

PENGARUH *BRAND IMAGE* TERHADAP *REPURCHASE INTENTION* PRODUK *SMARTPHONE* OPPO PADA MAHASISWA PROGRAM STUDI MANAJEMEN UNIVERSITAS QUALITY

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek (*brand image*) terhadap niat beli ulang (*repurchase intention*) produk *smartphone* Oppo pada mahasiswa Program Studi Manajemen Universitas Quality. Dalam era persaingan pasar *smartphone* yang semakin ketat, citra merek menjadi salah satu faktor penting yang memengaruhi perilaku konsumen. Penelitian ini menggunakan metode kuantitatif dengan pengumpulan data melalui kuesioner kepada 65 responden yang dipilih menggunakan teknik *purposive sampling*. Variabel independen *brand image*, sementara variabel dependennya adalah *repurchase intention*. Analisis data dilakukan dengan metode regresi linier sederhana dengan uji validitas, uji reliabilitas, uji normalitas, uji heteroskedastisitas, uji linearitas, uji parsial (t), dan uji koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa *brand image* berpengaruh positif dan signifikan terhadap *repurchase intention* mahasiswa pengguna *smartphone* Oppo, dengan nilai regresi sebesar $p = 0,000 < 0,05$ dan $Y' = 2,635 + 1,382X$, dimana hasil uji t (parsial) menunjukkan bahwa nilai signifikansi *brand image* (X) terhadap *repurchase intention* (Y) adalah $0,000 < 0,05$ dan nilai t hitung $10,471 > 1,998$ maka H_0 ditolak dan H_a diterima dengan nilai R Square (R^2) $0,635 > 0,05$ atau sebesar 63,5%.

Kata Kunci : Citra Merek, Niat Beli Ulang, *Smartphone*, Perilaku Konsumen, Keputusan Pembelian Ulang

***THE EFFECT OF BRAND IMAGE ON OPPO SMARTPHONE
PRODUCT REPURCHASE INTENTION IN QUALITY
UNIVERSITY MANAGEMENT STUDY
PROGRAM STUDENTS***

ABSTRACT

This study aims to analyze the influence of brand image on the repurchase intention of Oppo smartphone products in students of the Management Study Program, University of Quality. In an era of increasingly fierce competition in the smartphone market, brand image is one of the important factors that affect consumer behavior. This study uses a quantitative method by collecting data through questionnaires to 65 respondents who were selected using the purposive sampling technique. The independent variable is the brand image, while the dependent variable is the repurchase intention. Data analysis was carried out by a simple linear regression method with validity test, reliability test, normality test, heteroscedasticity test, linearity test, partial test (t), and determination coefficient test (R²). The results of the study show that brand image has a positive and significant effect on the repurchase intention of Oppo smartphone users, with a regression value of $p = 0.000 < 0.05$ and $Y' = 2.635 + 1.382X$, where the results of the t-test (partial) show that the significance value of brand image (X) on repurchase intention (Y) is $0.000 < 0.05$ and the t-value is calculated $10,471 > 1,998$, then H_0 was rejected and H_a was accepted with an R Square (R²) value of $0.635 > 0.05$ or 63.5%.

Keywords : Brand Image, Repurchase Intention, Smartphone, Consumer Behavior, Repurchase Decision