ABSTRACT

The use of smartphones can't be separated from life today. One of the premium brands in smartphones is the iPhone which is carried by Apple Inc. However, the iPhone market in Indonesia has decreased in terms of sales and also the top brand index. The presence of social media in the world of marketing, especially for premium brands, can be a bridge because it is impossible for premium brands to compete through price. This study aims to examine how the influence of brand customer engagement on product repurchase intention.

The research model framework that is carried out connects customer engagement, brand equity, social media agility, and also repurchase intentions. The data used were obtained from 120 respondents who use iPhone in the city of Semarang. The data obtained were analyzed quantitatively and structurally using the Structural Equation Modeling (SEM) method using the Analysis Moment of Structural (AMOS) 24 program.

The findings from this study show that customer engagement has a positive and significant effect on brand equity and perceived social media agility, and also brand equity and perceived social media agility have a positive and significant effect on repurchase intentions.

Keywords : *customer engagement, brand equity, social media agility, repurchase intentions.*