

Pengaruh karakteristik produk terhadap intensi pembelian produk private label Carrefour = The effect of product characteristics on purchase intention of Carrefour private label

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Abstrak

Persaingan yang semakin ketat dalam pasar ritel modern mendorong sejumlah peritel melakukan differensiasi melalui kepemilikan produk private label. Tujuan karya tulis ini adalah untuk mengetahui pengaruh karakteristik produk (product involvement, type of product, dan switching cost) terhadap intensi pembelian produk private label Carrefour dan pengaruh store image sebagai variabel covariate dalam hubungan antara karakteristik produk dengan intensi pembeli produk private label Carrefour. Penelitian ini melibatkan 180 responden yang dipilih dengan metode random sampling dan pengujian hipotesis dilakukan dengan analisis kovariat.

Hasil penelitian menyimpulkan bahwa karakteristik produk berpengaruh terhadap intensi pembelian produk private label Carrefour dan store image tidak memiliki pengaruh sebagai variabel covariate dalam hubungan antara karakteristik produk dengan intensi pembelian produk private label Carrefour.

.....The tight competition in the modern retail market encourages retailers to do differentiation through the ownership of private label products. The purpose of this paper is to investigate the influence of products characteristics (product involvement, type of product, and switching costs) on purchase intention of Carrefour's private label products and the influence of store image as a covariate variable in the relationship between characteristics of the product and the purchase intention of Carrefour's private label products. The study was a quantitative research and used analysis of covariate as the analysis method.

The research concluded that the product characteristics influence the purchase intention of Carrefour's private label products and store image as a covariate variable had no influence on the relationship between characteristics of product and the purchase intention of Carrefour's private label products.