

# Pengaruh store image dan service quality gerai ace hardware terhadap repurchase intention pada private label brand image krisbow = The effect of store image and service quality on ace hardware outlets to repurchase intention in the private label brand image krisbow

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## Abstrak

Strategi private label brands digunakan oleh berbagai bisnis ritel, termasuk ritel home improvements. Penelitian ini bertujuan untuk mengetahui pengaruh store image dan service quality di gerai ACE HARDWARE terhadap repurchase intention pada private label brand image KRISBOW. Data penelitian ini berasal dari kuesioner yang melibatkan 220 sampel responden. Analisa data menggunakan structural equation model (SEM) membuktikan bahwa store image berpengaruh positif terhadap private label brand (PLB) image, PLB image berpengaruh terhadap perceived risk, serta service quality dan price consciousness berpengaruh langsung dan positif terhadap repurchase intention. Faktor terbesar yang mempengaruhi repurchase intention adalah price consciousness.

.....The strategy of private label brands is used by a variety of retail businesses, including retail home improvements. Therefore, this study aims to determine the effect of store image and service quality on ACE HARDWARE outlets to repurchase intention in the private label brand image KRISBOW. This research data derived from the questionnaire that involving sample of 220 respondents. Analysis of data using structural equation modeling (SEM) to prove that the store image has positive effects on the private label brand (PLB) image, PLB image has effect on the perceived risk, service quality and price consciousness has direct and positive effect on the repurchase intention. The biggest factor affecting repurchase intention is price consciousness