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Major Marketing
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**THE EFFECT OF CONSUMERS' PERSONAL RECIPROCITY TOWARDS FUTURE
PURCHASE INTENTION; A STUDY OF SMARTPHONE USERS IN JAKARTA**

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Objectives

The purpose of this paper is to explore whether there are any significant effect of personal reciprocity affected from the brand trust, brand loyalty and product familiarity towards the future purchase intention.

Method

The author used 5 statistical calculations in this study that is Cronbach's Alpha which is used to check the reliability, Confirmatory Factor Analysis to check the validity of the questions of each variable, Pearson Correlation to check the correlation between variables for regression. Cross Tabulation for the demographic segment and the Linear Regression to provide the result and the correlation of the variables in the study in regard to personal reciprocity in smartphone study.

Research and Conclusion

The result indicates that there is a linear relationship between brand trust and product familiarity towards personal reciprocity. No linear relationship between brand loyalty and personal reciprocity. Furthermore, there is a linear relationship between personal reciprocity towards future purchase intention.

Practical Implications

Marketers will be able to emphasize more on the importance of consumer's reciprocal relationship towards a product/brand.

Keywords,

Brand Trust, Brand Loyalty, Product Familiarity, Personal Reciprocity and Future Purchase Intentions.