

**ABSTRAK**

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *parent brand image* masing-masing terhadap *perceived fit*, *extension attitude*, dan *repurchase behavior extension brand*, menganalisis pengaruh *perceived fit* masing-masing *extension attitude* dan *extension brand image*, menganalisis pengaruh *extension attitude* masing-masing terhadap *extension brand image* dan *repurchase behavior extension brand*, serta menganalisis pengaruh *extension brand image* terhadap *repurchase behavior extension brand*. Populasi penelitian adalah manajer pemasaran, manajer pembiayaan, dan Kepala Kantor Cabang Bank Syariah di Jawa Timur yang telah menjadi nasabah produk penjaminan pembiayaan di PT. Jaminan Pembiayaan Askrindo Syariah, dengan jumlah sampel sebanyak 144 responden. Teknik analisis menggunakan *Partial Least Square* dengan bantuan *software* SmartPLS 2. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan antar variabel *parent brand image*, *perceived fit*, *extension attitude*, *extension brand image*, dan *repurchase behavior extension brand*. Pengaruh yang tidak signifikan hanya terjadi pada hubungan *parent brand image* dan *repurchase behavior extension brand*, yang disebabkan pelanggan dalam memutuskan menggunakan merek ekstensi (Askrindo Syariah) lebih memperhatikan bagaimana pengalaman sebelumnya menggunakan merek ekstensi tersebut, tidak memperhatikan bagaimana pengalamannya pada waktu menggunakan Askrindo sebagai merek induk.

**Kata kunci:** *parent brand image*, *perceived fit*, *extension attitude*, *extension brand image*, *repurchase behavior extension brand*, Askrindo Syariah.

## ABSTRACT

The purpose of this study was to analyze the effect of parent brand image to perceived fit, extension attitude, and repurchase behavior extension brand, analyze the effect of perceived fit to extension attitude and extension brand image, analyze the effect of extension attitude to extension brand image and repurchase behavior, and to analyze the effect of extension brand image to repurchase behavior. The study population were marketing manager, finance manager, and head office of Sharia Bank in East Java who are customers PT. Askrindo Syariah, with a total sample of 144 respondents. Technical analysis using Partial Least Square with software of SmartPLS 2. The results showed that a significant effect between parent brand image, perceived fit, attitude extension, extension brand image and repurchase behavior. No significantly effect only in relation parent brand image and repurchase behavior.

**Keywords:** parent brand image, perceived fit, attitude extension, extension brand image, brand extension repurchase behavior, Askrindo Syariah.