui *employee brand commitment* (nilai koefisien jalur 0,266). *Employee brand commitment* memiliki pengaruh signifikan yang paling besar terhadap *employee brand citizenship behavior*, sehingga penguatan *employee brand commitment* akan memberikan peningkatan terhadap *employee brand citizenship behavior* dan menghasilkan perubahan perilaku positif yang diharapkan dan memberikan reputasi yang baik bagi BKKBN.

**Kata Kunci :** *rebranding, brand citizenship behavior, komunikasi internal, employee engagement, brand commitment*