

ABSTRACT

The high-end smartphone market in Indonesia is experiencing rapid growth, making it a very promising market. The smartphone market priced above \$600 continues to grow from 2022 to the first quarter of 2024, with the highest growth rate of 78% in 2023, continuously dominated by iPhone. Currently, the average selling price (ASP) of Samsung smartphones is only USD 295, while iPhone has a much higher ASP of USD 988. Samsung's current target is to surpass iPhone, which has long dominated the high-end smartphone market.

Currently, consumer preference in purchasing smartphones is highly dependent on the brand's strength, so this research must be complemented with an appropriate marketing communication strategy. Therefore, the purpose of this research is to determine the extent of the influence of Brand Engagement, Brand Love, Brand Loyalty, and Overall Brand Equity on Repurchase Intention for high-end Samsung smartphones.

This research is a quantitative study with descriptive and causal analysis. The sample was taken using purposive sampling, resulting in 527 respondents, but only 512 samples met the criteria used in this study. This research employs the Structural Equation Modeling (SEM) analysis tool with the statistical software SmartPLS 3.2.9.

The results of this study indicate a positive and significant influence of all exogenous variables on repurchase intention. Additionally, there is a significant indirect influence of Brand Engagement, Brand Love, and Brand Loyalty on Repurchase Intention. In this study, the model was able to explain consumer behavior regarding the repurchase intention of high-end Samsung smartphones by 61.60%, which falls into the category of moderate explanation power.

Based on this research, Samsung can: (1) create marketing campaigns based on their achievements and innovations; (2) create marketing campaigns in the form of creative work contests; (3) facilitate loyal consumers with loyalty programs; (4) focus on the extrinsic value of branding. Future research can use the same object but in different regions and consider adding other variables that can increase the R^2 value.

Keywords: *Brand Engement, Brand Love, Brand Loyalty, Overall Brand Equity, Repurchase Intention, Samsung*