**ABSTRACT**

Verdy Darmawan / 20140444 / 2019 / *THE INFLUENCE OF PERCEIVED QUALITY AND BRAND IMAGE ON REPURCHASE INTENTION OF NIKE SNEAKERS IN KELAPA GADING* *NORTH JAKARTA*/ Advisor:Dr*.* Bilson Simamora*, M.M.*

*Sneakers has became one of the most popular shoes amongst young people nowadays. Sneakers comes from the word “sneak”. For those who wear sneakers, their footsteps would not be heard when they walk because it is made out of rubber soles. Nike is one of the world's leading brand of sneakers. However, observed from a market capitalization and revenues from segments, Nike footwear was not on the place first. Therefore, the author is interested in doing research about The Influence of Perceived Quality and Brand Image on Repurchase Intention Nike Sneakers in North Jakarta Kelapa Gading.*

*The theory being used to support this writing is the definition of perceived quality, brand image, purchase intention, and repurchase intention. Moreover, it is supported by the theories about the influence of perceived quality on repurchase intention and the brand image on repurchase intention.*

*The object of this research is the Nike sneakers. The method of data collection in this study is by using the method of communication and colleting samples by using the nonprobability docs towards 106 respondents who use or own Nike sneakers. The procedures used for testing the model and data processing is a Regression Linear Method using SPSS 20.0.*

*The results of this research show that the perceived quality gives some positive impact and also significant towards repurchase intention, while brand image also gives some positive and significant effect towards repurchase intention. The advice for this research is that for Nike sneakers to increase their perceived quality which Nike sneakers had to increase the repurchase intention. Brand image also needs to be maintained so that it will not regress because that could increase the repurchase intention.*

*Keywords: Perceived Quality, Brand Image, Repurchase Intention*