

ABSTRACT

According to the survey of Top Brand Index of Motor Cycle in Indonesia, Suzuki cannot occupy TOP position in 2010 in all classes of products. The principal issue in this research is how the power of brand equity which consists of brand awareness, brand association, and brand perceived quality could affect repurchase intention of Suzuki Motor Cycle. Based on this background, this study aimed to test and analyze the influence of brand equity on repurchase intention Suzuki Motor Cycle.

The population of this study included all students in the Faculty of Economics, Diponegoro University, Semarang. One hundred samples of respondents was taken. Sampling technique used is a non probability sampling technique with a quota sampling method. Data obtained from the questionnaire which was processed and analysed using multiple regression analysis techniques. This analysis includes: validity and reliability test, the classic assumption test, multiple regression analysis, hypothesis testing via t test and F test, and analysis of the coefficient of determination (R²). From this analysis, the regression equation is:

$$**Y = 0,270 X_1 + 0,213 X_2 + 0,395 X_3**$$

Where (Y) is the variable word of mouth, while (X₁) is brand awareness, (X₂) is brand association, and (X₃) is brand perceived quality. Hypothesis testing using t test showed that the three independent variables found to significantly influence word of mouth as dependent variable. Then the F test showed that the variables of brand awareness, brand association, and brand perceived quality are feasible to test the dependent variable (word of mouth). Adjusted R Square of 0.581 was obtained. This means that 57,5% purchase interest can be explained by the variables of brand awareness, brand association, and brand perceived quality. While the remaining 42,5% variable word of mouth can be explained by other variables which not examined in this study.

Keywords: word of mouth, brand awareness, brand association, and brand perceived quality