

ABSTRACT

This study aims to test and ensure repurchase interest in the study to see price perceptions, brand image and brand awareness whether there are simultaneous or partial effects / effects for repurchase interest. The population in this study consists of all 12 cigarette salt cellar cigarette consumers in solar shops, the source of the prosperous market wringinanom, gresik. Researchers took samples in this research as many as 105 respondents. The analytical method used is multiple linear regression. This study results that Price Perceptions, Brand Image, and Brand Awareness affect both partially or simultaneously the interest in repurchasing 12 solar salt cellar cigarettes in the solar store market source of prosperous wringinanom, gresik

Keywords: Price perception, Brand Image, Brand Awareness and repurchase interest

ABSTRAK

Studi ini bertujuan menguji serta memastikan minat beli ulang di kaji untuk melihat persepsi harga, *brand image* dan *brand awareness* apakah terdapat efek / pengaruh simultan maupun parsial bagi minat beli ulang. Populasi dalam studi ini merupakan seluruh konsumen rokok gudang garam surya 12 di toko surya pasar sumber makmur wringinanom, gresik. Periset mengambil sampel dalam riset ini sebanyak 105 responden. Metode analisis yang digunakan adalah Regresi Linear Berganda. Studi ini menghasilkan bahwa Persepsi Harga, *Brand Image*, dan *Brand Awareness* mempengaruhi baik secara parsial ataupun secara simultan terhadap minat beli ulang rokok gudang garam surya 12 di toko surya pasar sumber makmur wringinanom, gresik.

Kata kunci :. Persepsi Harga, *Brand Image*, *Brand Awareness*, dan minat beli ulang