

PENGARUH BRAND IMAGE, BRAND LOYALTY, DAN SELF-ESTEEM TERHADAP REPURCHASE INTENTION PADA KONSUMEN PREMIUM PRICE

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This research aims to find out the influences of Brand Image on consumer Repurchase Intention of premium price products and also find out other factors affecting repurchase intention which are self-esteem and brand loyalty. The respondents of this research consisted of 210 brand Apple users in Jakarta. Structural Equation Model Modeling (SEM) was used to examine the hypotheses. The findings support a significant influence of brand image on consumer repurchase intention of premium price products. Brand loyalty and self-esteem also have significant influence on consumer repurchase intention of premium price products. This study offers an empirical support that psychological aspect which is self-esteem plays an important role in consumer repurchase intention, especially related to premium price products. The findings also suggest that a brand of premium price product should obtain a good image in consumer perception that can help consumer to increase his/her loyalty to product. All of these factors are expected to stimulate consumer repurchase intention.

Keywords: Brand Image, Self-esteem, Brand Loyalty, Repurchase Intention, premium price product.