

ABSTRACT

This research aims to examine the impact of dimensions brand equity on the consumer's behavior in repurchasing mobile phone in Serang. This research is based on Aaker's model called Customer-Based Brand Equity (CBBE). Brand equity can be regarded as a managerial concept, as a financial intangible asset, as a relationship concept or as a customer-based concept from the perspective of the individual consumer. The main asset dimensions of customer-based brand equity can be grouped into brand loyalty, brand awareness, perceived quality and brand associations. In this research, we measure the brand equity of three major mobile phones brand in the Serang market. Those mobile phones brands include Nokia, Motorola, and Sony Ericsson.

After an examination of 270 respondents consist of 169 are men and 101 are women by means of multiple linear regression method, the study found that: Fcount value is 72,757 meaning that it is larger than Ftable (2.41). This indicates that there are significant concurrent effects of brand loyalty factors along with the brand awareness, perceived quality, and brand association of mobile phones towards the consumer's behavior in repurchasing mobile phones in Serang. Thus, hypothesis H_1 is accepted.

The findings show that brand loyalty, brand awareness, perceived quality and brand associations has a significant effect. Therefore, companies should take it into first account because there occurs a tight competition among mobile phone producers. Marketing managers should consider the relative importance of brand equity dimensions in their effort to increase sale their product.