

**PENGARUH *BRAND EXPERIENCE* DAN *PRICE PERCEPTION*  
TERHADAP *REPURCHASE INTENTION* PENGGUNA  
*SMARTPHONE APPLE SURABAYA***

Geordye Laurent Thiopelus

Manajemen Pemasaran

Dudi Anandya

Freddy Mutiara

**ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh *attribute perception*, *price perception*, *appearance perception*, *brand personality*, *self congruity*, *brand experience* dan *brand preference* terhadap *repurchase intention* pengguna Apple *smartphone* di kota Surabaya. Jenis penelitian yang digunakan adalah *basic research* dengan pendekatan kuantitatif dan data kuesioner sebanyak 217. Cara menganalisis penelitian ini menggunakan SEM (*Structural Equation Model*) dengan *software* SPSS 24 dan AMOS 22. Hasil dari penelitian menunjukkan bahwa dari 14 hipotesis terdapat 3 yang tidak signifikan yaitu, *brand experience* tidak berpengaruh signifikan terhadap *repurchase intention*, *attribute perception* tidak berpengaruh signifikan terhadap *brand experience* dan *brand personality* tidak berpengaruh signifikan terhadap *repurchase intention*.

Kata Kunci: *Price perception*, *Brand personality*, *Brand experience*, *Brand Preference*, *Repurchase intention*.

***THE EFFECT OF BRAND EXPERIENCE AND PRICE PERCEPTION ON REPURCHASE INTENTION APPLE SMARTPHONE USER IN SURABAYA***

Geordye Laurent Thiopelus

Manajemen Pemasaran

Dudi Anandya

Freddy Mutiara

***ABSTRACT***

*This study aims to examine the effect of attribute perception, price perception, appearance perception, brand personality, self congruity, brand experience and brand preference on repurchase intention of Apple smartphone users in Surabaya. This research use the basic research with a quantitative approach and 217 questionnaire data. Data were analyzed using SEM (Structural Equation Model) with SPSS 24 and AMOS 22 software. The results of the study show that of the 14 hypotheses there are 3 that are not significant. That are, brand experience has no significant effect on repurchase intention, attribute perception has no significant effect on brand experience and brand personality has no significant effect on repurchase intention.*

*Keywords: Price perception, Brand personality, Brand experience, Brand Preference, Repurchase intention.*