

ABSTRAK

Seluruh retail bisnis di Indonesia telah membantu masyarakat dalam memenuhi kebutuhan mereka, salah satu bisnis retail yang sampai sekarang menjadi pilihan terbaik adalah Hypermart yang merupakan retail bisnis yang berasal dari Indonesia. Namun, tidak ada salahnya jika bisnis retail mengeluarkan produk mereka sendiri, strategi ini dinamakan private label. Salah satu private label Hypermart adalah Value Plus.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Store Image*, *Familiarity with PLB*, *PLB Perceived Quality*, *Perceived Risk*, dan *Price consciousness* terhadap *Attitude toward Private Label Brand* dalam membentuk *Willingness to re-buy* pada pelanggan Hypermart Manado. Manfaat yang diharapkan dari penelitian ini adalah memberikan kontribusi pada pengembangan teori dan penelitian pemasaran, serta bermanfaat bagi Shopee dalam menelaah pengaruh variabel *Store Image*, *Familiarity with PLB*, *PLB Perceived Quality*, *Perceived Risk*, dan *Price consciousness* terhadap *Attitude toward Private Label Brand* dalam membentuk *Willingness to re-buy*.

Penelitian ini merupakan penelitian dengan metode kuantitatif dengan pengolahan data menggunakan SPSS 21.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 100 responden dengan karakteristik responden pria dan wanita, berumur 18-60 tahun, berdomisili di Manado, pernah berbelanja secara langsung di Hypermart Manado minimal 2 kali dalam kurun waktu 6 bulan terakhir, pernah membeli dan mengonsumsi produk private label brand yang bernama "Value Plus" di Hypermart Manado minimal 2 kali dalam kurun waktu 6 bulan terakhir, pernah berinteraksi dengan karyawan Hypermart dan pernah membeli dan mengonsumsi/menggunakan produk merek lain.

Hasil penelitian menunjukkan bahwa variabel yang memiliki pengaruh terbesar adalah *Attitude toward Private Label Brand* terhadap variabel *Willingness to re-buy* sebesar 0,869; kemudian variabel yang memiliki pengaruh terbesar kedua adalah variabel *Familiarity with PLB* terhadap variabel *Perceived Risk* sebesar 0,638; terbesar ketiga variabel *Familiarity with PLB* terhadap variabel *PLB Perceived Quality* sebesar 0,579; terbesar keempat *Perceived Risk* terhadap variabel *Attitude toward Private Label Brand* yang memiliki pengaruh sebesar 0,442, terbesar kelima variabel *PLB Perceived Quality* terhadap variabel *Attitude toward Private Label Brand* sebesar 0,420, terbesar keenam variabel *Store Image* terhadap variabel *PLB Perceived Quality* sebesar 0,322; terbesar ketujuh variabel *Store Image* terhadap variabel *Perceived Risk* sebesar 0,259; dan terbesar kedelapan variabel *Price consciousness* terhadap variabel *Attitude toward Private Label Brand* sebesar 0,022.

Kata Kunci: *Store Image*, *Familiarity with PLB*, *PLB Perceived Quality*, *Perceived Risk*, dan *Price consciousness*

ABSTRACT

All retail businesses in Indonesia have helped the community in meeting their needs, one of the retail businesses that until now has been the best choice is Hypermart which is a retail business originating from Indonesia. However, there is nothing wrong if retail businesses issue their own products, this strategy is called private label. One of Hypermart's private labels is Value Plus.

This study aims to determine how the influence of Store Image, Familiarity with PLB, PLB Perceived Quality, Perceived Risk, and Price consciousness on Attitude toward Private Label Brand in forming Willingness to re-buy to Hypermart Manado customers. The expected benefit from this research is to contribute to the development of marketing research and theory, and is useful for Hypermart in examining the influence of the variables Store Image, Familiarity with PLB, PLB Perceived Quality, Perceived Risk, and Price consciousness on Attitude toward Private Label Brand in forming Willingness to re-buy.

This research is a research with quantitative methods with data processing using SPSS 21.0. Data collection was carried out by distributing questionnaires to 165 respondents with the characteristics of male and female respondents aged 18-60 years, residing in Manado, have shopped directly at Hypermart Manado at least 2 times in the last 6 months, have purchased and consumed a private label brand product called "Value Plus" at Hypermart Manado at least 2 times in the last 6 months and have you ever bought, have you interact with Hypermart employees and have bought and consumed/used other brand's products.

The results showed that the variable that had the greatest influence is Attitude toward Private Label Brand with the Willingness to re-buy variable of 0.869; then the variable that has the second biggest influence is the Familiarity with PLB variable on the Perceived Risk variable of 0.638; the third largest variable Familiarity with PLB to the PLB Perceived Quality variable is 0.579; the fourth largest is Perceived Risk on the Attitude toward Private Label Brand variable which had an influence of 0.442, the fifth largest is the PLB Perceived Quality variable for the E-Satisfaction variable at 0.420, the sixth largest for the Store Image variable for the PLB Perceived Quality variable is 0.322; the seventh largest variable Store Image to the Perceived Risk variable is 0.259; and the eighth largest Price consciousness variable for the Attitude toward Private Label Brand variable is 0.022.

Keywords: *Store Image, Familiarity with PLB, PLB Perceived Quality, Perceived Risk, and Price consciousness*