

ABSTRACT

Nowadays one of the tourism that be loved is nature tourism or outdoorsport. Outdoorsport in Indonesia is growing quite rapidly with the presence of various brands that producing a variety of outdoorsport equipment. Brand can have additional value for the company to be known by consumers and contend with competitors. One of the brands that produce outdoorsport equipment is Eiger. This research aims to find out the influence of brand awareness, perceived quality, and brand loyalty on repurchase intention on Eiger consumers in Bandung.

In this research, the method used was quantitative with type of causal descriptive research. Sampling was done used nonprobability sampling technique and the method used is purposive sampling with 100 respondents. Data analysis technique used descriptive analysis and multiple linear regression analysis.

Based on the results of descriptive analysis, either brand awareness variabel or perceived quality variabel included in the good category with a percentage of brand awareness variabel 69,7% and percentage of perceived quality variabel 79,2%. Brand loyalty variabel also included in a good category with a percentage 73,6%, then repurchase intention variabel was good category with a percentage 72,83%. Based on the result of the research showed that brand awareness and brand loyalty partially significant on repurchase intention. Based on the result of the research showed that brand awareness, perceived quality, and brand loyalty had a simultaneous effect on repurchase intention with a percentage 73,8% while the remaining 26,2% was influenced by other variables not studied in this study.

Keywords : *Brand Awareness, Brand Loyaly, Eiger, Perceived Quality, Repurchase Intention*