

ABSTRACT

This research was motivated by problems related to Brand Performance, Competitive Advantage and Customer Engagement from Apple iPhone smartphone brand users. Based on the results of the pre-questionnaire survey to 40 respondents as a whole iPhone users feel that the smartphone has an affordable price and the service provided by Apple when there are iPhone users who make complaints or complaints are not served quickly. In this case, most iPhone users want to make a brand move and are less interested in repurchasing Apple iPhone smartphones.

This study aims to determine the effect of Brand Performance on the Repeat Purchase with Competitive Advantage and Customer Engagement As Intervening Variables on the Apple iPhone.

This study uses a quantitative method with a type of descriptive and causal research. Sampling is done by non probability sampling type Purposive Sampling, the number of respondents is 100 people. The analysis technique used is descriptive analysis and path analysis using SmartPLS 3.0.

Based on the results of the research from descriptive analysis shows that the Brand Performance variable, Competitive Advantage, Customer Engagement, and Repeat Purchase are in the good category. The results of path analysis show that the positive and significant Brand Performance variables affect the variable Competitive Advantage. Brand Performance variables have a positive and significant effect on the Customer Engagement variable. Variable Competitive Advantage has a positive and significant effect on the Repeat Purchase variable of. The Customer Engagement variable has a positive and significant effect on the Variable Repeat Purchase. Brand Performance variables have a significant effect on the Repeat Purchase variable through the Competitive Advantage variable. Brand Performance variables have a significant effect on the Repeat Purchase variable through the Customer Engagement variable. The amount of influence of Brand Performance, Competitive Advantage, and Customer Engagement on the Repeat Purchase is 85.6%, the remaining 14.4% is influenced by other factors outside of this study.

Keywords: Brand Performance, Competitive Advantage, Customer Engagement, and Repeat Purchase.