

## ABSTRAK

Pada era revolusi industri 4.0 saat ini, variasi produk ataupun merek meningkat di pasaran. Salah satu buktinya yakni menjamurnya produk-produk pesaing merek nasional yakni *private label* yang didominasi oleh jenis *food*. Alfamart dan Indomaret sebagai pemain utama dalam sektor minimarket di Indonesia mengeluarkan produk *food-private label* dengan merek dagang Alfamart dan Indomaret. Penelitian ini bertujuan untuk melihat pengaruh harga, citra ritel, serta promosi oleh peritel terhadap keputusan pembelian dan *perceived value* konsumen *food-private label*.

Metode pengolahan data dalam penelitian ini menggunakan PLS-SEM dan analisis kualitatif dengan melakukan interpretasi data yang diperoleh. Pengambilan sampel dilakukan dengan menggunakan metode *purposive sampling* serta jumlah sampel (responden) yang digunakan sebanyak 120 orang. Kriteria responden dalam penelitian ini yakni konsumen produk *food-private label* Alfamart dan Indomaret yang berusia 17 tahun ke atas, pernah membeli/mengonsumsi produk dalam kurun 3 bulan terakhir, serta berdomisili di Kabupaten Sleman.

Berdasarkan penelitian ini, didapatkan hasil bahwa variabel yang paling berpengaruh terhadap keputusan pembelian produk *food-private label* yakni promosi. Sedangkan variabel yang paling berpengaruh terhadap *perceived value* konsumen *food-private label* yakni citra ritel. Kesimpulan yang dapat diambil yakni industri ritel dapat mempertimbangkan untuk menimbang serta mengevaluasi strategi promosi serta citra ritelnya dalam rangka meningkatkan impresi pasar.

Kata kunci: harga, citra ritel, promosi, *food-private label*, keputusan pembelian, *perceived value*

## ABSTRACT

In the current era of the industrial revolution 4.0, the variety of products or brands is increasing in the market. It's been proven by the proliferation of competing products for national brands that are private labels, which are dominated by food products. Alfamart and Indomaret as the major players in the minimarket sector in Indonesia launch the food-private label products with brand Alfamart and Indomaret. This study aims to examine the effect of price, retail image, and promotion by retailers on purchasing decision and perceived value of food-private label consumers.

Sampling was carried out using purposive sampling method and the number of samples (respondents) used were 120 people. The respondent's criteria in this study were consumers of food-private label Alfamart and Indomaret products aged 17 years and over, make a purchase or consumed the products in the last 3 months, and domiciled in Sleman Regency.

Based on this study, it was found that the most influential variable on purchasing decisions for food-private label products was promotion. Meanwhile, the variable that most influences the perceived value of food-private label consumers is retail image. The conclusion that can be drawn is that the retail industry can consider and evaluate its promotional strategy and retail image in order to increase the impression of the market.

**Keywords:** price, retail image, promotion, food-private label, purchasing decision, perceived value