

**PENGARUH *STORE IMAGE* DAN MEREK NASIONAL TERHADAP
PRIVATE LABEL BRAND QUALITY DAN *PRIVATE LABEL BRAND AFFECTIVE***

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Abstrak

Private label brand ditawarkan peritel sebagai produk substitusi non *private label* dengan harga yang lebih rendah. *Private label brand* dapat berkembang dengan baik saat toko yang menjual *private label brand* memiliki citra yang baik. Citra yang baik dari sebuah toko penjual *private label* akan berkontribusi pada peningkatan persepsi kualitas maupun afeksi konsumen. Penelitian dilakukan pada 200 orang konsumen yang pernah melakukan pembelian *private label brand* Matahari. Metode analisis data yang digunakan adalah analisis regresi.

Hasil penelitian menunjukkan bahwa: 1) *Service, convenience, quality, selection/variety, price/value, atmosphere*, serta kesadaran akan merek nasional, kesesuaian antara merek nasional dengan *private label*, dan kesesuaian antara merek nasional dengan citra toko memiliki pengaruh terhadap persepsi kualitas konsumen pada *private label* merek Matahari; 2) *Service, convenience, quality, selection/variety, price/value, atmosphere*, serta kesadaran akan merek nasional, kesesuaian antara merek nasional dengan *private label*, dan kesesuaian antara merek nasional dengan citra toko memiliki pengaruh terhadap afeksi konsumen pada *private label* merek Matahari.

Kata kunci: *private label brand, store image, quality* dan *affective*

IMPACT OF STORE IMAGE AND NATIONAL BRANDS ON PRIVATE LABEL BRAND QUALITY AND PRIVATE LABEL BRAND AFFECTIVE

Abstract

Private label brands are offered by retailers as non-private label substitution products at lower prices. Private label brands can develop well when stores that sell private label brands have a good image. A good image of a private label retailer stores will contribute to increasing the perception of quality and consumer affection. The study was conducted on 200 consumers who had bought a private label brand Matahari. The data analysis method used is regression analysis.

The results showed that: 1) Service, convenience, quality, selection / variety, price / value, atmosphere, and awareness of national brands, conformity between national brands and private labels, and suitability between national brands and store images have an influence on perceived quality consumers on the Matahari private label brand; 2) Service, convenience, quality, selection / variety, price / value, atmosphere, and awareness of national brands, conformity between national brands and private labels, and suitability between national brands and store images have an influence on consumer affection on the Matahari private label brand.

Keywords: *private label brand, store image, quality dan affective*