

UNIVERSITI TEKNOLOGI MARA

**ASSESSING CUSTOMER-BASED BRAND EQUITY IN
PREDICTING CUSTOMERS' REPURCHASE
INTENTION IN FAMILY RESTAURANT**

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I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

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ABSTRACT

Brand equity has become a very important factor that influences consumer's perceptions of a brand, regardless of industry. This study applied four of five Aaker's components of brand equity i.e. brand loyalty, perceived quality, brand awareness and brand associations that defined as customer-based brand equity (CBBE). The main objective of this study was to investigate the relationships between four dimensions of CBBE and repurchase intention towards family restaurants in Klang Valley. Total of 450 questionnaires were distributed to customers at the participating restaurants and 349 usable questionnaires were analyzed. The results showed that only brand loyalty and brand association had significant relationships ($p < .001$) towards repurchase intention and brand association was found to be the strongest determinant ($\beta = .55$) on repurchase intention. Furthermore, the findings established that perceived quality was the most important component in how customer perceived CBBE in family restaurant. The findings also established that The Chicken Rice Shop obtained the highest total brand equity in relative to other restaurants.

Keyword: Customer-based brand equity, repurchase intention, family restaurant

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