

## **ABSTRACT**

*The existence of products with private label brands is a priority for the retailer, because in addition to helping to increase the number of visits and sales in the store, it can also increase customer loyalty. The rapid development of private labels can be seen from the increasing number of types of private label products being marketed. But the development of sales of private label products at Alfamidi in 2017 is still not satisfactory and tends to stagnate. The condition of the consumption level of Alfamidi's private label products is still low, even though the company has approached various promotional activities. In this study is to obtain a model of repurchase intention and to know the effect of brand awareness, brand association, perceived quality, brand loyalty on the intention to repurchase private label products . This research was conducted with a quantitative approach and data collection techniques for questionnaires surveying 100 respondents at the Alfamidi research site in Tangerang City. The results showed that there was a significant influence between brand awareness, brand association, perceived quality, brand loyalty towards the intention to repurchase private label products . However, there is a negative relationship between brand awareness and repurchase intention. The contributions of the four variables amounted to 47.4% towards the intention to repurchase. This indicates that there are still 52.6% of other variables that are factors in influencing the intention to repurchase . This indicates that the brand is not a major consideration for consumers in buying private label products at Alfamidi stores . There are other factors such as products, prices, places, promotions and distribution channels.*

**Keywords:** Repurchase Intention, Brand Awareness, Brand Association, Quality Perception, Brand loyalty.

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Keberadaan produk dengan merek *private label* menjadi prioritas tersendiri bagi para ritailer, karena selain dapat membantu untuk meningkatkan jumlah kunjungan dan penjualan di toko, juga dapat meningkatkan loyalitas pelanggannya. Perkembangan *private label* yang sangat pesat dapat terlihat dari semakin banyaknya jenis produk *private label* yang dipasarkan. Namun perkembangan penjualan produk-produk *private label* di Toko Alfamidi masih belum memuaskan dan cenderung stagnan perkembangannya secara nasional. Kondisi masih rendahnya tingkat konsumsi produk *private label* Alfamidi, padahal perusahaan telah melakukan pendekatan dengan berbagai aktivitas promosi. Berkaitan dengan hal tersebut tujuan dari penelitian ini adalah untuk mendapatkan model niat pembelian kembali dan mengetahui pengaruh kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek terhadap niat pembelian kembali produk *private label*. Penelitian ini dilakukan dengan pendekatan kuantitatif dan teknik pengumpulan datanya survey penyebaran kuisioner pada 100 responden di lokasi penelitian Toko Alfamidi di Kota Tangerang. Hasil penelitian menunjukkan bahwa adanya pengaruh signifikan antara kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek terhadap niat pembelian kembali produk *private label*. Namun terdapat hubungan yang negatif antara kesadaran merek dengan niat pembelian kembali. Adapun kontribusi dari keempat variabel tersebut sebesar 47.4% terhadap Niat Pembelian Kembali. Hal tersebut mengindikasikan masih terdapat 52.6% variabel lain yang menjadi faktor dalam mempengaruhi Niat Pembelian Kembali. Hal ini mengindikasikan bahwa merek bukan menjadi pertimbangan utama bagi konsumen dalam membeli produk *private label* di toko Alfamidi. Adanya faktor lain seperti produk, harga, tempat, promosi serta saluruan distribusinya.

Kata Kunci: Niat Pembelian Kembali, Kesadaran Merek, Asosiasi merek, Persepsi kualitas, Loyalitas merek.