

Pengaruh store reputation store commercial image dan store price image terhadap pembentukan private label brand equity: studi kasus pada produk toko merek giant dari giant hypermarket = The influence of store reputation store commercial image and store price image on private label brand equity case study store brand of giant hypermarket

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Abstrak

Giant Hypermarket merupakan jenis pasar serba ada yang dibuat dengan format modern. Didalam Giant hypermarket dijual berbagai macam produk dan merek. Dalam penjualan berbagai macam produk, Giant Hypermarket memberi merek nama produknya dengan nama Giant atau disebut dengan store brand atau private label brand. Dengan adanya berbagai macam merek yang dijual oleh Giant Hypermarket, hal ini akan membuat persaingan diantara produk merek manufaktur dengan produk merek Giant. Dalam memenangkan persaingan merek maka Giant Hypermarket harus dapat mengetahui ekuitas produk merek tokonya. Komponen - komponen yang membentuk ekuitas merek diantaranya persepsi kualitas, kesadaran merek/asosiasi merek, dan loyalitas merek.

Dari latar belakang permasalahan di atas, tujuan dari penelitian ini adalah mengetahui bagaimana pengaruh reputasi toko, citra komersial toko, dan citra harga toko terhadap pembentukan ekuitas produk merek toko. Penelitian menggunakan kuesioner dengan metode pengumpulan data yaitu mall intercept interviews dengan responden sebanyak 200 responden. Teknik analisis yang digunakan Structural Equation Modelling (SEM). Hasil penelitian menunjukkan bahwa reputasi toko, citra komersial toko, dan citra harga toko berpengaruh positif terhadap persepsi kualitas dan kesadaran merek. Selanjutnya adanya hubungan yang positif antara persepsi kualitas dan kesadaran merek terhadap loyalitas merek. Dalam pembentukan ekuitas produk merek toko, maka terdapat hubungan positif diantara persepsi kualitas, kesadaran merek, dan loyalitas merek terhadap ekuitas produk merek toko. Penelitian ini diharapkan dapat memberikan informasi bagi para ritel untuk meningkatkan persaingan pada produk-produk merek tokonya.

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Giant Hypermarket is a type of convenience market which create in modern format. In Giant hypermarket sold varieties of products and brands. In selling varieties of products, Giant Hypermarket give brand name of the product by named of Giant which called store brand or private label brand. With the wide varieties of brands sold by Giant Hypermarket, it will create competition among manufacturing brands with the Giant brand products. In the competition to win the Giant Hypermarket brand should be able to find out the store brand equity products. The components of brand equity such as perceived quality, brand awareness / brand association, and brand loyalty.

From the background of the problems above, the purpose of this study was to determine the influence of store reputation, store commercial image, and store price image on equity Giant brand products. The study used a questionnaire method of data collection which a mall intercept interviews with respondents as much 200 respondents. The analysis technique used Structural Equation Modeling (SEM).

The results showed that store reputation, store commercial image, and store price image have positive effect on perceived quality and brand awareness. Furthermore, the existence of a positive relationship between

perceived quality and brand awareness to brand loyalty. In the formation of brand equity products store, then there is a positive relationship between perceived quality, brand awareness, and brand loyalty towards the private label brand equity products. This study is expected to provide information for the retailers to increase competition in private label brand products.