ABSTRACTS

The purpose of this research are to analyze the influence of Corporate's Images and the satisfaction of customers against the brand to rise the customer's repurchase intentions. The research's object which do in this case, are the Tupperware's Customers in Pekalongan City, who does bought Tupperware's products with minimal twice purchasing, and the segmentation are 20 years old buyers. Purposive sampling technic are use in this research . There are 120 respondens that according to the minimum sample size rules on the fourth construct's variable.

The data analyze technic which used in this case is the Structural Equation Model (SEM) dari software AMOS 21. The model's that proposed in this research's case can be accepted after fulfill the assumptions of normality and Standardized Residual Covariance ±2,58 and the value of Determinant of Sample Covariance with the Matrix's results are 5,597. The results from SEM's analyze to fulfill the model's criteria of Goodness of Fit – Full Model are chi square = 52,199; CMIN/DF = 1,065; probability = 0,351; GFI = 0,937; AGFI = 0,900; TLI = 0,994; CFI = 0,995; RMSEA = 0,023. The results of this models can be use in this research case.

The results from the fourth hypothesis is prove the existing of the rejected hypothesis. According to the results of this research, we can take the conclusion that the corporation's images can increase the brand trustment and the repurchase intentions. Otherwise from it, the customer's satisfaction can increase the repurchase intentions. Mean while the customer's satisfactions can't to influent the brand trustment. According to this research, there are a few limitation oh this research and the upcoming research's agenda that can be done in the next research.

Keywords: corporate images, Costumer satisfactions, brand trust, repurchase intentions.