

ABSTRAK

Pengaruh Brand Loyalty, Brand Awareness, Brand Association, dan Product Quality Terhadap Repurchase Intention pada PT Ace Hardware Indonesia

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Penelitian ini bertujuan untuk menguji bagaimana Pengaruh Brand Loyalty, brand Awareness, brand Association, dan Product Quality Terhadap Repurchase Intention pada PT Ace Hardware Indonesia. Penelitian ini menggunakan metode kuantitatif dan metode pengumpulan data yang disebarkan melalui kuesioner elektronik yaitu Google Form. Penelitian ini di tujukan kepada para konsumen dari Ace Hardware khususnya yang berdomisili di Jakarta, dengan jumlah 180 responden. Instrumen yang digunakan untuk pengumpulan data kuesioner terdiri dari 35 indikator. Pengujian kuesioner dilakukan dengan metode uji validitas dan uji reabilitas dan alat yang digunakan untuk menganalisis data menggunakan aplikasi Smart-PLS 3.3. Hasil penelitian menjelaskan bahwa brand association memberi pengaruh positif terhadap brand loyalty, brand awareness memberi pengaruh positif terhadap brand loyalty, product quality memberi pengaruh positif terhadap brand loyalty, brand loyalty memberi pengaruh positif terhadap repurchase intention.

Kata kunci: *Brand Loyalty, Brand Awareness, Brand Association, Product Quality, Repurchase Intention*

ABSTRACT

Pengaruh *Brand Loyalty, Brand Awareness, Brand Association, dan Product Quality Terhadap Repurchase Intention* pada PT Ace Hardware Indonesia

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This study aims to identify how the effect of Brand Loyalty, Brand Awareness, Brand Association, and Product Quality on Repurchase Intention at PT Ace Hardware Indonesia. This research approach uses quantitative methods and data collection methods that are distributed through electronic questionnaire via GoogleForm. This research aimed at consumers from Ace Hardware, especially those who live in Jakarta, with a total of 180 respondents. The instrument used for collecting questionnaire data consists of 35 indicators. Testing the questionnaire was carried out using the reliability test method and the validity test and the tools used to analyze the data were using the Smart-PLS Application 3.3. The results of the study explain that brand association has a positive influence on brand loyalty, brand awareness has a positive influence on brand loyalty, product quality has a positive influence on brand loyalty, brand loyalty has a positive influence on repurchase intention.

Keywords: *Brand Loyalty, Brand Awareness, Brand Association, Product Quality, Repurchase Intention*