

**THE EFFECT OF BRAND COMMUNICATION AND EWOM ON
REPURCHASE INTENTION USING BRAND PREFERENCE AND
BRAND IMAGE AS AN INTERVENING VARIABLE**

**PENGARUH KOMUNIKASI MEREK DAN EWOM TERHADAP NIAT
PEMBELIAN KEMBALI DENGAN MENGGUNAKAN PREFERENSI
MEREK DAN CITRA MEREK SEBAGAI VARIABEL INTERVENSI**

UNDERGRADUATE THESIS



Compiled by:

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INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA

2024

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Submitted to Fulfil the Requirements to Get a Bachelor's Degree at The Faculty of
Economics, Management Department, Universitas Muhammadiyah Yogyakarta



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DECLARATION

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At this moment, I declare that the thesis entitled "The Effect of Brand Communication and EWOM on Repurchase Intention Using Brand Preference and Brand Image as an Intervening Variable" does not contain any work required for a bachelor's degree. As far as I know, work or selection has yet to be written or published by anyone else except as mentioned in the text and listed in the bibliography. I agree to accept any academic consequences associated with intellectual property violations.

Yogyakarta, 29 July 2024



MOTTO

وَمَنْ يَتَّقِ اللَّهَ يَجْعَلْ لَهُ مَخْرَجًا ۖ وَيَرْزُقْهُ مِنْ حَيْثُ لَا يَحْتَسِبُ ۚ وَمَنْ يَتَّوَكَّلْ عَلَى اللَّهِ فَهُوَ حَسْبُهُ ۗ إِنَّ اللَّهَ
بَالِغُ أَمْرٍ ۗ قَدْ جَعَلَ اللَّهُ لِكُلِّ شَيْءٍ قَدْرًا

"Whoever fears Allah, surely, He will open a way out for him and bestow upon him sustenance from a direction he did not expect. Whoever puts his trust in Allah surely Allah will fulfill his (needs). Indeed, Allah is the one who completes His affairs. Indeed, Allah has made provision for everything." (QS At Thalaq: 2-3).

اللَّهُمَّ يَسِّرْ وَلَا تُعَسِّرْ، يَسِّرْ وَلَا تُعَسِّرْ

“Oh Allah, make my affairs easy and not difficult.

“That's the power of remembering Allah. It's the best way to purify your heart,
And know you will be loved by The Merciful one cause that's the power of
remembering Allah.”

(Maher Zain)

DEDICATION

Praise Allah SWT for all the blessings, grace, and health so that the author can complete the thesis "The Effect of Brand Communication and EWOM on Repurchase Intention Using Brand Preference and Brand Image as an Intervening Variable." In preparing this script, the author has gained much guidance, knowledge, and support from many parties who helped complete it. With a sincere heart, the author expresses his thanks to:

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Shofiyah Bela Latifah

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