

ABSTRACT

Economic condition and the competition push every company to innovate and prepare the strategy. One of the superior product from PT Indofood Sukses Makmur Bogasari is Segitiga Biru wheat flour. The “Segitiga Biru” brand were in every customer minds. It has strong brand loyalty through so many years. Powerful brand can be a good basis for company to pass through the competition. But it’s not enough, deep analysis of consumer behavior is really fundamental. How our customer intent to repurchase the product? Very few researches about factors which can influence brand loyalty such as functional value, emotional value, price worthiness, commitment on commodity and debatable result of connection between brand loyalty and repurchase intention. These studies will scrutinize the effect of functional value, emotional value, price worthiness, commitment toward brand loyalty, and its impact toward repurchase intention.

Population in this study were all Segitiga Biru customer in city of Semarang. Purposive sampling techniques are used to take sample. 379 respondents took as sample. Data collected by using open and close questionnaires. AMOS software used to analyses the data.

The results shows that functional value, emotional value, commitment has positive and significant impact toward brand loyalty, meanwhile price worthiness has insignificant impact toward brand loyalty. Moreover brand loyalty has a positive and significant impact toward repurchase intention. The model which tested in this study may fulfill the model’s goodness of fit criteria.

Keywords : functional value, emotional value, price worthiness, commitment, brand loyalty, repurchase intention.