

The relationship between brand identity management and brand performance with attention to the role of organizational commitment and employees' job satisfaction variables in the banks of Guilan Province

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The purpose of this study is to investigate the relationship between brand identity management and brand performance with attention to the role of organizational commitment and employees' job satisfaction variables in the banks of Guilan Province by using Buil Model and Cheung model and his colleagues. The present research is an applied one based on the purpose and is a correlation in terms of method and implementation, descriptive. The statistical population of this research is Guilan province's banks' employees that 355 people were used by the Cochran formula (limited society) and the available sampling method that field data gathering method and the data gathering tool has been questionnaire. the Structural Equation Modeling (PLS) and SPSS 22 software and Smart PLS2 has been used for data analysis of the questionnaire in the inferential statistics section. Validity of the questionnaire was evaluated using content validity and the reliability of the questionnaire was also measured by Cranach's alpha coefficient. The results of the research showed that there is a significant relationship between brand identity management and employees' organizational commitment in the banks of Guilan Province .there is not a significant relationship between organizational commitment and brand performance in the banks of Guilan Province. there is a significant relationship between organizational commitment and job satisfaction in the banks of Guilan Province . there is a significant relationship between job satisfaction and brand performance in the

banks of Guilan Province.

**Keywords : Keywords:brand performance,job satisfaction,organization
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