

ABSTRACT

This study was conducted in order to determine whether the experience and perception of value has a positive and significant influence on consumer re-purchase interest through brand image as an intervening variable in Aqua products in Bandung. This study has four variables, namely experience and perception of value as independent variables, brand image as an intervening variable and re-purchase interest as a dependent variable. All data in this study were obtained by circulating questionnaires to consumers of Aqua product users in Bandung with a sample of 384 people. The sampling method used is purposive sampling. The Data were processed using partial least square analysis. The results of this study found that experience and perception of value affect the brand image and interest in re-buying Aqua Products..

Keywords: Experience, Value Perception, Brand Image, Repurchase Interest