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**PENGARUH *BRAND IMAGE* DAN *BRAND PREFERENCE*
TERHADAP *REPURCHASE INTENTION*
(PENGGUNA *SMARTPHONE* LENOVO DI INDONESIA)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang
Sarjana Pendidikan Pada Program Studi Pendidikan Bisnis



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**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2023**

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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Januari 2023

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PENGARUH *BRAND IMAGE* DAN *BRAND PREFERENCE* TERHADAP
REPURCHASE INTENTION (PENGGUNA *SMARTPHONE LENOVO* DI
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Dengan ini saya menyatakan yang sebenar-benarnya bahwa skripsi yang saya tulis dengan judul “Pengaruh *Brand Image* dan *Brand Preference* terhadap *Repurchase Intention* (Pengguna *Smartphone* Lenovo di Indonesia)” beserta seluruh isi didalamnya adalah benar-benar hasil karya saya sendiri, bukan merupakan hasil pencurian karya milik orang lain, plagiarisme ataupun pengutipan dan segala bentuk yang pada hakekatnya bukan karya tulis saya secara otentik dan orisinal.

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Bandung, Januari 2023
Yang Membuat Pernyataan

A handwritten signature in black ink is written over a yellow postage stamp. The stamp features a red and black design and contains the text '3000', 'METERAI TEMPEL', and the alphanumeric code '3828AKX183269961'.

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ABSTRAK

Nurhaliza Novianty (1804679), “**Pengaruh *Brand Image* dan *Brand Preference* Terhadap *Repurchase Intention* (Pengguna *Smartphone* Lenovo di Indonesia)**” dibawah bimbingan Prof. Dr. H. Agus Rahayu, M.P. dan Dr. Puspo Dewi Dirgantari, S.Pd.,M.T.,M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dari *brand image*, *brand preference* dan *repurchase intention* serta pengaruh dari *brand image* dan *brand preference* terhadap *repurchase intention* Pengguna *Smartphone* Lenovo di Indonesia. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Sampel yang digunakan pada penelitian ini berjumlah 200 responden yang merupakan pengguna *smartphone* lenovo di Indonesia yang tergabung ke dalam *followers* instagram *smartphone* lenovo. Teknik analisis yang digunakan pada penelitian ini yaitu menggunakan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menyatakan bahwa gambaran *brand image*, *brand preference* dan *repurchase intention* berada pada kategori baik. *Brand image* memiliki pengaruh yang positif dan signifikan terhadap *repurchase intention*. *Brand preference* yang berpengaruh terhadap *repurchase intention* secara positif dan signifikan. Kemudian, *Brand image* dan *Brand preference* berpengaruh secara positif dan signifikan terhadap *repurchase intention*. Temuan ini menunjukkan bahwa *brand image* dan *brand preference* akan mendorong terciptanya dan meningkatnya *repurchase intention*.

Kata Kunci: *Brand Image*, *Brand Preference* dan *Repurchase Intention*

ABSTRACT

Nurhaliza Novianty (1804679), "*The Influence of Brand Image and Brand Preference on Repurchase Intention (Lenovo Smartphone Users in Indonesia)*" under the guidance of Prof. Dr. H. Agus Rahayu, M.P. and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

This study aims to obtain an overview of brand image, brand preference and repurchase intention as well as the influence of brand image and brand preference on repurchase intention of Lenovo Smartphone users in Indonesia. This research uses descriptive and verification methods with a quantitative approach. The sample used in this study was 200 respondents who are Lenovo smartphone users in Indonesia who are members of Lenovo's Instagram followers. The analysis technique used in this study is the Structural Equation Modeling (SEM) method. The findings in this study state that brand image, brand preference and repurchase intention are in the good category. Brand image has a positive and significant influence on repurchase intention. Brand preference has a positive and significant effect on repurchase intention. Then, brand image and brand preference have a positive and significant effect on repurchase intention. These findings indicate that brand image and brand preference will encourage the creation and increase of repurchase intention.

Keyword: Brand Image, Brand Preference dan Repurchase Intention

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Skripsi ini disusun penulis dengan sebaik dan seoptimal mungkin dengan harapan dapat mendatangkan manfaat serta memberi sumbangsih yang berarti bagi kemajuan dunia pemasaran serta pendidikan. Penulis menyadari skripsi ini belum sempurna, oleh karena itu penulis memohon maaf apabila masih terdapat kekurangan dan kesalahan, dengan segala kerendahan hati penulis mengharapkan kritik dan saran yang membangun untuk dijadikan landasan perbaikan yang berguna bagi pengembangan ilmu pengetahuan.

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PENGARUH BRAND IMAGE DAN BRAND PREFERENCE TERHADAP REPURCHASE INTENTION (PENGGUNA SMARTPHONE LENOVO DI INDONESIA)

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