**ABSTRACT** 

In the telecommunications industry, the service provider is one of the players

involved in providing services. Telkomsel is part of a telecommunications service

provider that was founded in 1995. In the digital era, service providers compete in

attracting customers. High competition characterized by price wars, advertising, and

customer migration to other brands because of more attractive promotional offer. In

choosing a product or service, one of the important things to consider by consumers

is the brand. Brands that have a high existence and put his trust in the community

means to have high brand equity. Customers who buy a product based on the interest

in the brand, then it is said that customer is satisfied and will purchase repeatedly on

the same brand.

This study aims to measure brand equity, measure repurchase behavior, and measure

the impact of brand equity on the repurchase behavior on the users of Telkomsel in

Bandung. The sampling technique in this study using nonprobability sampling with

purposive sampling type with the number of respondents was 385. The data analysis

in this research is descriptive analysis and causal analysis using path analysis.

The research proves that the brand equity Telkomsel significantly influence

repurchase behavior. This research proves that the power of brands owned Telkomsel

affect its customers to make repeat purchases. So, the identity of Telkomsel already

strong brand must be maintained in order to retain existing customers and new

customers boost.

**Keywords: Brand Equity, Repurchase Behavior** 

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