

Pengaruh store image dan store brand price image terhadap store brand purchase intention studi kasus: Private Brand Carrefour = The effects of store image and store brand price image on store brand purchase intention study on Private Brand Carrefour

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Abstrak

Carrefour merupakan retailer kedua terbesar di dunia setelah Walmart dan memiliki banyak produk private brand mulai dari produk elektronik, makanan, minuman sampai produk rumah tangga. Penelitian dengan desain riset eksploratori dan deskriptif ini bertujuan untuk mengetahui pengaruh variabel store image dan store brand price image terhadap purchase intention. Responden penelitian ini adalah 185 orang yang tahu atau pernah membeli produk private brand Carrefour dalam tiga bulan terakhir. Model penelitian dengan tujuh hipotesis diuji menggunakan Structural Equation Modelling (SEM). Hasil penelitian menyatakan bahwa hanya variabel store image perception dan store brand perceived risk yang memiliki pengaruh terhadap purchase intention. Penelitian ini juga menyatakan bahwa store brand perceived risk memiliki pengaruh negatif terhadap variabel store brand price images.

.....Carrefour is the second largest retailer in the world after Walmart and have many private brand products ranging from electronic products, food, beverages to household products. The purpose of this exploratory and descriptive research is to identify the effect of store image and store brand price image dimensions on store brand purchase intention. Research respondents are 185 persons who know or already bought Carrefour private brand for minimum three months. The seven hypotheses research model is then tested with Structural Equation Modeling (SEM). The result of this research shows only store image and store brand perception perceived risk that has an influence on purchase intention. The study also states that the store brand perceived risk has a negative effect on the variable price store brand images.