

ABSTRAK

Pasar sendiri diklasifikasikan menjadi dua jenis yaitu pasar tradisional dan pasar modern. Pasar tradisional adalah tempat bertemunya penjual dan pembeli serta ditandai dengan adanya transaksi penjual pembeli secara langsung dan biasanya ada proses tawar-menawar. Seiring dengan berkembangnya zaman, hadir pasar modern yang tidak banyak berbeda dari pasar tradisional, namun pasar jenis ini penjual dan pembeli tidak bertransaksi secara langsung melainkan pembeli melihat label harga yang tercantum dalam barang (barcode), berada dalam bangunan dan pelayanannya dilakukan secara mandiri (swalayan) atau dilayani oleh pramuniaga. Di Indonesia ada beberapa ritel modern seperti *minimarket*, *supermarket*, *hypermarket*, *departement store*, dan masih banyak bentuk ritel lainnya.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Store Image* terhadap *Repurchase Intentions* melalui *Perceived Quality*, *Trust in Private Label*, dan *Perceived Value*. Manfaat yang diharapkan dari penelitian ini adalah seberapa besar pengaruh *Store Image* dalam meningkatkan *Repurchase Intentions* sehingga akan menciptakan suatu loyalitas pada tiap pelanggan produk *Private Label* Indomaret Surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 100 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, dan pernah membeli produk *Private Label* Indomaret di Surabaya sebanyak dua kali dalam satu bulan terakhir.

Hasil penelitian ini menunjukkan bahwa variabel *Store Image* berpengaruh signifikan terhadap *Perceived Quality* dengan koefisien regresi sebesar 0.778; variabel *Store Image* tidak berpengaruh signifikan terhadap *Trust in Private Label* dengan koefisien regresi sebesar 0.053; variabel *Perceived Quality* berpengaruh signifikan terhadap *Trust in Private Label* dengan koefisien regresi sebesar 0.215; variabel *Perceived Quality* tidak berpengaruh signifikan terhadap *Perceived Value* dengan koefisien regresi sebesar 0.01; variabel *Trust in Private Label* tidak berpengaruh signifikan terhadap *Perceived Value* dengan koefisien regresi sebesar 0.71; variabel *Perceived Quality* tidak berpengaruh signifikan terhadap *Repurchase Intentions* dengan koefisien regresi sebesar 0.01; variabel *Trust in Private Label* tidak berpengaruh signifikan terhadap *Repurchase Intentions* dengan koefisien regresi sebesar 0.267; variabel *Perceived Value* berpengaruh signifikan terhadap *Repurchase Intentions* dengan koefisien regresi sebesar 0.685.

Kata kunci: *Store Image*, *Perceived Quality*, *Trust in Private Label*, *Perceived Value*, *Repurchase Intentions*, dan produk *Private Label*

ABSTRACT

Market is classified into two types, traditional and modern. Traditional market is a place where sellers and buyers meet and are characterized by direct buyer seller transactions and usually a bargaining process. As the time goes on, there is modern market that look similar to traditional market, the different is in modern market there is no direct interaction between buyer and seller. Buyer can see the barcode to get know about the price, is in the building, and it is self service or being served by a salesperson. There are some modern ritail in Indonesia such as minimarket, supermarket, hypermarket, department store, and many more.

The purpose of this research was to determine how the effect of Store Image and Repurchase Intentions influenced by Perceived Quality, Trust in Private Label, and Perceived Value. Expected benefit from this research is how much the influence of Store Image has on increasing Repurchase Intentions that will create loyalty to each Indomaret Surabaya Private Label produk costumer

This study is causal research. The method used in this research is quantitative methods of processing the data using AMOS. Data was collected by distributing questionnaires to 125 respondents which characteristics of male and female respondents aged 18-60 years and have eaten at Domicile Kitchen and Lounge in Surabaya twice in the last one year.

The results of this study indicate that the *Store Image* variable has a significant effect on *Perceived Quality* with a regression coefficient of 0.778; *Store Image* variable does not significantly influence *Trust in Private Label* with a regression coefficient of 0.053; *Perceived Quality* variable has a significant effect on *Trust in Private Label* with a regression coefficient of 0.215; *Perceived Quality* variable has no significant effect on *Perceived Value* with a regression coefficient of 0.01; the variable *Trust in Private Label* has no significant effect on *Perceived Value* with a regression coefficient of 0.71; *Perceived Quality* variable has no significant effect on *Repurchase Intentions* with a regression coefficient of 0.01; the variable *Trust in Private Label* has no significant effect on *Repurchase Intentions* with a regression coefficient of 0.267; *Perceived Value* variable has a significant effect on *Repurchase Intentions* with a regression coefficient of 0.685.

Key Word: *Store Image, Perceived Quality, Trust in Private Label, Perceived Value, Repurchase Intentions, and Private Label product*