

Analisis pengaruh store image, store brand price image dan store brand perceived risk sebagai variabel mediasi terhadap store brand purchase intention pada produk store brand ritel watsons = Analysis of the influence store image store brand price image and store brand perceived risk as mediating variable on purchase intention of store brand product watsons

Sibarani, Mentari, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20402776&lokasi=lokal>

Abstrak

Store brand merupakan salah satu strategi yang diterapkan oleh peritel untuk dapat bersaing di pasar. Terdapat beberapa faktor yang digunakan untuk menjelaskan perilaku pembelian store brand. Berdasarkan penelitian sebelumnya, store image, store brand price image dan perceived risk berpengaruh terhadap purchase intention produk store brand. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh store image, store brand price image dan perceived risk terhadap purchase intention produk store brand Watsons. Penelitian menggunakan metode Structural Equation Modeling (SEM) untuk menguji hipotesis penelitian. Teknik pengumpulan data dengan cara survei melalui kuesioner. Populasi dan sampel dalam penelitian adalah pengunjung ataupun pembeli di ritel Watsons JABODETABEK dengan jumlah sampel sebanyak 180 responden yang dipilih secara acak. Hasil dari penelitian menunjukkan bahwa store image perceptions dan store brand price image berpengaruh positif terhadap store brand purchase intention.

.....Store brand is one of retailer's strategy to be competitive in the market. Several factors have been underlined to explain store brands' (SBs) purchase behavior. Based on previous research, store image, store brand price image and perceived risk have an influence toward store brand purchase intention. The purpose of this study was to examine the effect store image, store brand price image and perceived risk on purchase intention of store brand products Watsons. A research using Structural equation modeling to test the hypothesized relationships. Methods of data collection by survey techniques. Populations and samples in this study are the visitor or buyer at 'Drugstore Watsons' JABODETABEK, with a total sample of 180 respondents were randomly selected. The result of this study shows that store image perceptions and SB price-image positif influence significantly SB purchase intention.