

**THE IMPACTS OF ONLINE BRAND EQUITY, BRAND ATTACHMENT,
AND PRODUCT INVOLVEMENT TOWARD ONLINE REPURCHASE
INTENTION WITH STORE TYPE AS MODERATION VARIABLE
(STUDY OF TRAVELOKA ONLINE AGENT)**

THESIS

**As partial fulfilment of the requirements for the Degree of Sarjana
Manajemen (S1) Universitas Atma Jaya Yogyakarta**



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INTERNATIONAL BUSINESS MANAGEMENT PROGRAM

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AUTHENTICITY ACKNOWLEDGEMENT

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**THE IMPACTS OF ONLINE BRAND EQUITY, BRAND ATTACHMENT,
AND PRODUCT INVOLVEMENT TOWARD ONLINE REPURCHASE
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is actually my own thinking and writing, I fully know and understand that my writings do not contain other's part(s) of other's writing, except those that have been cited and mentioned in the references.

Yogyakarta, March 16, 2020

Writer,



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Praise to the almighty God for the abundant blessings so author can finish the thesis entitled **"THE IMPACTS OF ONLINE BRAND EQUITY, BRAND ATTACHMENT, AND PRODUCT INVOLVEMENT TOWARD ONLINE REPURCHASE INTENTION WITH STORE TYPE AS MODERATION VARIABLE (STUDY OF TRAVELOKA ONLINE AGENT)."** In the process of completing this thesis, author received many advices, motivations, supports, and loves from family, supervisor, friends, and the others. Therefore, the author would like to express a gratitude for the presence of:

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The author also realized the fact that this thesis is not perfect because there is a limitation of author's knowledge and ability. Therefore, any recommendation and suggestion are welcomed in order to improve this thesis. I also hope that this thesis can provide benefits for the reader and the parties concerned in the study.

Yogyakarta, March 16, 2020

Writer,

A handwritten signature in blue ink, appearing to read 'Kevin', with a stylized flourish above it.

Kevin Wijaya

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ABSTRACT

This research analyzed the effects of online repurchase intention, brand attachment, and product involvement toward online repurchase intention with store type as moderation variable. This research focused on travel retail business and chosen Traveloka Online Agent as the object of the research. To examine the total of 207 samples, this study used simple regression analysis, multiple regression analysis, path analysis and sub-group analysis.

The result shows that online brand equity has positive effect toward product involvement and brand attachment. Together with brand attachment, online brand equity has positive effect toward online repurchase intention. Brand attachment mediate the effect of online brand equity toward online repurchase intention and also mediate the effect of product involvement toward online repurchase intention. The store types also moderate the relationship between online brand equity and brand attachment.

Keywords: Online brand equity, product involvement, brand attachment, online repurchase intention, Traveloka Online Agent.