

ABSTRAK

Muhammad Farhan, 2017; Pengaruh *Price* dan *Store Image* terhadap *purchase intention* dengan *product quality* sebagai *intervening* (*Survey potential consumer produk private label Carrefour di Buaran Plaza*). Skripsi, Jakarta: Konsentrasi Manajemen Pemasaran, Program Studi Manajemen, Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing: Dr. Mohamad Rizan SE, MM & Agung Kresnamurti Rivai P SE, MM.

Tujuan dari penelitian ini adalah: 1) Untuk mengetahui apakah *price* berpengaruh terhadap *purchase intention* produk *private label*. 2) Untuk mengetahui apakah *store image* berpengaruh terhadap *purchase intention* produk *private label*. 3) Untuk mengetahui apakah *price* berpengaruh terhadap *product quality*. 4) Untuk mengetahui apakah *store image* berpengaruh terhadap *product quality*. 5) Untuk mengetahui apakah *product quality* berpengaruh terhadap *purchase intention* produk *private label*. 6) Untuk mengetahui pengaruh *price* terhadap *purchase intention* melalui *product quality* sebagai variabel *intervening* pada produk *private label* Carrefour. 7) Untuk mengetahui pengaruh *store image* terhadap *purchase intention* melalui *product quality* sebagai variabel *intervening* pada produk *private label* Carrefour.

Metode pengumpulan data menggunakan metode survey dengan instrumen berupa kuesioner. Objek penelitian ini adalah 250 responden yang telah Berbelanja di Carrefour Buaran Plaza serta belum pernah membeli produk *private label* Carrefour. Analisis data menggunakan Lisrel dan SPSS. Uji Hipotesis menghasilkan bahwa hanya *store image* tidak berpengaruh signifikan terhadap *purchase intention* ($t\text{-value}: 1,41 < 1,96$)

Kata kunci: *Price, Store Image, Product Quality, Purchase Intention, Private Label, Retail, Carrefour Indonesia.*

ABSTRACT

Muhammad Farhan, 2017; *The Impact of Price and Store Image toward purchase intention with product quality as intervening (Survey potential consumer product private label Carrefour at Buaran Plaza)*. Skripsi, Jakarta: Marketing Management Concentration, Management Study Program, Department of Management, Faculty of Economics, State University of Jakarta. Advisory: Dr. Mohamad Rizan SE, MM & Agung Kresnamurti Rivai P SE, MM.

The purpose of this research are: 1) To determine whether price affect to purchase intention of private label product. 2) To determine whether store image affect to purchase intention of private label product. 3) To determine whether price affect to product quality. 4) To determine whether store image affect to product quality. 5) To determine whether product quality affect to purchase intention of private label product. 6) To determine whether price affect purchase intention through product quality as intervening variable at private label product. 7) To determine whether store image affect purchase intention through product quality as intervening variable at private label product.

In order collect data, this study using survey with questionnaire as it's instrument. Object of this study is 250 respondents who have shopping at Carrefour Buaran Plaza but not yet buying Carrefour Private Label Product. To analyze and process the data, this study use Lisrel and SPSS. Hypotheses test shows that only store image that didn't affect significantly to purchase intention (t -value: $1,41 < 1,96$)

Keywords: *Price, Store Image, Product Quality, Purchase Intention, Private Label, Retail, Carrefour Indonesia.*