

ABSTRACT

The purpose of this research is to test the influences of brand equity on customer value and brand preference to increase repurchase intention. Using these variables, the usage of these variables are able to solve the arising problem within Ayam Goreng Ny. Suharti. Statement of this problem is how increase repurchase intention?

The population size of this research is customers Ayam Goreng Ny. Suharti Semarang. The samples size of this research is 116 customers Ayam Goreng Ny. Suharti Semarang. Using the Structural Equation Modeling (SEM). The results show that brand equity on customer value and brand preference to increase repurchase intention.

The effect of brand equity on customer value are significant; the effect of brand equity on brand preference are significant; the effect of brand equity on repurchase intention are significant; the effect of customer value on brand preference are significant; the effect on customer value on repurchase intention are significant and the effect on brand preference on repurchase intention are significant

Keywords: brand equity, customer value, brand preference and repurchase intention.