

ABSTRACT

The rapid growth of restaurants makes consumers not only judge in terms of products, but also assess the quality of service and comfort provided while in the restaurant. One of the most important things to stay competitive is defining a brand strategy. Consumers make the brand as one of the preferences for the intention to repurchase a product because the brand is one of the differentiating indicators between one product and other products on the market. Purchase intention is preceded by high brand equity in the minds of consumers; Likewise, when there is repeated preference for the same product, brand loyalty emerges. Thus, loyalty becomes a positive attitude towards the brand and effective repurchase intention. The purpose of this study was to determine the effect of brand equity consisting of brand association, perceived quality, brand loyalty, and brand awareness on repurchase intention at Lawless Burgerbar, either partially or simultaneously.

This research is a descriptive research with quantitative research methods. The sample used in this study was 100 respondents using the purposive sampling method with the criteria of Lawless Burgerbar customers who had purchased Lawless Burgerbar products more than 2 times. The data analysis method used in this research is multiple linear regression analysis.

Based on the results of the study, it was found that partially brand association had no effect but it was significant on repurchase intention (Y) for Lawless Burgerbar products. Afterwards, the iteration has been done by removing brand association variable. Therefore, the results of t test is perceived quality, brand loyalty, and brand awareness partially influence the purchase intention (Y) of Lawless Burgerbar products . In addition, the brand equity variables consisting of perceived quality, brand loyalty, and brand awareness simultaneously affect repurchase intention at Lawless Burgerbar.

Keywords: *Brand Equity, Brand Association, Quality Perception, Brand Loyalty, Brand Awareness, Re-Purchase Intention, Lawless Burgerbar*