

ABSTRAK

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Program Studi : Manajemen Pemasaran
Judul : Pengaruh Persepsi Nilai Konsumen Terhadap Perilaku Pembelian
Private Label (Studi Kasus : Giant Hypermarket Poin Square
Lebak Bulus)

Pertumbuhan bisnis ritel semakin meningkat dengan bertambahnya jumlah peritel yang ada di Indonesia. Kehadiran para peritel ini memunculkan produk *private label* di Indonesia. *Private label* merupakan salah satu strategi yang digunakan oleh peritel agar dapat bersaing. Skripsi ini membahas mengenai persepsi nilai konsumen terhadap perilaku pembelian *private label*. Penelitian ini adalah penelitian kuantitatif yang menggunakan metode uji reliabilitas, analisis faktor, regresi berganda, dan uji *chi square*. Data yang dikumpulkan berasal dari survei terhadap pembeli *private label* Giant. Hasil penelitian menunjukkan keterlibatan, persepsi harga, pengenalan, dan persepsi risiko berpengaruh signifikan terhadap perilaku pembelian *private label*. Sementara itu, loyalitas merek dan persepsi kualitas tidak berpengaruh signifikan terhadap perilaku pembelian *private label*.

Kata Kunci : persepsi nilai, perilaku pembelian, *private label*

ABSTRACT

Name : Agustina Kurniawati Hadi
Study Program : Marketing Management
Title : The Influence of Consumer's Perceived Value Toward Buying
Behavior of Private Label (Study Case : Giant Hypermarket Poin
Square Lebak Bulus)

The growth of retail business has increased with the improvement of the number of retailers in Indonesia. These retailers emerge private label in Indonesia. Private label is one of the retailer's strategy to compete in the business. This thesis examines about the influence of consumer's perceived value toward buying behavior of private label. This research are quantitative and using reliability test, factor analysis, multiple regression, and chi square. The data were collected by survey of Giant's private label consumer. The result shows that involvement, price perception, familiarity, and perceived risk have influenced buying behavior of private label. Meanwhile, brand loyalty and quality perception have not influenced buying behavior of private label.

Key Words : perceived value, buying behavior, private label