

ABSTRACT

This study aimed to (1) analyze and provide empirical evidence about whether the uniqueness of products, brand image, and the effects of community influence on consumer brand attitudes, encouraging repurchase interest, and (2) analyze and provide empirical evidence about factors what is the most dominant and most vulnerable to its influence on consumer attitudes on brand, encouraging repurchase interest.

This research is descriptive quantitative research using Sukun cigarette consumers in the city of Semarang who had purchased cigarettes at least once a month Sukun past, and acquired by accidental sampling. Data was collected using questionnaires. Furthermore, the data were analyzed using regression analysis and analysis of the index.

The results are the uniqueness of product, brand image, and community effects are significantly positive effect on brand attitude which has implications for repurchase interest. Variable effects of the community to provide the greatest influence on brand attitudes and their implications for repurchase interest, while brand image variables to provide the smallest influence on brand attitude and its implications for repurchase interest.

Keywords: product characteristics, brand image, community effects, brand attitude, and repurchase interest, cigarette Sukun