

ABSTRAK

HUBUNGAN *BRAND EQUITY* DAN KEPUASAN KONSUMEN DENGAN MINAT PEMBELIAN ULANG SUSU *ULTRA HIGH TEMPERATURE* MEREK ULTRA MILK DI GARUT JAWA BARAT

Oleh

Dila Fitria Nurfadilah
NPM 195009043

Dosen Pembimbing

Eri Cahrial
Dwi Apriyani

Brand equity mengacu pada nilai dan keunggulan merek suatu produk di mata konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh variabel *brand equity* (*brand awareness*, *brand association*, *perceived quality*, dan *brand loyalty*) terhadap minat pembelian ulang produk susu UHT Ultra Milk di wilayah Garut. Pendekatan analisis yang digunakan adalah *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) dengan model diagram berbentuk *second order*. Penelitian ini menggunakan metode survei dengan teknik pengambilan sampel *non-probabilitas*, khususnya *purposive sampling*. Sampel penelitian terdiri dari 165 konsumen produk susu UHT Ultra Milk di Garut, yang ditentukan berdasarkan estimasi *Maximum Likelihood* dalam PLS. Instrumen pengumpulan data menggunakan kuesioner melalui *Google Forms* untuk menjangkau seluruh Kecamatan di Kabupaten Garut. Hasil analisis menunjukkan bahwa tingkat *brand equity* produk susu UHT Ultra Milk berada pada kategori sangat tinggi, tingkat kepuasan konsumen masuk dalam kategori tinggi, dan terdapat minat pembelian ulang yang masuk dalam kategori tinggi terhadap produk susu UHT Ultra Milk di Kabupaten Garut. Selanjutnya, hasil penelitian menunjukkan bahwa dimensi *brand equity* secara positif dan signifikan mempengaruhi minat pembelian ulang produk susu UHT Ultra Milk di Kabupaten Garut. Penelitian ini juga menemukan bahwa kepuasan konsumen berperan sebagai mediasi yang mempengaruhi hubungan positif antara *brand equity* dan minat pembelian ulang.

Kata Kunci: *Brand Equity*, Kepuasan Konsumen, Minat Pembelian Ulang, SEM-PLS.

ABSTRACT

THE RELATIONSHIP BETWEEN BRAND EQUITY AND CONSUMER SATISFACTION WITH REPURCHASE INTENTION OF ULTRA MILK UHT MILK BRAND IN GARUT, WEST JAVA

By
Dila Fitria Nurfadilah
NPM 195009043

Supervisor
Eri Cahrial
Dwi Apriyani

Brand equity refers to the value and superiority of a product brand in the eyes of consumers. This research is to test and analyze the influence of brand equity variables (brand awareness, brand association, perceived quality, and brand loyalty) on the repurchase intention of UHT Ultra Milk in the Garut region. The analytical approach used is Structural Equation Modeling-Partial Least Squares (SEM-PLS) with a second-order diagram model. This research employs a survey method with a non-probability sampling technique, specifically purposive sampling. The research sample consists of 165 consumers of Ultra Milk UHT dairy products in Garut, determined based on Maximum Likelihood estimation in PLS. Data was collected using a questionnaire through Google Forms to reach all districts in the Garut Regency. The analysis results indicate that the level of brand equity for UHT Ultra Milk is classified as very high. Additionally, the satisfaction level of consumers and their repurchase intention towards UHT Ultra Milk are categorized as high in the Garut region. Furthermore, the study reveals that the dimensions of brand equity positively and significantly influence the repurchase intention of UHT Ultra Milk in the Garut region. Moreover, consumer satisfaction plays a mediating role in the positive relationship between brand equity and repurchase intention.

Keywords: *Brand Equity, Consumer Satisfaction, Repurchase Intention, SEM-PLS.*