

Ahmad Zaki Amani. NIM 200331100063. Pengaruh Brand Image dan Perceived Quality terhadap Minat Beli Konsumen serta Keputusan Pembelian Produk Pangan Private Label Toko Ritel Modern X. Di Bawah Bimbingan Dr. Burhan, S.TP., M.T. dan Hamzah Fansuri S.ST., M.T.

---

## ABSTRAK

*Produk private label merupakan strategi yang dicetuskan oleh pelaku usaha ritel untuk meningkatkan profit keuntungan mereka. Namun, strategi mengeluarkan produk private label juga dapat menjadi bumerang karena daya beli produk private label yang masih rendah. Penambahan nilai brand image dan perceived quality diharapkan dapat memberikan kontribusi dalam meningkatkan strategi dan penjualan, produk pangan private label toko ritel X. Penelitian ini mempunyai tujuan untuk mengetahui bagaimana pengaruh brand image dan perceived quality terhadap keputusan pembelian produk pangan private label toko ritel X dengan minat beli sebagai variabel intervening. Penelitian ini menggunakan data kuesioner yang disebar secara offline dengan pengambilan sampel menggunakan teknik convenience sampling serta jumlah sampel sebanyak 100 responden yang disebar kepada konsumen yang pernah membeli produk pangan private label toko ritel X yang berdomisili di Kabupaten Bangkalan. Penelitian ini menggunakan teknik analisis Structural Equation Modelling (SEM) dengan berbasis varian partial least square (PLS) serta memakai alat bantu aplikasi SmartPLS 3.0. Hasil penelitian ini menunjukkan bahwa brand image dan perceived quality berpengaruh signifikan terhadap minat beli dengan kontribusi pengaruh sebesar 27.4% dan 38.2%, namun brand image dan perceived quality tidak berpengaruh signifikan terhadap keputusan pembelian, dan minat beli berpengaruh signifikan terhadap keputusan pembelian dengan kontribusi pengaruh sebesar 31.3%, serta minat beli tidak mampu memediasi pengaruh brand image terhadap keputusan, tetapi mampu memediasi pengaruh perceived quality terhadap keputusan pembelian dengan kontribusi pengaruh sebesar 0.41% dan 31.3%.*

*Kata Kunci : Brand image, Perceived Quality, Minat Beli, Keputusan Pembelian*

Ahmad Zaki Amani. NIM 200331100063. The Influence of Brand Image and Perceived Quality on Consumer Purchase Interest and Purchase Decisions of Private Label Food Products at Modern Retail Store X. Supervised by Dr. Burhan, S.TP., M.T. and Hamzah Fansuri S.ST., M.T.

---

## ABSTRACT

*Private label products are a strategy initiated by retail business actors to increase their profits. However, the strategy of releasing private label products can also backfire because the purchasing power of private label products is still low. The addition of brand image and perceived quality values is expected to contribute to increasing the strategy and sales of private label food products at retail store X. This study aims to determine how brand image and perceived quality influence purchasing decisions for private label food products at retail store X with purchase interest as an intervening variable. This study uses questionnaire data distributed offline with sampling using convenience sampling techniques and a sample size of 100 respondents distributed to consumers who have purchased private label food products at retail store X domiciled in Bangkalan Regency. This study uses the Structural Equation Modeling (SEM) analysis technique based on partial least square (PLS) variants and uses the SmartPLS 3.0 application tool. The results of this study indicate that brand image and perceived quality have a significant effect on purchase intention with a contribution of 27.4% and 38.2%, but brand image and perceived quality do not have a significant effect on purchasing decisions, and purchase intention has a significant effect on purchasing decisions with a contribution of 31.3%, and purchase intention is not able to mediate the effect of brand image on decisions, but is able to mediate the effect of perceived quality on purchasing decisions with a contribution of 0.41% and 31.3%.*

**Keywords :** *Brand image, Perceived Quality, Purchase Intention, Purchase Decision*