ABSTRACT

The growth of the flagship coffee industry in Indonesia has led to intense competition among brands, emphasizing the need for consumer perception-based marketing strategies to increase customer loyalty. Fore Coffee, as one of the leading local coffee brands, faces challenges in maintaining consumer repurchase intentions in a competitive market. The research here is to verify or observe the impact of Customer-Based Brand Equity and Perceived Quality on CPV and its impact on Customer Repurchase Intention. Using a quantitative approach, data was obtained from 412 Fore Coffee customer respondents in Bandung by distributing online questionnaires. The data is implemented by the PLS SEM method with the SmartPLS implementation. Result proved that Customer-Based Brand Equity and Perceived Quality have a significant effect on Customer Perceived Value, which has a positive impact on Customer Repurchase Intention. The structural model explains 59.1% of the variance in repurchase intention (R^2 = 0.591). The confirmation result shows the impact of strengthening brand image and perceived quality in building customer value, which ultimately encourages repeat purchases. This study provides practical contributions for Fore Coffee and similar industry players in developing marketing strategies that focus on customer loyalty.

***Keywords**: Customer-Based Brand Equity, Customer Perceived Value, Customer Repurchase Intention, Perceived Quality.*