

Analisis pengaruh store image dan store brand price image terhadap purchase intention pada private label brand di Indonesia : studi kasus Watsons Personal Care Indonesia = Analysis effects of store image and store brand price image on purchase intention private label brand in Indonesia : study case Watsons Personal Care Indonesia

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Abstrak

Skripsi ini membahas tentang pengaruh store image dan store brand price-image terhadap purchase intention pada produk private label brand. Dengan menggunakan metode statistik structural equational model menginvestigasi pengaruh langsung dari store image dan store brand price-image serta meneliti pengaruh tidak langsung dari perceived risk terhadap purchase intention pada suatu produk private label. Hasil penelitian menunjukkan bahwa store image dan store brand price image memiliki efek positif dan berpengaruh langsung terhadap purchase intention tanpa melalui perceived risk. Implikasi bagi manajerial dan pembuat kebijakan terkait strategi untuk produk private label brand juga dibahas.

*This thesis discusses the influence of store image and store brand price-image on purchase intention of private label brand products. Using statistical methods to investigate structural equational model of direct effects of store image and store brand price-image and the indirect effect of perceived risk on purchase intention in a private label product, the results showed that the store price image and store brand image has a positive effect and directly influence the intention to purchase without going through perceived risk. Implications for managerial and policy makers related strategies for private label brand products will also be discussed.*