

## PENGARUH BRAND EQUITY, BRAND RELATIONSHIP, DAN BRAND RESONANCE TERHADAP REPURCHASE INTENTION LAPTOP ASUS

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The purpose of this research was to determine the effect brand equity, brand relationship and brand resonance ASUS brand products repurchase intention. The type used in this research is descriptive method that is using method with fact finding through proper interpretation. Population in this research is people who have or are X brand products. The method used in sampling is non-probability sampling method with purposive sampling technique which is a sampling technique by selecting sampling unit on the basis of certain criteria. The period of questionnaire taking starts in May-September 2017. The data obtained will be analyzed using Structural Equation Modeling (SEM).

The result of this research indicates Brand Equity have significant effect to Repurchase Intention on product ASUS X with Brand Resonance and Brand Relationship as intervening variable at significance 5%. In addition, Brand Resonance has a significant effect on Repurchase Intention, Brand Equity has a significant effect on Brand Resonance, Brand Equity has a significant effect on Brand Relationship. But there is no significant effect from Brand Relationship to Repurchase Intention. Advice that given to the ASUS Company need to boost up relationship to satisfy customer by warranty and service so that customer who ASUS products will talk to people through word of mouth and repurchase the brand.

Keywords : brand equity, brand relationship, brand resonance, repurchase intention