

ABSTRACT

This study aim to analyze factors from brand equity of smartphone Apple product (iPhone) that influence consumer repurchase intention. Dimension of brand equity that used in this study are brand image, brand loyalty and perceived quality. Strong brand equity will affect consumer confidence in buying a product. Experience consume the product evoke assurance in repurchase intention.

This study uses quantitative methods. Data were collected by questionnaire technique. Numbers of respondent are 100 people which were iPhone user and domiciled in Salatiga. Quantitative methods include the validity and reliability, the classic assumption test, testing hypotheses through F test, t test and the coefficient of determination (R^2). The data analysis technique used is the linear regression analysis.

The result showed that all three of independently variable, i.e. brand image, brand loyalty and perceived quality has a positive and significant influence on brand equity. Subsequently, brand equity has a positive and significant influence on repurchase intention. Of the three independent variables influence the perceived quality has the greatest impact on brand equity, followed by brand image on second position and brand loyalty on third position.

Keywords: Brand Image, Brand Loyalty, Perceived Quality, Brand Equity dan Repurchase Intention