

Ringkasan

Uswatun Hasanah. Program Studi Administrasi Bisnis, Universitas Yudharta Pasuruan. Agustus 2023. Pengaruh *Brand Equity* dan *User Generated Content* Terhadap Keputusan Pembelian dan Dampaknya Pada *Repurchase Intention* (Studi Pada Konsumen UMKM Produk Unggulan Kabupaten Pasuruan).

Tujuan penelitian ini adalah untuk mengetahui seberapa besar pengaruh ketepatan *brand equity* (X_1), dan *user generated content* (X_2) terhadap keputusan pembelian (Y) dan dampaknya pada *iRepurchase Intention* (Z). Penelitian ini menggunakan pendekatan *explanatory research* dengan metode kuantitatif. Pengumpulan data penelitian ini adalah melalui sebar kuesioner atau angket kepada 116 responden. Teknik analisis data menggunakan software SPSS versi 22, yang mana data tersebut akan diolah, diuraikan, dan dibahas untuk menjawab dan membuktikan hipotesis yang diajukan. Adapun hasil penelitian sebagai berikut: (1). *Brand equity* (X_1) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y). (2). *User generated content* (X_2) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y). (3). *Brand equity* (X_1) berpengaruh positif dan signifikan terhadap *Repurchase Intention* (Z). (4). *User generated content* (X_2) berpengaruh positif dan signifikan terhadap *Repurchase Intention* (Z). (5). Keputusan pembelian (Y) berpengaruh positif dan signifikan terhadap *Repurchase Intention* (Z). (6) *Brand equity* (X_1) melalui Keputusan Pembelian (Y) tidak berpengaruh positif signifikan terhadap *Repurchase Intention* (Z). (7) *User Generated Content* (X_2) melalui Keputusan Pembelian (Y) tidak berpengaruh positif signifikan terhadap *Repurchase Intention* (Z).

Kata Kunci : *Brand equity*, *User generated content*, Keputusan pembelian, *Repurchase Intention*

Summary

Uswatun Hasanah. Business Administration Study Program, Yudharta University Pasuruan. August 2023. The Influence of Brand Equity and User Generated Content on Purchasing Decisions and Their Impact on Repurchase Intention (Study on Consumers of Micro, Small and Medium Enterprises of Superior Products in Pasuruan Regency).

The purpose of this study was to determine how much influence the accuracy of brand equity (X1) and user generated content (X2) had on purchasing decisions (Y) and their impact on Repurchase Intention (Z). This study uses an explanatory research approach with quantitative methods. The data collection for this research was by distributing questionnaires to 116 respondents. The data analysis technique uses SPSS version 22 software, in which the data will be processed and described and discussed to answer and prove the proposed hypotheses. The research results are as follows: (1). Brand equity (X1) has a positive and significant effect on purchasing decisions (Y), (2). User generated content (X2) has a positive and significant effect on purchasing decisions (Y) (3) Brand equity (X1) has a positive and significant effect on Repurchase Intention (Z) (4) User generated content (X2) has a positive and significant effect on Repurchase Intention (Z) (5). Purchase decision (Y) has a positive and significant effect on Repurchase Intention (Z) (6) Brand equity (X1) through purchasing decisions (Y) has no significant positive effect on Repurchase Intention (Z) (7) User Generated Content (X2) through purchasing decisions (Y) has no significant positive effect on Repurchase Intention (Z).

Keywords: *Brand equity, User generated content, Purchasing decision, Repurchase Intention.*