

## **ABSTRACT**

*On 24 June 2014 deadline for the implementation of hazard warnings with pictures from smoking cigarettes on the wrapper. This part of the Regulation No. 109 of 2012 which realized by government in an effort to reduce the number of active smokers in Indonesia, which became more increasing with younger age. Figure packaging Oral Cancer, Skull, Throat Cancer, Smoking near Children and Lung Cancer is expected to be a frightening specter for active smokers not to consume cigarettes back. The purpose of this study was to determine consumer perceptions of cigarettes on the application of Regulation No 109 of 2012 and also to repurchase intention cigarette consumer after the application of that regulation.*

*In this study, the author uses the theory of consumer perception by Ferrinadewi, and also the theory of repurchase intention by Kotler. Metodology of this research uses descriptive causal and quantitative research methods. Data collected by distributing questionnaires to 385 respondents in Indonesia with the sampling technique by using nonprobability sampling of the type of incidental through by help of Google Docs and distributed by Twitter. Distributed in October until November 2014. Analysis of the data by using the classical assumption test and multiple regression. Testing this hypothesis using F-Test test and T-Test to see the effects simultaneously and also partially.*

*The results of this study indicate that partial hope, psychology and personality positive and significant effect on repurchase intention. and simultaneously significantly influence consumer perceptions of repurchase intention. The conclusion, that the perception of consumers have an influence on repurchase intention by 49 %, and the balance of 51 % is influenced by other factors not examined in this study.*

**Keywords : Consumer Perception, Repurchase Intention**