ABSTRACT

This research was distributed by number of new hobby community popping up started and yet the support tools store or an observer are detail and focused observer in the development of the hobby communities. This makes Buck Store has the initiative to fulfill the needs of one of the communities, namely skateboard community in Semarang.

This study was conducted at Buck Store in Tembalang Semarang. This study aims to determine the effect of brand image (X1), price (X2) , and the quality of product (X3) to repurchase (Y) on Buck Store's consumer Semarang. The data of this study was collected with a questionnaire to 100 respondents. Analysis using SPSS 16.0 that includes a reliability test, validity test, the classic assumption test, multiple regression analysis, F-test and t-test for the hypothesis test, and analysis of the determinant coefficient (R^2). Based on the analysis obtained the regression equation:

$$Y = 0.246\ X1 + 0.235\ X2 + 0.403\ X3$$

Based on the results of the regression analysis can be known that all the independent variables affect the repurchase of consumers, it means that one or more independent variables changed, there will be changes in the dependent variables also. In addition, retrieved also the sequence of each variable that the quality of the product variable has the highest influence on repurchase with a regression coefficient 0.403. Then the brand image variable with a regression coefficient 0.246, and the lowest influence variable on repurchase is the price with a regression coefficient 0.235. Therefore, Buck Store Semarang was recommended to continue maintaining and enhance its brand image, along with a good price and quality that will be increasing consumer's repurchase

Keywords : Brand Image , Price , Quality of Product, Repurchase