

ABSTRACT

In competitive competition, repurchase becomes one way to increase sales. Therefore, this research would like to test if perceived value, customer satisfaction and brand association take effect to repurchase intention iPhone. This research is descriptive quantitative with collection with respondents in cross-sectional. As much 223 people have taken the questionnaire and 208 people considered decent to be respondent in this research. The data analyzed with Structure Equation Model based on Partial Least Square. Perceived value was found to not affect to repurchase intention, meanwhile customer satisfaction and brand association were found to affect to repurchase intention.

Keywords: *Perceived Value, Customer Satisfaction, Brand Association, Repurchase Intention.*

ABSTRAK

Dalam persaingan yang kompetitif, pembelian kembali merupakan salah satu cara untuk meningkatkan penjualan. Oleh karena itu, penelitian ini ingin menguji apakah *perceived value, customer satisfaction* dan *brand association* berpengaruh pada *repurchase intention* iPhone. Jenis penelitian ini adalah deskriptif kuantitatif dengan pengumpulan responden secara *cross-sectional*. Sebanyak 223 responden telah mengisi kuesioner dan 208 responden yang dianggap layak untuk penelitian ini. Data dianalisis menggunakan *Structure Equation Model* berdasarkan *Partial Least Square* dan didapatkan hasil bahwa *perceived value* tidak berpengaruh kepada *repurchase intention*, sedangkan *customer satisfaction* dan *brand association* berpengaruh kepada *repurchase intention*.

Kata Kunci: *Perceived Value, Customer Satisfaction, Brand Association, Repurchase Intention.*