

## **ABSTRACT**

*This study aims to analyze the effects of brand personality on brand equity, sales promotion on brand equity, brand equity on consumer repurchase intention, brand equity mediation on the effect of brand personality on consumer repurchase intention, and brand equity mediation on the effect of sales promotion on consumer repurchase intention of Polo jersey. The subject in this study was consumers who had ever shopped Polo jersey two times minimally and on the status of undergraduate students in Special Region of Yogyakarta. The sample was 175 respondents which were selected using purposive sampling method. Analysis tool used was Multiple Linear Regression with Mediating variable.*

*The results showed that brand personality (sig.=0.001<0.05) had positively significant effect on brand equity, sales promotion (sig.=0.001<0.05) had negatively significant effect on brand equity, brand equity (sig.=0.003<0.05) had positively significant effect on consumer repurchase intention, brand equity as partial mediator was mediating both the effect of brand personality on consumer repurchase intention and the effect of sales promotion on consumer repurchase intention of Polo jersey.*

*Keywords : Brand Personality, Sales Promotion, Brand Equity, and Consumer Repurchase Intention*