

ABSTRAK

Shella Insan Pratiwi. 2024. Pengaruh *Brand Image*, *Brand Awareness*, *Brand Commitment*, dan *Brand Loyalty* Terhadap Keputusan Pembelian Ulang Produk AMDK Merek Aqua (Studi Kasus Isu Boikot Produk Pro Israel di Kota Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Heny Sidanti, S.E., M. M. (II) Indra Ayu Fatmala, S.E., M. M., CPSMM.

Penelitian ini menelaah tentang pengaruh *brand image*, *brand awareness*, *brand commitment*, dan *brand loyalty* sebagai variabel independen terhadap keputusan pembelian ulang sebagai variabel dependen. Tujuan penelitian ini untuk memberikan bukti empiris tentang pengaruh *brand image*, *brand awareness*, *brand commitment*, dan *brand loyalty* terhadap keputusan pembelian ulang produk AMDK Merek Aqua (studi kasus isu boikot produk pro Israel di Kota Madiun). Penelitian ini merupakan penelitian deskriptif kuantitatif dengan data primer dan diolah menggunakan aplikasi SPSS 24. Pada penelitian ini menggunakan model angket kuisioner dengan responden 384 yang disebar melalui *Google Form*. Berdasarkan hasil penelitian, dapat disimpulkan bahwa *brand image*, *brand awareness*, *brand commitment*, dan *brand loyalty* berpengaruh positif dan signifikan terhadap keputusan pembelian ulang produk AMDK merek Aqua di Kota Madiun.

Kata Kunci: *Brand Image*, *Brand Awareness*, *Brand Commitment*, *Brand Loyalty*, Keputusan Pembelian Ulang Produk

ABSTRACT

Shella Insan Pratiwi. 2024. The Influence of Brand Image, Brand Awareness, Brand Commitment, and Brand Loyalty on the Decision to Repurchase Aqua Brand AMDK Products (Case Study of the Boycott Issue of Israeli Pro Products in Madiun City). Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor (I) Dr. Heny Sidanti, S.E., M.M. (II) Indra Ayu Fatmala, S.E., M.M., CPSMM.

This research examines the influence of brand image, brand awareness, brand commitment, and brand loyalty as independent variables on repurchase decisions as the dependent variable. The aim of this research is to provide empirical evidence about the influence of brand image, brand awareness, brand commitment and brand loyalty on the decision to repurchase Aqua Brand AMDK products (case study of the pro-Israel product boycott issue in Madiun City). This research is quantitative descriptive research with primary data and processed using the SPSS 24 application. This research used a questionnaire model with 384 respondents distributed via Google Form. Based on the research results, it can be concluded that brand image, brand awareness, brand commitment, and brand loyalty have a positive and significant influence on the decision to repurchase Aqua brand AMDK products in Madiun City.

Keywords: Brand Image, Brand Awareness, Brand Commitment, Brand Loyalty, Product Repurchase Decisions.