

## **ABSTRACT**

*This study aims to find out how the brand image of ABC sardine products from PT Heinz ABC Indonesia, consumer repurchase intention in ABC sardine products and calculate how much influence the brand image has on the interest in buying ABC sardine products. The case study in this study is aimed at consumers of ABC sardine products in Bandung in 2019. This research is descriptive and causal, with respondents as many as 100 people. Respondents came from consumers of ABC sardine products who reside in Bandung. The method used in this study is a quantitative method. Then the measurement scale used in this study is the Likert scale. Sampling is done by non-probability sampling method with the type of accidental sampling. The data analysis technique used in this study is a simple regression analysis. The results of this study show that Brand Image has a positive effect on Repurchase Intention of 66.58%. While the remaining 33.42% is influenced by other variables not examined in this study.*

***Keywords: Brand Image, Repurchase Intention, Simple Linear Regression***