

ABSTRAK

PENGARUH PERSEPSI KUALITAS, PERSEPSI HARGA, DAN SIKAP KONSUMEN TERHADAP NIAT BELI PRODUK *PRIVATE LABEL* (STUDI PADA PERUSAHAAN RETAIL DI KECAMATAN GOMBONG, KEBUMEN)

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Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh persepsi kualitas, persepsi harga, dan sikap konsumen terhadap niat beli produk *private label*. Populasi pada penelitian ini yaitu seluruh konsumen yang pernah melakukan pembelian dan mengetahui produk *private label* di Kecamatan Gombong, Kebumen. Teknik pengambilan sampel yang digunakan adalah metode *purposive sampling* dengan kriteria responden berusia lebih dari 17 tahun, melakukan pembelian produk *private label*, dan bersedia memberikan informasi. Sampel dalam penelitian ini sebanyak 120 responden. Teknik pengumpulan data menggunakan metode survei melalui kuesioner. Uji yang dilakukan yaitu uji instrumen, uji asumsi klasik, uji model penelitian, uji analisis regresi berganda, dan uji hipotesis dengan bantuan program SPSS versi 22 *for windows*. Hasil penelitian ini menghasilkan temuan bahwa: Persepsi kualitas berpengaruh tidak signifikan terhadap niat beli, Persepsi harga berpengaruh tidak signifikan terhadap niat beli, Sikap konsumen berpengaruh signifikan terhadap niat beli.

Kata kunci: Persepsi Kualitas, Persepsi Harga, Sikap Konsumen, Niat Beli

ABSTRACT

THE EFFECT OF PERCEIVED QUALITY, PRICE PERCEPTION, AND CONSUMER ATTITUDE TOWARDS BUYING PRIVATE LABEL PRODUCTS (STUDY IN RETAIL COMPANIES IN GOMBONG DISTRICT, KEBUMEN)

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This study aims to determine and analyze the effect of perceived quality, perceived price, and consumer attitudes on purchase intentions of private label products . The population in this study is all consumers who have made purchases and know about private label products in Gombang District, Kebumen. The sampling technique used was purposive sampling method with the criteria of respondents aged over 17 years, buying private label products , and willing to provide information. The sample in this study were 120 respondents. Data collection techniques using survey methods through questionnaires . Tests carried out are instrument tests, classic assumption tests, research model tests, multiple regression analysis tests, and hypothesis testing with the help of the SPSS version 22 for windows program . The results of this study produce findings that: Perception of quality does not significantly influence purchase intention, Perception of price does not significantly influence the intention to buy, Consumer attitudes significantly influence purchase intentions.

Keywords: Perceived Quality, Price Perception, Consumer Attitude, Purchase Intention