

**THE EFFECT OF BRAND EQUITY
TOWARDS REPURCHASE INTENTION
AND ITS IMPLICATION ON
WORD OF MOUTH:
A Survey of Coffee Bean and
Tea Leaf Café**



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**Rinaldi Amrullah
Suresh Kumar**

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Suresh Kumar

President University

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and Suresh Kumar**

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TABLE OF CONTENTS

PREFACE.....	i
TABLE OF CONTENTS	vi
ABSTRACT	ix
CHAPTER 1	1
INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Problem Identification.....	4
1.3 Research Problem.....	5
1.4 Research Objectives	6
1.4 Research Limitation.....	6
1.5 Significant of Study.....	7
CHAPTER 2	9
LITERATURE REVIEW.....	9
2.1 Theoretical Review.....	9
2.1.1 Brand Equity.....	9
2.1.2 Brand Awareness	10
2.1.3 Perceived Quality	11
2.1.4 Brand Loyalty	13
2.1.5 Repurchase Intention	13
2.1.6 Word of Mouth.....	15
2.1.7 The Relationship of Brand Awareness on Repurchase Intention	15
2.1.8 The Relationship of Perceived Quality on Repurchase Intention	16
2.1.9 The Relationship of Brand Loyalty on Repurchase Intention.....	16
2.1.10 The Relationship of Repurchase Intention on Word of Mouth.....	17

2.2 Previous Study	18
2.3 Theoretical Framework.....	24
2.4 Hypothesis.....	25
CHAPTER 3	27
RESEARCH METHOD.....	27
3.1 Research Approach.....	27
3.2 Sampling Design	28
3.2.1 Research population	28
3.2.2 Sample Size	28
3.2.3 Sampling Technique.....	29
3.3 Research Instruments	31
3.4 Operational of Variables.....	32
3.5 Validity and Reliability Test	37
3.5.1 Validity Test.....	37
3.5.2 Reliability Test.....	39
3.6 Data Collection Procedure	40
3.7 Hypothesis Testing.....	41
CHAPTER 4	53
ANALYSIS AND INTERPRETATION.....	53
4.1 Industry Profile	53
4.2. Respondent's Profile	53
4.2.1 Gender.....	54
4.2.2 Age	54
4.2.3 Income Average	55
4.2.4 Occupation	56
4.2.5 How many Times Visiting Coffee Bean.....	57
4.3. Data Analysis.....	58
4.3.1 Validity Test.....	58
4.3.2 Reliability	67
4.3.2. Descriptive Analysis	68
4.3.2.1 Brand Awareness	68

4.3.2.2 Perceived Quality	71
4.3.2.3 Brand loyalty	73
4.3.2.4 Repurchase Intention	75
4.3.2.5 Word of Mouth	76
4.3.3. Structural Equation Model Analysis	78
4.3.3.1 Assessing the Goodness-of-Fit	80
4.3.3.2 Modification and Interpretation of model Estimates	81
CHAPTER 5	93
CONCLUSION AND RECOMMENDATION.....	93
5.1 Conclusion.....	93
5.2 Recommendation	94
REFERENCES	97

The cafe business is the most favored business by young people because cafes are used as a means to hang out. Many young entrepreneurs are in this business because the barriers are low and have good prospects with consumers from not only young people but also executives. As a result many cafes rely on the uniqueness of the open theme, especially in big cities, and create intense competition between them. DKI Jakarta as the nation's capital and one of the most populous provinces in Indonesia is home to around 5000 restaurants and cafes which of course triggers more intensive competition. So for that these cafes need a strategy on how to survive and win the competition. The best strategy for service industry is to get a repeat order, hence the cafes need customers to do repeat purchase or intention to buy again, inner statements expressing a buyer's purpose to buy a particular product in a specific time period. Best of previous studies, factors that need to be considered to increase repeat purchase are the increase of brand awareness, quality perceived by customers, loyalty, and word of mouth. Brand awareness refers to consumer's capacity to recognize and recall a brand that they have previously encountered in a variety of situations. Consumer views of product's or service's overall quality or excellence in relation to its intended purpose are known as perceived quality. Consumers' relationship with a product brand is measured by brand loyalty. Word-of-mouth marketing is a type of advertising that encourages customers to talk about, promote, and suggest a product's brand to other potential customers.

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