

# Pengaruh Brand Equity terhadap Repurchase Intention dan Word of Mouth dengan Country of Origin dan Product Type sebagai variabel moderasi pada pengguna Merek Nike di Jabodetabek = The effects of Brand Equity on Repurchase intention and Word-of-Mouth with Country of Origin and Product Type as moderation variables on users of The Nike Brand in Jabodetabek

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## Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh brand equity terhadap repurchase intention dan word-of-mouth, dengan country of origin dan product type sebagai variabel moderasi pada pengguna Merek Nike yang berada di Jabodetabek. Penelitian ini menggunakan metode kuantitatif dimana penelitian dilakukan dengan menyebarkan kuesioner. 160 Responden telah menjawab kuesioner. KMO dan cronbach's alpha telah digunakan untuk uji validitas dan reliabilitas. Analisis akhir dilakukan dengan program SPSS, dengan menggunakan metode regresi linier berganda. Temuan penelitian ini menyimpulkan bahwa brand equity berpengaruh signifikan terhadap repurchase intention dan word of mouth. Product type secara signifikan memoderasi pengaruh brand equity terhadap repurchase intention dan word-of-mouth. Namun, country of origin tidak memoderasi pengaruh brand equity terhadap repurchase intention dan word-of-mouth.

.....This study aims to analyze the effects of brand equity on repurchase intentions and word-of-mouth, with country of origin and product type as moderation variables on users of the Nike Brand residing in Jabodetabek. This study uses a quantitative method in which the research is conducted by spreading questionnaires. 160 Respondents have submitted the questionnaires. KMO and cronbach's alpha has been used for validity and reliability tests. The final analysis is done with the SPSS program, using the multiple linear regression method. The findings of this study concluded that brand equity significantly affects repurchase intention and word of mouth. Product type also significantly moderates the effects of brand equity to repurchase intention and word-of-mouth. However, country of origin does not moderate the effects of brand equity to repurchase intention and word-of-mouth.