ABSTRACT

The research based from the threat of competition and business which going on in the telecommunication industry in Indonesia, especially in cellular card XL. XL impairment index in the year 2014-2017 Top Brand Index indicates there is a problem in the product brand equity XL. This study aims to analyze and test the elements of brand equity consists of brand awareness, perceived quality, brand association, brand loyalty and repurchase intention ratio cellular card XL.

Data collection was conducted through this research method questionnaires to 100 respondents XL user cellular card in among Diponegoro University students obtained by using the technique of accidental sampling and purposive sampling. The analysis of data obtained both qualitatively and quantitatively. Qualitative analysis interpretation of the data obtained in the field and analysis of open answers given by the respondents, while the quantitative analysis consists of : validity test, reliability test, classic assumption test, multiple linier regression, hypothesis testing via t test and F test, and also analysis coefficient determination (R^2).

The data has met the test of validity, reliability testing, and the classical assumption, processed with IBM SPSS Ststistics 23, resulting in a regression equation as follow :

$$Y = 0{,}035X_1 + 0{,}079X_2 + 0{,}262X_3 + 0{,}680X_4$$

Where hypothesis testing using t-test showed that the four variables : brand awareness (X_1), perceived quality (X_2), brand association (X_3), and brand loyalty (X_4) are proven positive significant affected on repurchase intention as dependent variable (Y).

Keywords   :repurchase intention, brand awareness, perceived quality, brand association, brand loyalty