

ABSTRAK

Neni Noviani, Pengaruh *brand association*, *brand loyalty*, *brand awareness*, *brand image* terhadap *brand equity* yang mempengaruhi *repurchase intention* pada sepatu Nike di Tangerang.

Penelitian ini bertujuan untuk mengetahui pengaruh *brand association*, *brand loyalty*, *brand awareness*, *brand image* terhadap *brand equity* yang mempengaruhi *repurchase intention* pada sepatu Nike di Tangerang. Responden penelitian ini adalah pelanggan yang membeli dan memakai sepatu Nike di Tangerang yang berjumlah 195 responden dengan menggunakan *sample purposive sampling*. Metode penelitian ini menggunakan analisis SEM (*Structural Equation Model*) dengan menggunakan analisis jalur Path. Hasil penelitian ini menunjukkan bahwa variabel *brand association* berpengaruh terhadap *brand equity*, *brand loyalty* tidak berpengaruh terhadap *brand equity*, *brand awareness* berpengaruh terhadap *brand equity*, *brand image* tidak berpengaruh terhadap *brand equity* dan *brand equity* berpengaruh terhadap *repurchase intention* pada sepatu Nike.

Kata Kunci: *Brand Association*, *Brand Loyalty*, *Brand Awareness*, *Brand Image*, *Brand Equity*, *Repurchase Intention*.

ABSTRACT

Neni Noviani, the influence of brand association, brand loyalty, brand awareness, brand image toward brand equity that affect repurchase intention on Nike shoes at Tangerang.

This study aims to determine the influence of brand association, brand loyalty, brand awareness, brand image toward brand equity that affect repurchase intention on Nike shoes at Tangerang. Respondents of this research are consumers who buy and wear Nike shoes in Tangerang, which amounts to 195 respondents by using sample purposive sampling. This research method used SEM analysis (Structural Equation Model) with using Path analysis. The results of this study indicate that brand association variables affect brand equity, brand loyalty does not affect brand equity, brand awareness affects brand equity, brand image does not effect on brand equity and brand equity effects on repurchase intention on Nike shoes.

Key Words : Brand Association, Brand Loyalty, Brand Awareness, Brand Image, Brand Equity, Repurchase Intention.