

PENGARUH BRAND EQUITY AND CUSTOMER SATISFACTION TERHADAP PURCHASE INTENTION BATIK KERIS DI JAKARTA

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This study was conducted to investigate the influence of brand equity to willingness to purchase of batik keris product, customer satisfaction to willingness to purchase of batik keris product, also to investigate the simultaneous influence of brand equity and customer satisfaction to willingness to purchase of batik keris product. This is a descriptive research , that using a questionnaire to collect the data. The non-probalistic sampling method is used in his research. The data analysis technique is a multiple regression analysis. The results showed that brand equity and customer satisfaction positively affect purchase intention, also ye positively affect simultaneously.

Keyword: Brand Equity, Customer Satisfaction, Purchase Intention