



*Hak cipta dilindungi Undang-Undang*

## SUMMARY

MIRZAH FIKRIATI. The Analysis of Consumer's Perception, Attitude, and Behaviour to Private Brand Product of XYZ Supermarket. Supervised by HARTOYO and NETTI TINAPRILLA.

The tightly competition of grocery retail requires the players to constantly make innovation, one of them is making products under its own brand, which is known as a Private Brand. Nevertheless Private Brand hasn't been a primary choice of consumers even though its price is much cheaper than National Brand while its quality is good enough. That is likely influenced by consumer perception and attitude that hasn't known well of Private Brand products whereas perception plays important role in influencing consumer purchasing decision that research of consumer perception of private brand product is needed. This study aims to analyze the effect of consumer knowledge and promotional strategies toward perceptions, attitudes, and behaviors of consumers of private brand products as well as the effect of perception toward consumer attitude and effect of attitude toward consumer behaviour.

The analytical tools used were descriptive analysis to describe the distribution of respondents, perceptual mapping to map the position of each brand based on respondent's perception, and partial least squares analysis to determine the relationship among the latent variables and its indicators, and relationship among construct variables themselves. The results showed that the majority of respondents didn't plan to purchase private brand products and they easily switch to other brand when the private brand was not available. In addition the majority of respondents have a good knowledge of the private brand products unless in the case of manufacturer that produce private brand and its display shelf. Based on promotional aspect, promotion activities conducted on private brand considered as well accepted by consumers. Generally, consumer perception of product attributes of national brand is more positive than the attributes of private brand products XYZ and private brand products of other retailers, yet every category of private brand products have different perceptions between them.

PLS analysis results showed that the indicators of variabel used is valid and reliable that can measure fairly the construct variable. Evaluation of structural models (inner model) shows that both consumer knowledge and promotional strategies affected consumer perception insignificantly, yet they affected significantly the attitudes. Only promotional strategies were significantly influenced on consumer behavior. Beside that, consumer perception significantly influenced the attitudes and consumer attitude significantly influenced the consumer behavior.

Key words: partial least square, consumer behaviour, perception, private brand, attitude



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