

ABSTRACT

This study aims to analyze the effect of brand equity and customer value on repurchase interest by using brand preference as a mediator (intervening) variable for the study of consumers at Koffnes Bistro Semarang. Brand equity is a matter of consideration for consumers in making repeat purchases at Koffnes Bistro Semarang.

Respondents in this study are consumers who buy food or drinks at Koffnes Bistro Semarang. Data were collected through a questionnaire method which was filled in independently by 120 respondents who were selected by accidental sampling method where the sample was carried out quickly on consumers who made purchases at Koffnes Bistro Semarang. The analytical method used is the analysis of Structural Equation Modeling (SEM) which is run with the AMOS program.

The results of hypothesis testing using SEM show that: 1. Brand equity has a positive effect on brand preference, 2. Customer value has a positive effect on brand preference, 3. Brand equity has a positive effect on repurchase interest 4. Customer value has a positive effect on repurchase interest, 5 Brand preference has a positive effect on repurchase interest in the study at Koffnes Bistro Semarang

Keywords: Bistro, Brand Equity, Customer Value, Brand Preference, Repurchase Interest