

Abstract

Brand equity is the result of consumer perceptions influenced by several factors. Brand equity can not be easily understood without taking into account the factors that make up the brand equity in the minds of consumers. Brand equity is a form of consumer response to differences in awareness and brand association based its marketing strategy. This study is aimed to answer the research question of "How does the brand awareness, brand associations, perceived quality in improving the repurchase intention?"

To answer the research questions, required data on brand awareness, brand associations and quality perception and repurchase intention is obtained from 100 respondents consists of consumers who never consume dairy products calcium in Semarang. The data obtained were then analyzed by using multiple regression test.

Test results using multiple regression test on the data showed that brand awareness proved to have a positive and significant impact on repurchase intention, brand association proved to have a positive and significant impact on repurchase intention, and quality perception proved to have a positive and significant impact on repurchase intention.

Keywords : brand awareness, merk association, and quality perception, repurchase intention