

Analisis pengaruh store image dan anchor brand terhadap private label brand di Matahari Department Store = The analysis of store image and anchor brand influences to private label brand at Matahari Department Store

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Abstrak

Tesis ini membahas tentang pengaruh store image dan anchor brand terhadap private label brand di Matahari Department Store. Dimensi store image yang mempengaruhi private label brand quality dan affective (liking) adalah service, convenience, product quality, dan variety. Sedangkan kehadiran anchor brand tidak mempengaruhi private label brand di Matahari Department Store secara signifikan. Konsumen membedakan private label brand dengan anchor brand di Matahari Department Store. Private label brand dinilai sebagai produk tersendiri yang diproduksi dengan harga terjangkau namun dengan model dan kualitas yang menyerupai anchor brand.

The focus of this study is to investigate the influences of store image and anchor brand to private label brand at Matahari Department Store. Several dimensions of store image significantly influenced private label brand quality and affective (liking), included service, convenience, product quality, and variety. Whereas the presence of anchor brand at Matahari Department store does not significantly influence private label brand. The consumer distinguished the private label brand and anchor brand at Matahari Department Store. Private label brand is assumed as a separated product with affordable price but the model and quality has a similarity with anchor brand.