

# Analisis pengaruh brand awareness quality inference terhadap consumer's identification dengan store brands pada konsumen quality conscious dan non quality conscious: studi kasus pada Carrefour Indonesia = The influence of brand awareness quality inference to consumer's identification with store brands for quality conscious and non quality conscious consumers: case study at Carrefour Indonesia

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## Abstrak

[Penelitian ini bertujuan untuk mengetahui pengaruh brand awareness-quality inference pada store brands terhadap consumer's identification pada store brands dengan memasukkan variabel perceived functional risk, perceived value, consumer's satisfaction. Data penelitian ini didapat dengan menyebarkan kuesioner secara offline kepada konsumen produk makanan store brands Carrefour kurang dari tiga bulan sejak kuesioner ini diberikan. Pada penelitian ini responden dibagi menjadi dua kelompok, kelompok QC yang menitikberatkan pada kualitas dan kelompok NQC yang tidak begitu memperhatikan kualitas. Hasil penelitian ini menunjukkan bahwa brand awareness-quality inference pada store brands berpengaruh positif yang signifikan kepada perceived functional risk pada kedua kelompok responden. Perceived functional risk berpengaruh positif yang signifikan kepada perceived value pada kedua kelompok, dan berpengaruh positif yang signifikan kepada consumer's satisfaction pada kelompok QC dan NQC. Perceived value berpengaruh positif yang signifikan kepada consumer's satisfaction dan consumer's identification. Consumer's satisfaction berpengaruh positif yang signifikan pada consumer's identification.

.....This research aims to analyzes the effect of brand awareness-quality inference with store brands to consumer's identification toward store brands with adding variables, such as perceived functional risk, perceived value, consumer's satisfaction. Data for this research was taken offline questionnaire that selfadministrated

by consumer who made purchased or consumed Carrefour's store brand products within the last three months since she/he receives this questionnaire and responsible with groceries shopping in the household. In this research, respondents are classified into two groups, QC group who consist of people who conscious with quality of the product and NQC group who consist of people who not very put attention with product's quality. The result of this

research shows that brand awareness-quality inference with store brand positively affect perceived functional risk for both groups. Perceived functional risk positively affect perceived value for both groups, and positively affect consumer's satisfaction for QC and NQC group. Perceived value positively affect consumer's satisfaction and consumer's identification. Last, consumer's satisfaction positively affects consumer's identification., This research aims to analyzes the effect of brand awareness – quality inference with store brands to consumer's identification toward store brands with adding variables, such as perceived functional risk, perceived value, consumer's satisfaction. Data for this research was taken offline questionnaire that selfadministrated by consumer who made purchased or consumed Carrefour's store brand products within the last three months since she / he receives this

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