

ABSTRACT

The purpose of this research is to test the influences of brand equity and customer value on brand preference to impact rebuying intention. Using these variables, the usage of these variables are able to solve the arising problem within customers RM. Ulam Sari Kudus Cabang Semarang. Statement of this problem is how increase rebuying intention?

The samples size of this research is 100 customers of RM. Ulam Sari Kudus Cabang Semarang. Using the Structural Equation Modeling (SEM). The results show that brand equity and customer value on brand preference to impact rebuying intention.

The effect of brand equity on customer value are significant; The effect brand equity on brand preference are significant; The effect of brand equity on rebuying intention are significant; The effect customer value on brand preference are significant; The effect customer value on rebuying intention are significant and The effect brand preference on rebuying intention are significant.

Keywords: brand equity, customer value, brand preference, and rebuying intention.