

ABSTRACT

In the telecommunications industry, the service provider is one of the players involved in providing services. Telkomsel is part of a telecommunications service provider that was founded in 1995. In the digital era, service providers compete in attracting customers. High competition characterized by price wars, advertising, and customer migration to other brands because of more attractive promotional offer. In choosing a product or service, one of the important things to consider by consumers is the brand. Brands that have a high existence and put his trust in the community means to have high brand equity. Customers who buy a product based on the interest in the brand, then it is said that customer is satisfied and will purchase repeatedly on the same brand.

This study aims to measure brand equity, measure repurchase behavior, and measure the impact of brand equity on the repurchase behavior on the users of Telkomsel in Bandung. The sampling technique in this study using nonprobability sampling with purposive sampling type with the number of respondents was 385. The data analysis in this research is descriptive analysis and causal analysis using path analysis.

The research proves that the brand equity Telkomsel significantly influence repurchase behavior. This research proves that the power of brands owned Telkomsel affect its customers to make repeat purchases. So, the identity of Telkomsel already strong brand must be maintained in order to retain existing customers and new customers boost.

Keywords: Brand Equity, Repurchase Behavior