



ABSTRAK

Tujuan dari penelitian ini adalah untuk menguji pengaruh dari persepsi risiko; persepsi risiko fungsional, persepsi risiko finansial, persepsi risiko fisik, dan persepsi risiko psikologis pada niat beli produk merek toko konsumen di Indonesia. Data penelitian diperoleh melalui penyebaran kuesioner daring dari 200 responden yang tersebar di seluruh Indonesia dan belum pernah membeli produk merek toko. Terdapat 4 hipotesis dalam penelitian ini dan keempat hipotesis tersebut dianalisis menggunakan Metode Analisis Regresi Berganda melalui perangkat lunak SPSS.

Hasil penelitian menunjukkan bahwa empat persepsi risiko yang teridentifikasi terbukti berpengaruh negatif signifikan pada niat beli produk merek toko. Hasil penelitian ini diharapkan dapat memberikan wawasan kepada para pelaku bisnis di industri retail dalam mengembangkan produk merek toko mereka di Indonesia.

Kata kunci: persepsi konsumen, persepsi risiko, risiko fungsional, risiko finansial, risiko fisik, risiko psikologis, niat beli



ABSTRACT

The purpose of this study is to examine the effect of perceived risk; perceived functional risk, perceived financial risk, perceived physical risk, and perceived psychological risk on the purchase intention of consumer private label products in Indonesia. The research data were obtained through the distribution of online questionnaires from 200 respondents that spread through Indonesia and had never bought a private label product. There are 4 hypotheses in this study and the four hypotheses were analyzed using analyzed using the Multiple Regression Analysis Method through the SPSS software.

The results show that four identified perceived risk were proven to have a significant negative effect on the purchase intention of private label products. The results of this study are expected to provide insight to business people in the retail industry in developing their private label products in Indonesia.

Keywords: consumer perception, risk perception, functional risk, financial risk, physical risk, psychological risk, purchase intention