

Analysis of Repurchase Intentions mediated by Brand Commitment among Online Transportation users

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Abstract

This research uses quantitative methods with the aim of proving the influence of Brand Attachment on Repurchase Intention which is mediated by Brand Commitment in online transportation users. This research used 100 respondents from online transportation users as primary data, and researchers obtained secondary data through various references related to the research. Data were collected using convenience sampling techniques and analyzed using descriptive and inferential analysis techniques with the help of SmartPLS software. So the data processing obtained the results that (1) There is no influence between Brand Attachment and Repurchase Intention. (2) There is an influence between Brand Attachment on Brand Commitment (3) There is an influence of Brand Attachment on Repurchase Intention which is mediated by Brand Commitment.

Keywords: *Brand Attachment, Brand Commitment, Repurchase Intention*

Analisis *Repurchase Intentions* yang dimediasi dengan *Brand Commitment* pada pengguna Transportasi Online

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Abstrak

Penelitian ini menggunakan metode kuantitatif dengan tujuan untuk membuktikan adanya pengaruh *Brand Attachment* terhadap *Repurchase Intention* yang dimediasi dengan *Brand Commitment* pada pengguna transportasi online. Penelitian ini menggunakan 100 responden dari pengguna transportasi online sebagai data primer, dan data sekunder peneliti peroleh melalui berbagai referensi yang berhubungan dengan penelitian. Pengambilan data menggunakan teknik *convenience sampling* dan dianalisis menggunakan teknik analisis deskriptif dan inferensial dengan bantuan perangkat lunak *SmartPLS*. Sehingga pengolahan data memperoleh hasil bahwa (1) Tidak terdapat pengaruh antara *Brand Attachment* dan *Repurchase Intention*. (2) Terdapat pengaruh antara *Brand Attachment* terhadap *Brand Commitment* (3) Terdapat pengaruh *Brand Attachment* terhadap *Repurchase Intention* yang di mediasi oleh *Brand Commitment*.

Kata Kunci: *Brand Attachment, Brand Commitment, Repurchase Intention*