

**PENGARUH PERSEPSI RISIKO, *FAMILIARITY*, PERSEPSI KUALITAS
DAN CITRA TOKO PADA MINAT BELI KONSUMEN PRODUK
PRIVATE LABEL INDOMARET DI YOGYAKARTA**

***THE EFFECT OF PERCEIVED RISK, FAMILIARITY, PERCEIVED
QUALITY AND STORE IMAGE ON CONSUMER PURCHASE INTENTION
PRODUCTS PRIVATE LABEL INDOMARET IN YOGYAKARTA***



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2018