

The effect of brand identity on the attitude and behavior of employees (the studied case:Tejarat Banks in Rasht city)

Sepideh Shadman*,Dr. Mitra Shabani Nashtae,

Job performance and job satisfaction are one of the most important factors that managers are trying to examine the influencing factors , improve their performance and job satisfaction. There are many factors that affect job performance and job satisfaction, but organization commitment and the and management of brand identity are the two factors that have the greatest impact on job satisfaction and performance.so, The main objective of this study was to investigate the impact of brand identity on the attitudes and behavior of employees of Rash tejarat banks . This study is applied research in terms of the goal and descriptive about data collection .and also considered as a cause research in terms of the relationship between variables. Statistical population is all employees of Rasht Tejarat Bank which their number are about 402 people. In this study, sampling method in this study is , simple random sampling, and sample size is 277. To collect the data, the questionnaire Boyle et al (2015) have been used. To analyze the collected data , structural equation modeling, confirmatory factor analysis was used and also first-order and second order LISREL software has been used.As a result of the hypothesis of the research indicate significant positive effect of the management organization's brand identity on performance performance and job satisfaction by organizational commitment. On the other hand, positive significant organization Brand Identity management on organizational commitment and the effect of organizational commitment on job performance and job satisfaction, organizational commitment was approved.

Keywords : Key words: Job satisfaction, job performance, management of an organization's brand identity, organizational commitment, Commerce Bank, Rasht

