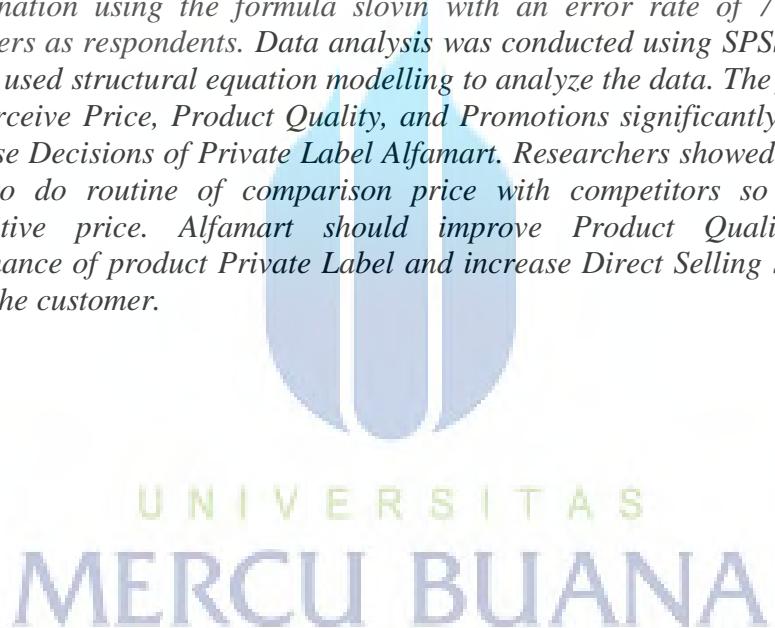


ABSTRACT

The phenomena that occur in the enterprise where sales targets are not achieved, the contribution of the sales decline, the product quality is not standard and promotional costs has not been effective. This study aims to analyze the influence of Perceived Price, Product Quality and Promotion to Purchase Decision of Private Label Alfamart at Tangerang City. This study is quantitative with Cross-Sectional (One Snapshot) method and the collected data obtained from questionnaires and documents. A total of 37.500 customers were distributed to 10 Alfamart stores around Tangerang City, especially the stores of the highest Sales Per Day (SPD) and the highest Struck Per Day (STD). The sampling method use nonprobability sampling and purposive sampling technique. The sample size determination using the formula slovin with an error rate of 7% which 208 consumers as respondents. Data analysis was conducted using SPSS for windows 22 and used structural equation modelling to analyze the data. The findings show that Perceive Price, Product Quality, and Promotions significantly influence the Purchase Decisions of Private Label Alfamart. Researchers showed that Alfamart needs to do routine of comparison price with competitors so it can make competitive price. Alfamart should improve Product Quality especially performance of product Private Label and increase Direct Selling strategies that satisfy the customer.



Keywords : Perceived Price, Product Quality, Promotion, Purchase Decision, Private Label

ABSTRAK

Latar belakang penelitian berdasarkan fenomena yang terjadi dalam perusahaan dimana target sales tidak tercapai, kontribusi sales *private label* mengalami penurunan, kualitas produk tidak standar dan biaya promosi belum berjalan efektif. Penelitian ini bertujuan untuk menganalisis pengaruh Persepsi Harga, Kualitas Produk dan Promosi terhadap Keputusan Pembelian *Private Label* Alfamart di wilayah Kota Tangerang. Penelitian bersifat kuantitatif dengan metode Survey *Cross-Sectional (One Snapshot)* dan teknik pengumpulan data berdasarkan kuesioner dan dokumen. Populasi seluruh konsumen yang terdistribusi dari 10 toko Alfamart wilayah kota Tangerang dengan kriteria Sales Per Day (SPD) dan Struk Per Day (STD) tertinggi berjumlah 37.500 orang. Metode pengambilan sample menggunakan metode *nonprobability sampling* dan teknik pengambilan sampel dengan menggunakan *purposive sampling*. Penentuan ukuran sampel menggunakan rumus Slovin dengan tingkat kesalahan 7% berjumlah 208 konsumen yang diambil sebagai responden. Data yang terkumpul dianalisa menggunakan SPSS versi 22. Analisa data dilakukan melalui analisis regresi linear berganda. Hasil penelitian ditemukan Persepsi Harga, Kualitas Produk dan Promosi secara signifikan berpengaruh terhadap Keputusan Pembelian Produk *Private Label* Alfamart. Peneliti menyarankan Alfamart perlu melakukan komparasi harga secara rutin terhadap kompetitor, sehingga Alfamart dapat menentukan harga yang kompetitif. Alfamart sebaiknya meningkatkan kualitas produk terutama kinerja produk *Private Label* dan strategi pemasaran langsung yang akan memuaskan konsumen.

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Kata Kunci : Persepsi Harga, Kualitas Produk, Promosi, Keputusan Pembelian
Private Label