

***ANALYSIS OF FACTORS AFFECTING PURCHASE INTENTION  
OF KW PREMIUM PRODUCTS IN BATAM***

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***ABSTRACT***

*Fake branded fashion items have become a phenomenon in the extraordinary social life that is reaching the entire world with huge amounts of losses reaching hundreds of millions of dollars. It is found in many international studies of discussion as well as the reasons on which a person buys counterfeit goods.*

*The study began by distributing research questionnaires containing 20 questions to respondents who bought KW quality fashion products in various stores selling KW fashion products in various shopping centers in Batam as many as 250 questionnaires. The questionnaire was distributed by purposive sampling method in which the respondents were determined according to the objectives of the topics discussed in this study*

*The results of this study indicate a significant relationship between product attributes, customer inertia and customer satisfaction on repeat purchase intentions. However, one variable, namely hedonic value, is not significantly related to repeat purchase intention.*

***Keywords:*** *product attributes, customer inertia, customer satisfaction, hedonic value and repeat purchase intention*