EFFECT OF BRAND EQUITY INTEREST TO REPURCHASE INTENTION
(A Case Study of the Kecap Nasional Brand in PD. Mitra Usaha Tasikmalaya)

: Management Study Program (S1) Faculty of Business dan Management
Widyatama University Bandung.

ABSTRACT
This research is focused on questions whether brand Equity effects on interest to kecap Nasional brand repurchase intention at PD. Mitra Usaha Tasikmalaya. To get a clear picture on the statement, conducted scientific research to test empirically to variable brand equity and interest to repurchase intention. To measure each of the variable used questionnaires influence on the brand equity interests to repurchase intention. Brand equity questionnaire include brand awareness, Perception equality and Brand perception. Further interest to repurchase intention consisting of interest transactional, Referential interest and Preferential interest. The unit of analysis in this study is a soy product (Kecap Nasional) customers at PD. Mitra Usaha Tasikmalaya working area who have made repurchase intention as many as 100 people. Result of regression analyzes performed showed a significant influence on brand equity interest to repurchase intention by 38.8%. Likewise, a positive and significant correlation was found on the brand equity interest to repurchase intention. The study also informs that the factors that effect interest to repurchase intention dominated by brand equity, This is evidenced from the results of the regression analysis and significance test showed high contribution to the brand equity interest to repurchase intention, While the influence of the factors not included in this study is relatively small. The results is also recommended to PD. Mitra Usaha Tasikmalaya management in particular to the management of marketing to formulate strategic steps of marketing that focuses on optimizing increase brand equity in order to maintain and enhance the consumer’s interest to purchasing repetition. Because the brand equity proved to be quite effective in building interest repurchase intention.

Keywords: Brand Equity, Interest To repurchase intention