

ABSTRACT

Fendyanto the Influence of Brand Image, Price and Promotion Against Repurchase Intension of The Botol Sosro in North Tanjung Duren, West Jakarta. (mentored by Prof. Dr. Endang Ruswanti., S.E.,.M.M).

The aim of this research is to determine the Influence of Brand Image, Price and Promotion Against Repurchase Intension of The Botol Sosro in North Tanjung Duren, West Jakarta. The Independent Variable consist of Brand Image, Price and Promotion, the Dependent Variable consist of Repurchase Intention. Number of samples used in this research is 130 respondents. Responden of this research is the customers who have purchased Teh Botol Sosro packaged in North Tanjung Duren, West Jakarta. This research using multiple linear regression analysis method.

The result of this research indicate that Brand Image partially has a significant effect on repurchase intention, Price partially has a significant effect on repurchase intention, Promotion partially has a significant effect on repurchase intention. Brand Image, Price and Promotion simultaneously influence repurchase intention.

Key Words: Brand Image, Price, Promotion Quality, Repurchase Intention