

ABSTRAK

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FAKTOR FAKTOR YANG MEMPENGARUHI REPURCHASE INTENTION DALAM PEMBELIAN SMARTPHONE

Penelitian ini bertujuan untuk mengetahui apakah *attribute perception*, *price perception*, *appearance perception*, *brand personality*, *self congruity*, *brand experience*, dan *brand preference* berpengaruh positif terhadap *repurchase intention*. Sehingga penelitian ini menghasilkan beberapa macam hipotesis yaitu: (1) *Brand Experience* berpengaruh positif terhadap *Brand Preference* dan *Repurchase Intention?*, (2) *Attribute Perception* berpengaruh positif terhadap *Brand Experience* dan *Brand Preference?*, (3) *Price Perception* berpengaruh positif terhadap *Brand Experience* dan *Brand Preference?*, (4) *Appearance Perception* berpengaruh positif terhadap *Brand Experience* dan *Brand Preference?*, (5) *Brand Personality* berpengaruh positif terhadap *Brand Experience*, *Brand Preference*, dan *Repurchase Intention?*, (6) *Self-Congruity* berpengaruh positif terhadap *Brand Preference* dan *Repurchase Intention?*, dan (7) *Brand Preference* berpengaruh positif terhadap *Repurchase Intention?* Penelitian ini ditujukan kepada setiap pengguna smartphone di wilayah JaBoDeTaBek dengan jumlah 100 orang yang terdiri dari 49 pria dan 51 wanita. Instrument yang digunakan untuk pengumpulan data adalah kuesioner, yang terdiri atas 34 indikator. Pengujian terhadap kuesioner dilakukan dengan uji validitas dan reliabilitas. Selanjutnya, alat yang digunakan dalam analisis data adalah PLS-SEM dengan program SmartPLS 3.0. Hasil temuan mengungkapkan bahwa *Brand Experience* tidak berpengaruh positif terhadap *Brand Preference* dan *Repurchase Intention*, *Attribute Perception* berpengaruh positif terhadap *Brand Experience* namun tidak terhadap *Brand Preference*, *Price Perception* tidak berpengaruh positif terhadap *Brand Experience* dan *Brand Preference*, *Appearance Perception* berpengaruh positif terhadap *Brand Experience* dan *Brand Preference*, *Brand Personality* berpengaruh positif terhadap *Brand Experience*, *Brand Preference*, namun tidak terhadap *Repurchase Intention*, *Self-Congruity* berpengaruh positif terhadap *Brand Preference* dan *Repurchase Intention*, *Brand Preference* berpengaruh positif terhadap *Repurchase Intention*.

Kata Kunci: *attribute perception*, *price perception*, *appearance perception*, *brand personality*, *self congruity*, *brand experience*, *brand preference*, *repurchase intention*

ABSTRACT

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FACTORS THAT INFLUENCE REPURCHASE INTENTION IN BUYING DECISIONS OF SMARTPHONE

This study aim to analyze that attribute perception, price perception, appearance perception, brand personality, self congruity, brand experience and brand preference would be positively significant to repurchase intention. Hypothesis of the study are (1) brand experience have a positive significance to brand preference and repurchase intention ; (2) attribute perception has a positive significance to brand experience and brand preference ; (3) price perception has a positive significance to brand experience and brand preference ; (4) appearance perception has a positive significance to brand experience and brand preference ; (5) brand personality has a positive significance to brand experience, brand preference, and repurchase intention ; (6) self congruity has a positive significance to brand preference and repurchase intention ; and (7) brand preference has a positive significance to repurchase intention. Population of this research are those who use smartphone in JaBoDeTaBek area with the total of 100 people, consist of 49 males and 51 females. The technique of collecting data using questionnaires, which consist 34 indicators that have been tested for validity and reliability. The tools used in data processing is PLS-SEM SmartPLS 3.0. The result of the research conclude that brand experience has no positive significance to brand preference and repurchase intention, attribute perception has a positive significance to brand experience but insignificant to brand preference. Price perception has no positive significance to brand experience and brand preference. Appearance perception is positively significant to brand experience and brand preference. Brand personality is positively significant to brand experience, brand preference, but not to repurchase intention. Self congruity has a positive significance to brand preference and repurchase intention. Brand preference has a positive significance to repurchase intention.

Keywords: attribute perception, price perception, appearance perception, brand personality, self congruity, brand experience, brand preference, repurchase intention.