

BRAND EQUITY TOWARDS REPURCHASING INTENTION OF MOBILE PHONES THROUGH CONSUMER VALUE

Christina Esti Susanti

Fakultas Bisnis, Universitas Katholik Widya Mandala Surabaya, email: susantiesti@yahoo.com

Abstract

This research is aimed to partially and simultaneously examine the influence of brand equity element towards repurchasing intention of Nokia cell phones in Surabaya through the customer value. The populations of this research are the entire Nokia cell phones customers in Surabaya. The numbers of population taken are 150 respondents. The sample was taken by using purposive sampling method. The data are processed and analyzed by using hierarchical regression analysis. The results of the research show that brand equity elements affect the customer value. Consequently, the customer value affects the repurchasing intention of the customers. In conclusion, the elements of brand equity partially and simultaneously affect the repurchasing intention through the customer value in Surabaya. Based on the results of the research, it is suggested that the producer of Nokia cell phones should create advertisement in television, which gives the better information about cell phones Nokia specification.

Keywords: brand equity, repurchasing intention, customer value

Abstrak

Penelitian ini bertujuan menguji pengaruh elemen ekuitas merk terhadap niat membeli ulang melalui nilai pelanggan baik secara parsial maupun secara simultan pada telepon seluler Merk Nokia di Surabaya. Populasi penelitian ini adalah para pengguna telepon seluler merk Nokia di Surabaya. Jumlah sampel dalam penelitian ini ditetapkan sebesar 150 responden. Metode pengambilan sampel menggunakan purposive random sampling. Data diolah dan dianalisis dengan menggunakan hierarchical regression analysis. Hasil penelitian ini menunjukkan bahwa elemen ekuitas merk mempengaruhi nilai pelanggan. Hasil penelitian ini juga membuktikan bahwa nilai pelanggan mempengaruhi niat beli ulang. Kesimpulan yang dapat diambil dalam penelitian ini adalah elemen ekuitas merek baik secara parsial maupun simultan mempengaruhi niat beli ulang melalui nilai pelanggan di Surabaya. Berdasarkan hasil penelitian tersebut, saran bagi produsen telepon seluler adalah merancang iklan di televisi, yang memberikan informasi lebih baik tentang spesifikasi telepon seluler merk Nokia.

Kata kunci: brand equity, repurchasing intention, customer value

JEL Classification: M31

1. Introduction

Brands are varying in strength and value in the market, therefore companies must be able to develop a product that has a prestigious brand or could have strong brand equity. According to Aaker (1997: 23), Kim and Hyun (2011) brand equity can be grouped into four categories which include: brand awareness, brand association, perceived quality, and brand loyalty.

Brand awareness shows a prospective buyer's ability to recognize or recall that a brand is part of a particular product category. Therefore, consumers who want to buy a product, it becomes the obligation of the company to introduce its products to build brand awareness. It is done in order for the company's products will have a competitive edge over other similar products.

The perceived quality is a reflection of the overall customer perception of quality or excellence of a product or service with respect to the expected mean. Every company is trying to satisfy its customers, by improving its perceived quality. Companies need to create the perceived quality of the product. When consumers want to decide to purchase something, they always base their consideration on perceptions about the quality of a product.

According to Rangkuti (2004: 60), brand loyalty is "a measurement of consumer loyalty to a brand". With the consumers' loyalty to the brand, then consumers will not be easily switch brands. If the customers' loyalty to a brand increases, the fragility of these customer groups of threats and attacks of other competitor branded products can be reduced.

According to Tjiptono (2004: 150), customer value is taken as perceived value and customer evaluation of product attributes, performance attributes and consequences that occur from the utilization of the product to achieve the purpose and intention of consumers when using the product. If brand awareness, perceived quality and brand loyalty of consumers is pleasing for them, consumers are satisfied, then the customer will be more positive and in the future, the intention to buy these products with the brand is getting bigger.

Ajzen (1998: 1-15) described Re-purchase Intention as a situation in which before a person decided of doing any act, which can be used as a basis for predicting the behavior or action. After getting the information to a certain extent, a customer exists until the process of estimating and evaluating, then making purchasing decisions after comparing and deliberation.

Research on brand awareness, perceived quality and brand loyalty of customer value has been done by Baldauf et al. (2003). The study aims to determine the effect of brand awareness, perceived quality and brand loyalty of customer value and intention to make another purchase. From the results of these studies obtained show that brand awareness, perceived quality, and brand loyalty shown to have contribution significantly on influencing the formation of customer value that can increase purchase intention. The gaps with this research is the aims of this research to partially and simultaneously examine the influence of brand equity elements (brand awareness, brand association, perceived quality, and brand loyalty) towards repurchasing intention through the customer value.

Based on this background, the study aims to analyze the effect of brand awareness, perceived quality and brand loyalty of customer value and intention to re-purchase the Nokia brand mobile phones in Surabaya. This study is done because nowadays many different brands of mobile phones in circulation, where competition among branded mobile phones are becoming increasingly stringent. Nokia mobile Brand is seen as one of the brands that dominate the mobile phone sales and it conducts vigorous campaigns in various media to introduce its products. Promotion conducted by Nokia brand mobile phone is also intended to build brand awareness, perceived quality, brand loyalty, customer value and re-purchase intention of consumers. The novelty of this research is the effect of brand awareness, brand association, perceived quality, and brand loyalty to customer value and repurchasing intention tested either partially or simultaneously and the object of this research is at a very high competition.

Therefore, the problem formulations presented in this study are as follow: (a) Do the elements of brand equity, either partially or simultaneously, affect the customer value on Nokia brand mobile phones in Surabaya? (b) Do the elements of brand equity partially or simultaneously influence consumer repurchase intention on the Nokia brand mobile phones in Surabaya? (c) Does the customer value influence repurchase intention on Nokia brand mobile phones in Surabaya? (d) Do the elements of brand equity, either partially or simultaneously, influence purchase intention through customer value on Nokia brand mobile phones in Surabaya?

Based on the formulation of the problem, the hypothesis proposed in this study are as follows: (a) The elements of brand equity, either partially or simultaneously, affect the customer value on Nokia brand mobile phones in Surabaya, (b) The elements of brand equity partially or

simultaneously influence consumer repurchase intention on the Nokia brand mobile phones in Surabaya, (c) The customer value influence repurchase intention on Nokia brand mobile phones in Surabaya, (d) The elements of brand equity, either partially or simultaneously, influence purchase intention through customer value on Nokia brand mobile phones in Surabaya.

2. Literature Review

2.1. Brand Equity

Durianto et al. (2001: 4) defines brand equity as "a set of brand assets and liabilities relating to a brand, name and symbol, which could increase or decrease the value given by a product or service to companies and customers". Assets that they contain can assist customers in forming and storing information related to the products and brands. Keller (2003: 27) defines brand equity as the real power of a brand is in thoughts, feelings, images, beliefs, attitudes, experiences and so on that exist in the minds of consumers. In other word, the value of a brand – and thus its equity – is ultimately derived in the marketplace from the words and actions of consumers. Consumers decide with their purchases, based on whatever factors they deem important, which brands have more equity than other brands. Although the details of different approaches to conceptualize brand equity differ, they tend to share a common core: All definitions typically either implicitly or explicitly rely on brand knowledge structures in the minds of consumers – individuals or organizations – as the source or foundation of brand equity.

Cravens (1996: 20) asserts that brand equity is "a set of brand assets and debt associated with a brand, name and symbol, added to or subtracted from the values given in a product or service for consumers" Brand equity comprises brand awareness, brand associations, perceived quality and brand loyalty (Baldauf et al., 2003). Brand equity is a key resource or asset in the resource based view literature and the creation of brand equity is a key marketing strategy (Baldauf et al., 2003).

Aaker, (2004: 89) state that, brand equity is particularly crucial with services where there is difficulty in differentiation and a lack of physical characteristics to evaluate competing service offerings. Based on some of these definitions, brand equity can be taken as a set of brand assets and liabilities related to a brand, name and symbol that add or subtract the value given by an item or service to the company or the firm's customers.

Besides providing value for its customers, brand equity provides value to the company (Durianto et al., 2001: 6), among others in these forms:

- a. Strong brand equity that can enhance success in attracting new consumer products and re-embrace the old consumer. Promotion done will be more effective if the brand is well known.
- b. Four variables brand equity: brand awareness, association, impression quality, and other brand assets can affect consumers' purchasing reasons. If brand awareness, quality impression and associations are not so important in the process of purchasing the brand, all three can reduce the willingness of consumers to try other brands.
- c. Strong brand loyalty is important as a response to the innovation done by the competitors.
- d. Brand association is very important as positioning strategies and product expansion strategy.
- e. Strong brand equity enables companies to obtain greater profits by applying a premium price and reduce reliance on promotions.
- f. Strong brand equity used as the basis for growth and expansion of the brand to other products by creating new business which its cost will be much more expensive to enter without a brand rather than brand equity.
- g. Brand equity can provide a boost in distribution channels. Strong brands will benefit in storage space placement of goods in stores or supermarkets.

- h. Brand equity assets provide a competitive advantage which often shows a real barrier against competitors.

2.2. Brand Awareness

Aaker (1991: 90) defines brand awareness as: "Willingness of one potential buyer to recognize or recall that a brand is part of a particular product category". Product category should be emphasized here, because there is a strong influence among the categories of products with the exclusion of certain brands. Brand awareness is the first and prerequisite dimension of the entire brand knowledge system in consumers' minds, reflecting their ability to identify the brand under different conditions: the likelihood that a brand name will come to mind and the ease with which it does so (Keller, 1993).

Based on these definitions, brand awareness can be interpreted as a prospective buyer's ability to recognize or recall that a brand is part of a particular product category. Aaker (1991: 91) stated that the role of brand awareness in brand equity depends on the level of awareness on the achievement of the minds of consumers, which can be divided into:

- a. Top of mind means when a brand is called, remembered for the first time by the consumer at the time of brand recognition without any assistance, is top of mind brand awareness which is the highest leadership of the variety of brands that exist in minds of consumers for a particular product category.
- b. Brand Recall means unaided brand recall. Consumers do not need to be helped to remember a brand. Brand recall reflects what respondents remembered for the first time after mentioning the brand.
- c. Brand Recognition means brand recall with assistance (aided recall) for example by mentioning the characteristics of the brand product, brand, or ask a question will show the image characteristics of the brand in question.

2.3. Perceived Quality

According to Kotler and Armstrong (1997: 279) "Perceived quality is the product's ability to perform its functions, including durability, reliability, accuracy, use and repair simplicity, and other valuable attributes". Perceived quality is a critical element for consumer decision making; consequently, consumers will compare the quality of alternatives with regard to price within a category (Jin and Yong, 2005).

Based on these definitions, perceived quality can be interpreted as reflecting the overall customer perception of quality/excellence of a product or service with respect to the expected mean. Some quality concepts according to Everett and Ebert (1995: 596-597) are as follows:

- a. Quality is the ability to use
- b. Quality is doing the right thing for the first time and every time
- c. Quality is the consumer perception
- d. Quality is providing products and services at affordable prices that can be paid by consumers
- e. The quality of products and services are the most expensive piece

Durianto et al. (2001: 96) explained that the perceived quality will create the perception of the quality of a product in the eyes of the customer. Overall perceived quality of a product or service can determine the value of such products or services and directly affects consumer purchasing decisions and their loyalty to the brand.

According to Garvin (1997: 133), perceived quality is influenced by several factors or dimensions. In the context of product quality, product quality dimensions are divided into: Performance, Involve a variety of operational characteristics of the main products.

- a. Product Characteristic, secondary elements of a product or additional parts of the product. Apart from being an important differentiator when the two products look identical, characteristics of the product will show that the company understands the needs of the users of these products.
- b. Compliance with specifications, No product is imperfect so that it is taken as an assessment of the quality of the manufacturing process.
- c. Reliability, Consistency of performance from a product purchase to the next purchase and the percentage of time owned the product to perform properly.
- d. Endurance, reflecting the economic life of certain products.
- e. Service, Reflecting the company's ability to provide services with one similarly influenced with these products.
- f. The final result (fit and finish), Indicates when the appearance or feel of the product's quality product. The assumption is that if the company could not produce a product with good end results then these products may not have other more important quality attributes.

2.4. Brand Loyalty

Aaker (1991: 5) stated that "brand loyalty as an important factor in determining the value of a brand. The importance of brand can include the quality, shape and utility of goods and services offered are better than that offered by competitors". Furthermore, Aaker argued that "brand loyalty has a strategic value to the company, among others, reduce marketing costs, attract customers, and can provide the advantage of time as a response to competitors'.

According to Mowen and Minor (1995: 531), brand loyalty is a trend where customers have a positive attitude toward the brand is committed to the brand and tend to buy the brand in the future. Based on some of these definitions, brand loyalty reflects the level of consumer engagement with a brand product. Least loyal consumers against a company brand are highly dependent on the ability of corporate management in managing the factors that influence brand loyalty factor. According to Aaker (1991: 6) variables that affect brand loyalty are:

- a. Satisfactory Variable or satisfaction derived from the use of products which includes a match between needs and wants, conformity with the benefits, drawing and writing, design of typical colors, clarity of information, the ability to acquire the product.
- b. Habitual Behavior Variable or habits in the use of a product that includes the process of decision making and fondness for the product.
- c. Commitment Variable means the belief in the use of a product which includes recommendation and trust.
- d. Fondness of the brand Variable means the level of preference for a product includes the attachment and experience.

2.5. Customer Value

According to Kotler (2000:34), the measurement of customer value involves two measurements. The measurements are the measurement of the quality and the measurement of prices. The measurement of this quality include:

- a. Products, measurement of the quality of these products include:
 - i). Confidence (reliability) of the products or services that is provided by consumers. The increasing belief of the product or service being presented posses quality as promised to give will result a higher rating to the quality of the product.
 - ii). Level of safety (safety rating) that guarantees the safety of products or services provided for consumers.

- iii). Eligibility level (roominess), namely the feasibility of a product or service presentation. For example, the comfort of room occupancy have an important role for a hotel.
- b. Service, the measurement of these services include:
 - i). Friendliness of service renderers (dealer friendliness), the presenter of this service are the ones who meet directly with consumers.
 - ii). Honesty of service (perceived honesty). These services include honesty in providing information, honesty in providing services, and others.
 - iii). Access to services (service accessibility), ie easiness provided by service providers to purchase products or services already offered to consumers.
- c. Personnel, measurement of these services include:
 - i). Typical personnel, namely an assessment of the personality of the service renderer that can be seen and valued by consumers
 - ii). Knowledge of personnel (knowledge ability) is the knowledge possessed by personnel, particularly knowledge about specifications of the products or services provided.
 - iii). Overall Courtesy of employees (appearance and courtesy of People who work at dealerships) that includes the employee's ability to provide service with a courteous and polite behavior.
- d. Brand image: An assessment of the brand image includes an assessment of the conformity between the services provided by the customer desires.

These four indicators can be used to gauge how high customer value of a service or product to the customer himself. Customer assessment of each indicator is very high and low affecting the overall value of customer value.

2.6. Repeat Purchase Intention

Re-purchase intention is a behavior that emerged in response to the object. Purchase intention is the intention of re-purchase that shows the customer wishes to make repeat purchases (Assael, 1998: 88). Repurchase intention means the status of consumers' (ones who purchased at least once from the shopping malls) desire to purchase again. Repurchase intention of customers is an indispensable factor for successful operation of Internet shopping malls. The value provided by steady and loyal customers has direct influence on the success of a company, and it is largely determined by customers' (Chung and Lee, 2003). Repurchase intention. Some understanding of the intentions (Ihwan, et al., 2004), are as follows:

- a. Intentions are considered as a 'trap' or intermediary between the motivational factors that influence behavior.
- b. Intentions also indicate how far one has the will to try.
- c. Intentions show the will of a person's measurements.
- d. Intentions effect with continued behaviors.

According to Mangkunegara (2005:29) intention is a predictor that includes when, where, and how consumers act against a brand or product and is influenced also by factors immediately preceding the behavior, which is influenced by attitude or personal component and social component or norms prevailing in society. Based on these definitions, re-purchase intention is a process of decision making by consumers for products offered or needed by consumers.

3. Research Methods

The design of this study using the study design causality, because causality is the purpose of research to understand the variables that serve as the cause of the brand equity elements and variables that function as a result (customer value and re-purchase intention). Variables used in the study are:

- a. Independent Variables: Brand Awareness, Perceived Quality, and Brand Loyal.
- b. Dependent Variables: Customer Value and Purchase Intention Birthday.

The populations in this study were all mobile brand Nokia consumers in Surabaya. Hence, these study population characteristics are as follows:

- a. Mobile phone brand Nokia consumers in Surabaya.
- b. Minimum age 17 years.
- c. Last educational background is at least high schoolers.
- d. Minimum monthly income Rp.2.000.000, -.
- e. Have a job.

In this study a sample size of 150 people as respondents were interviewed. Were interviewed dihapus saja. Sampling technique in this study is a not random (non-probability sampling), a technique used to draw the sample is purposive sampling technique.

Data analysis techniques are used to test the influence of the elements of brand equity and customer value to the consumer's purchase intention reset the Nokia brand mobile phones in Surabaya is the Hierarchical Regression.

4. Results and Discussion

4.1. Description of Data Characteristic of Respondents

Characteristics of respondents based on the status of the respondent as a consumer mobile phone brand Nokia in Surabaya can be seen in Table 1.

Table 1. Characteristics of Respondents Based on Consumer Mobile

Consumer Mobile Brand Nokia	Frequency	(%)
Yes	150	100.0
No	0	0.0
Total	150	100.0

Based on Table 1 can it be known from the existing 150 respondents, all respondents are consumers mobile phone brand Nokia.

Table 2. Characteristics of Respondents by Age

Age	Frequency	Percentage (%)
< 17 years	0	0.0
≥ 17 years	150	100.0
Total	150	100.0

Characteristics of respondents by age are shown in Table 2. Based on Table 2 can it be seen that all respondents were aged ≥ 17 years. Characteristics of respondents by education latter can be seen in Table 3.

Table 3. Characteristics of Respondents Based on Latest Education

Latest Education	Frequency	Percentage (%)
SMU	31	20.7
Diploma	28	18.7
S1	87	58.0
S2/S3	4	2.7
Total	150	100.0

Based on Table 3 it can be seen from the 150 respondents, as many as 31 people or 20.7% high school graduates, 28 people or 18.7% has diploma certified, 87 people or 58% possessed Bachelor Degree, and 4 people or 2.7 % last possessed S2/S3 Degree. This indicates that most of S1-graduate respondents, 58%. Based on Table indicates that most respondents' monthly income Rp. 2.000.000, Rp. 4.000.000, amounting to 48.7%.

Tabel 4. Respondents Characteristic Based on Monthly Income

Income	Frequency	Percentage (%)
Rp. 2.000.000 – Rp. 4.000.000	73	48.7
Rp. 4.000.001 - Rp. 6.000.000	39	26.0
≥ Rp. 6.000.001,	38	25.3
Total	150	100.0

Based on Table 5 it can be inferred from the 150 respondents, as many as 38 people or 25.3% work as civil servants, 53 people or 35.3% worked as private employees, 41 people or 27.3% worked as a self-employed, and 18 people or 12% work as professionals. This shows that the majority of respondents worked as private employees, 35.3%.

Table 5. Respondent Characteristic Based on Profession

Profession	Frequency	Percentage (%)
Civil Servants	38	25.3
Private Employees	53	35.3
Self-employed	41	27.3
Professional	18	12.0
Total	150	100.0

4.2. Data Analysis

4.2.1. Effect of Elements and Brand Equity by Simultaneous Partial against Customer Value

To elucidate the influence of the elements of brand equity to variable customer value by creating multiple linear regression equation. Multiple linear regression results are presented in full in Table 6.

Based on Table 6 obtained value brand awareness variable (X1) = 0.425, perceived quality (X2) = 0.259, brand loyalty (X3) = 0.308 and e1 = 0.424, resulting in a regression equation as follows:

$$Y1 = 0.425 X1 + 0.259 X2 + 0.308 X3 + 0.424$$

Table 6. Brand Equity Elements towards Customer Value

Notes	Standardized Coefficients (β)	t count	Sig.	r	r ²
Brand Awareness (X1)	0.425	7.324	0.000	0.518	0.268
Perceived Quality (X2)	0.259	4.450	0.000	0.346	0.120
Brand Loyalty (X3)	0.308	5.327	0.000	0.403	0.162
Related Variable	Customer Value (Y1)				
F counting (3/146;5%)		221.785	Sig. = 0.000		
R			0.906		
R square			0.820		

Positive sign indicates that the elements of brand equity have a positive influence on customer value. Multiple correlation coefficient (R) are shown in Table 6 of 0.906 indicates that between brand awareness (X1), perceived quality (X2) and brand loyalty (X3) simultaneously have a strong influence on customer value. It has a strong influence because the correlation coefficient value is between 0.8 and 1.0. Table 6 shows that the calculated F value is equal to

221.785 in which the value is greater than the F table of 2.67. This gives the sense that the brand awareness (X1), perceived quality (X2) and brand loyalty (X3) simultaneously have a strong and significant influence on customer value.

The coefficient of multiple determination (R square) are shown in Table 6 of 0.820 indicates that the contribution of the variable changes brand awareness, perceived quality (X2) and brand loyalty (X3) simultaneously to changes in customer value variables by 82%, while the contribution of other factors that are not examined in this study by 18%.

Brand awareness partial correlation coefficients (r) are shown in Table 6 of 0.518 indicates that brand awareness partially has a fairly strong influence on customer value. It is said to be quite strong because the value of the correlation coefficient is between 0.4 and 0.6. Brand awareness partial coefficient of determination (r^2) of 0.268 indicates that the contributions of changes in brand awareness variables are partially change in customer value variables by 26.8%. Significance value is indicated by the t count value of 7.324. This value is greater than the table t value of 1.96. Therefore it can be stated that the brand awareness partially has a fairly strong influence and significant impact on customer value.

Perceived quality of partial correlation coefficients (r) are shown in Table 6 of 0.346 indicates partially perceived quality has a weak influence on customer value. This value is weak because the value of the correlation coefficient is between 0.2 - 0.4. Perceived quality of partial coefficients of determination (r^2) of 0.120 indicates that the contribution of changes in perceived quality variables are partially changes in customer value variables by 12%. Significance value is indicated by the t count value of 4.450. This value is greater than the table t value of 1.96. Therefore it can be implied that the perceived quality partially influence is strong enough and significant impact on customer value.

Brand loyalty partial correlation coefficients (r) are shown in Table 6 of 0.403 indicates that a partial brand loyalty has a fairly strong influence on customer value. It is quite strong because the value of the correlation coefficient is between 0.40 and 0.60. Brand loyalty partial coefficient of determination (r^2) of 0.162 indicates that the contributions of changes in brand loyalty variables are partially change in customer value variables by 16.2%. Significance value is indicated by the t count value of 5.327. This value is greater than the table t value of 1.96. Therefore it can be inferred that brand loyalty has partially strong enough influence and significant impact on customer value.

4.2.2. Effect of Brand Equity Elements in Simultaneous Partial Nor Against Repeat Purchase Intention

The meaning of the arranged element of brand equity equation has a positive effect on re-purchase intention. Multiple correlation coefficient (R) shown in Table 7 of 0.874 indicates that among brand awareness (X1), perceived quality (X2) and brand loyalty (X3) simultaneously have a strong influence on re-purchase intention. This value is very strong because the value of the correlation coefficient is between 0.8 and 1.0.

Table 7 shows that the calculated F value is equal to 157.007 in which the value is greater than the F table of 2.67. This gives the sense that the brand awareness (X1), perceived quality (X2) and brand loyalty (X3) simultaneously have a strong and significant effect on re-purchase intention. The coefficient of multiple determination (R square) shown in Table 7 of 0.763 indicates that the contribution of the variable changes brand awareness, perceived quality (X2) and brand loyalty (X3) simultaneously to the change of variables re-purchase intention for 76.3%, while other contribution factor is not examined in this study of 23.7%.

Table 7. The Influence of Brand Equity Elements Simultaneously or Partially to Repurchase Intention

Note	Standardized Coefficients (β)	t count	Sig.	r	r ²
Brand Awareness (X1)	0.341	5.126	0.000	0.391	0.153
Perceived Quality (X2)	0.199	2.973	0.003	0.239	0.057
Brand Loyalty (X3)	0.416	6.274	0.000	0.461	0.213
Related Variable	Repurchase Intention (Y2)				
F count (3/146;5%)	157.007	Sig. = 0.000			
R	0.874				
R square	0.763				

Based on Table 7 values obtained regression equation as follows:

$$Y2 = 0.341 X1 + 0.199 X2 + 0.416 X3 + 0.486$$

Brand awareness partial correlation coefficients (r) shown in Table 7 of 0.391 indicates that brand awareness has partially a strong enough influence to re-purchase intention. This value is quite strong because the value of the correlation coefficient is between 0.4 and 0.6. Brand awareness partial coefficient of determination (r²) of 0.153 indicates that the contributions of changes in brand awareness variables are changes partially in customer value variable of 15.3%. The significance value is indicated by the t count value of 5.126. This value is greater than the table t value of 1.96. Therefore it can be inferred that brand loyalty has partially strong enough influence and significant impact on re-purchase intention.

Perceived quality of partial correlation coefficients (r) are shown in Table 7 of 0.239 indicates that partially perceived quality has a weak influence on the re-purchase intention. This value is weak because the value of the correlation coefficient is between 0.2 - 0.4. Perceived quality of partial coefficients of determination (r²) of 0.057 indicates that the contribution of changes in perceived quality variables are partially to re-purchase intention variable changes of 5.7%. The significance value is indicated by the t count value of 2.973. This value is greater than the table t value of 1.96. Therefore it can be stated that brand loyalty has partially strong enough influence and significant impact on re-purchase intention.

Partial brand loyalty correlation coefficients (r) shown in Table 7 of 0.461 indicates that a partial brand loyalty has a strong enough influence to re-purchase intention. This value is quite strong because the value of the correlation coefficient is between 0.40 and 0.60. Partial brand loyalty coefficient of determination (r²) of 0.213 indicates that the contributions of changes in brand loyalty variables are partially to re-purchase intention variable changes of 21.3%. Significance value is indicated by the t count value of 6.274. This value is greater than the table t value of 1.96. Therefore it can be inferred that brand loyalty has partially strong enough influence and significant impact on re-purchase intention.

4.2.3. Effect of Customer Value against Repeat Purchase Intention

Simple linear regression results are presented in full in Table 8. Based on Table 8 regression coefficient values obtained customer value variables (Y1) = 0.874 resulting in a regression equation as follows:

$$Y2 = 0.874 Y1 + 0.486$$

The meaning of the arranged equation is customer value that has a positive effect on re-purchase intention. Correlation coefficient (r) shown in Table 8 of 0.874 indicates that the partial value to the customer has a strong influence on re-purchase intention. Said to be very strong because as the value of the correlation coefficient is between 0.8 and 1.0.

Table 8. Customer Value Influence on Repurchase Intention

	Standardized coefficients (β)	t count	Sig.	r	r ²
Customer value (Y1)	0.874	21.873	0.000	0.874	0.763
Related Variable	Repurchase Intention (Y2)				
F count (1/148;5%)	476.863	Sig. = 0.000			
R	0.874				
R square	0.763				

The coefficient of multiple determination (r square) shown in Table 8 of 0.763 indicates that the contribution of changes partially in customer value variables to the change of variables re-purchase intention for 76.3%, while the contribution of other factors not examined in this study of 23.7%. Table 8 shows that the value t count is equal to 21.873 in which the value is greater than t table by 1.96. This means that customer value has a strong and significant influence on re-purchase intention.

4.3. Discussion

4.3.1. Effect of Elements and Brand Equity By Simultaneous Partial Against Customer Value

Based on Table 6 can be seen that the elements of brand equity have a positive influence on customer value. Multiple correlation coefficient (R) indicates that brand awareness (X1), perceived quality (X2) and brand loyalty (X3) have a strong influence on customer value simultaneously. The coefficient of multiple determination (R square) indicates that the contribution of changes in brand awareness variable (X1), perceived quality (X2) and brand loyalty (X3) simultaneously to changes in customer value variables by 82%, while the contribution of other factors not examined in this study by 18%. F values is calculated to give the sense that the brand awareness (X1), perceived quality (X2) and brand loyalty (X3) simultaneously have a strong and significant influence on customer value.

Partial correlation coefficients indicate partially brand awareness has a fairly strong influence on customer value. Partial coefficient of determination indicates that the contribution of partially brand awareness variable changes to changes in customer value variables by 26.8%. The significance value is indicated by the value of 7.324 to the t count. Therefore it can be stated that the partially brand awareness has a strong enough influence and significant impact on customer value.

Perceived quality of partial correlation coefficients showed partially perceived quality has a weak influence on customer value. Perceived quality of partial coefficient of determination indicates that the contribution of changes in perceived quality variables are partially to changes in customer value variables by 12%. This significance value is indicated by the value of 4.450 to t count. Hence, it can be stated that the perceived quality influenced partially is strong enough and significant impact on customer value. Partial correlation coefficients show brand loyalty partially has a fairly strong influence on customer value. Partial coefficient of determination indicates that the contribution of partially brand loyalty variable changes to changes in customer value variables by 16.2%. The significance value is indicated by the value of 5.327 to t count. Therefore, it can be stated that brand loyalty is partially have a strong enough influence and significant impact on customer value.

This processing of these data indicates conformity with the opinion of Aaker (1991: 90) which states that "a variety of organizational effort was instrumental in developing the brand equity dimensions, because the dimensions of brand equity have a positive effect on providing value to customers". This reinforced of Aaker's opinion (1991: 57) which states that an understanding of the value of a product, will make it easier for customers in making purchasing decisions. In any discussion of value to a customer, the knowledge related to consumer behavior

to be a prerequisite subject. This suggests that customers get the value of a good product, so it will have positive influence on customer value. This finding is consistent with research findings in Baldauf et al. (2003) which state that customer value is the total value of customers gained in using a product/service so that customers will affect the re-purchase intention of consumers. These findings also strengthen the research results in Baldauf et al. (2003) which states that a person's ability to identify the prospective buyer or recall that a brand is part of a particular product category, will affect the customer value.

4.3.2. Effect of Brand Equity Elements in Simultaneous Partial or Against Repurchase Intention

The results of processing the data in Table 7 shows that the element of brand equity has a positive effect on re-purchase intention. Multiple correlation coefficients indicate that brand awareness (X1), perceived quality (X2) and brand loyalty (X3) simultaneously have a strong influence on re-purchase intention. The coefficient of multiple determinations indicate that the contribution of changes in brand awareness variable (X1), perceived quality (X2) and brand loyalty (X3) simultaneously to the change of variables re-purchase intention for 76.3%, while the contribution of other factors not examined in this study for 23.7%. Calculated F value of 157.007 gave the sense that the brand awareness (X1), perceived quality (X2) and brand loyalty (X3) simultaneously have a strong and significant effect on re-purchase intention.

Partial correlation coefficients indicate partially brand awareness has a strong enough influence to re-purchase intention. Partial coefficient of determination indicates that the contribution of partially brand awareness variable changes to changes in customer value variable of 15.3%. The significance value is indicated by the value of 5.126 to t count because it can be stated that partially brand loyalty have a strong enough influence and significant impact on re-purchase intention.

Perceived quality of partial correlation coefficients showed that partially perceived quality has a weak effect on re-purchase intention. Perceived quality of partial coefficient of determination indicates that the contribution of changes in perceived quality variables are partially to re-purchase intention variable changes of 5.7%. This significance value is indicated by the value of 2.973 to t count because it can be stated that partial brand loyalty has a strong enough influence and significant impact on re-purchase intention.

Partial correlation coefficients show that partial brand loyalty has a strong enough influence to re-purchase intention. Partial coefficient of determination indicates that the contribution of brand loyalty variable changes partially to re-purchase intention variable changes of 21.3%. This significance value is indicated by the value of 6.274 to t count. It can be inferred that partial brand loyalty has a strong enough influence and significant impact on re-purchase intention.

This strengthens the opinion mentioned by Durianto et al., (2001:6) which stated that brand awareness, perceived quality, and brand loyalty to other brand assets can affect consumers repurchase intentions. If brand awareness, perceived quality, and brand loyalty is not so important in the process of purchasing the brand, all three can reduce the consumers willingness trying other brands.

This finding is consistent with research findings by Baldauf et al. (2003) which states that consumers have brand awareness, perceived quality and brand loyalty that will either affect the customer re-purchase intention.

4.3.3. Effect of Customer Value against Repeat Purchase Intention

Based on Table 8 it can be inferred that customer value has a positive effect on re-purchase intention. The correlation coefficient shows that customer value is partially a strong influence on re-purchase intention.

The coefficient of multiple determination indicates that the contribution of partially changes in customer value variables towards the change of variables re-purchase intention for 76.3%, while the contribution of other factors are not examined in this study of 23.7%. T count value of 21.873 means that customer value has a strong and significant influence on re-purchases intention.

This reinforced the opinion of Umar (2003:424) indicates that brand awareness, perceived quality, and brand loyalty can be interpreted as a set of brand assets and liabilities relating to a brand, name and symbol, that enhances or deducts customer value that can emerge repurchase intention. This finding is consistent with research findings by Baldauf et al. (2003) which states that consumers have brand awareness, perceived quality and brand loyalty that will either affect the re-purchase intention of customers if the customers get good value from these products.

4.3.4. Influence of Brand Equity Elements Simultaneously with The Customer Value of Consumer Intentions to Repurchase Nokia Brand Mobile Phones

Based on Table 6 it can be seen that the value of R for the influence of brand equity elements simultaneously to customer value is equal to 0.906. Whereas according to Table 8 it can be seen that the value of R to influence customer value on re-purchase intention amounted to 0.874. Based on these values it can be seen that the value of R for the influence of these elements simultaneously with brand equity through customer value to the consumer's purchase intention for the Nokia brand mobile phones in Surabaya amounted to 0.792. The results of this study reinforce the opinion of Umar (2003:424) who states that the elements of brand equity can be interpreted as a set of brand assets and liabilities relating to a brand, name and symbol that enhances or deducts customer value worth to re-purchase intention. The results of this study are also consistent with the results of Baldauf et al. (2003) which state that consumers who have good brand equity will affect the re-purchase intention of customers if the consumer has such good customer value.

Based on the results of the analysis and conclusions of the discussion that can be formulated is as follow:

- a. Elements of brand equity, both partial and simultaneous effect on customer value in Nokia mobile phones in Surabaya. The nature of the effect is positive, strong, and significant.
- b. Brand equity elements partially or simultaneously influence to consumers' repurchase intention on Nokia mobile phones in Surabaya. The nature of the effect is positive, strong, and significant.
- c. Customer value influence towards the repurchase intention as well as strong and significant influence on Nokia mobile phone in Surabaya. The nature of the effect is positive, strong, and significant.
- d. The elements of brand equity simultaneously alongside with customer value influence repurchase intention of consumers on Nokia mobile phone in Surabaya. The nature of the effect is positive, strong, and significant.

Nokia's management should increase efforts in order to build brand equity elements. Given that the elements of brand equity has a positive influence, strong, and significant impact on customer value and to re-purchase intention. For further research it is expected to perform in-depth study using other study variables besides brand equity that can help increase customer value and an explanation of the re-purchase intention.

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