

ABSTRACT

This study aims to examine the effect of brand image, brand experience, and brand equity on repeat purchase in Khab Khun Thai Tea Ambarawa with brand preference as a mediating variabel. The research problem is how to increasing selling repurchase intention in Khab Khun Thai Tea Ambarawa. The variable used in this study is brand image, brand experience, as variabel independen, brand preference as variable intervening and repeat purchase as variabel dependent. The sampling method used on this research is purposive sampling technique. Sample collected from 130 respondents of customer in Khab Khun Thai Tea Ambarawa. Technique of data collection conducted by survey through questionnaires. Data analysis was performed by descriptive analysis method and the method SEM.

The result showed that customer on average make repurchase in Khab Khun Thai Tea Ambarawa more than twice. The result of data anlysis using the AMOS indicates that there is a positive and significant through brand image, brand experience, and brand equity in the repeat purchase. Based on the research results, repeat purchase can be increased through brand preference.

Keywords : *brand image, brand experience, brand equity, repeat purchase, brand preference.*