

## **ABSTRACT**

### **PENGARUH *REBRANDING*, PERSEPSI NASABAH DAN *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM) TERHADAP LAYANAN MOBILE-BANKING PADA BRI UNIT TRIDATU**

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The business world is currently experiencing very rapid growth, both businesses engaged in manufacturing and services. The overall improvement in the economy accompanied by advances in technology and science creates increasingly competitive competition. This research aims to analyze the influence of rebranding, customer perceptions and CRM on Mobile banking services at the BRI Tradatu Unit. This type of research is quantitative by looking for relationships between variables. The research sample consisted of 202 BRI customers with a maximum age of 50 years. Data collection was carried out through questionnaires. The research results show that rebranding, perception and CRM have an influence on BRI Tridatu unit mobile banking services.

**Keywords:** Rebranding, customer perception, CRM, Mobile Banking Services