ABSTRAK

Persaingan bisnis ritel khususnya minimarket, dapat memperkecil kemungkian konsumen untuk loyal pada satu toko. Produk merek toko (*store brand*) muncul sebagai salah satu solusi yang diharapkan dapat memberikan profit sekaligus meningkatkan loyalitas konsumen. Berdasarkan hasil studi Nielsen bahwa pandangan konsumen Indonesia akan merek *private label* atau merek toko semakin membaik, namun keinginan untuk membeli masih kurang. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh langsung *perceived risk*, *perceived quality*, familiaritas dan *shelf space* terhadap niat beli produk *store brand* Indomaret di Surabaya.

Penelitian ini dilakukan menggunakan metode kuantitatif dengan pendekatan survei. Sebanyak 150 responden diambil melalui teknik *purposive sampling* dan ditentukan sebagai sampel. Data yang digunakan adalah data primer dan sekunder dengan teknik pengumpulan data melalui penyebaran kuesioner dan studi literatur. Analisis data dan uji hipotesis menggunakan regresi linier berganda. Hasil penelitian ini menunjukkan bahwa *perceived risk* berpengaruh negatif dan signifikan terhadap niat beli produk *store brand*. Sedangkan *perceived quality*, familiaritas, dan *shelf space* terbukti berpengaruh positif dan signifikan.

Kata kunci: *Store brand*, *perceived risk*, *perceived quality*, familiaritas, *shelf space*, niat beli.

ABSTRACT

Retail bussiness competition especially minimarket, can reduce the possibility of consumers to be loyal in one store. Store brand products appear as one of the solutions are expected to provide profits and increase customer loyalty. Based on the result of the Nielsen study showed that the Indonesian consumers view on the private label brand or store brand is getting better, but the desire to purchase is still lacking. The purpose of this research is to know the direct effect of perceived risk, perceived quality, familiarity and shelf space to purchase intention store brand products Indomaret in Surabaya.

This research was conducted using a quantitative method with survey approach. A total of 150 respondents taken by purposive sampling technique and determined as a sample. The data used are primary and secondary data through of data collection techniques by distributing questionnaires and literature study. Data analysis and hypothesis testing using multiple linear regression. The results of this research show that perceived risk is significant and negative effect on purchase intention store brand products. While perceived quality, familiarity, and shelf space proved positive and significant effect.

Keywords: Store brand, perceived risk, perceived quality, familiarity, shelf space, purchase intentions.