INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi risiko, *familiarity,* persepsi kualitas dan citra toko pada minat beli konsumen produk p*rivate label* Indomaret di Yogyakarta. Penelitian ini menggunakan 150 sampel dengan metode pengambilan sampel *nonprobability sampling* dan menggunakan teknik *purposive sampling*. Alat analisis yang digunakan dalam penelitian ini yaitu *Srtuctural Equation Modelling* (SEM) dengan menggunakan program AMOS Versi 22.0.

Berdasarkan analisis yang telah dilakukan, diperoleh hasil bahwa kualitas layanan berpengaruh positif signifikan terhadap *private label image.*Pengukuran pengaruh *private label image* terhadap persepsi risiko menunjukkan hasil tidak signifikan. Sedangkan variabel *familiarity* berpengaruh positif signifikan terhadap persepsi risiko, hasil analisis variabel *shelf space* menunjukkan hasil positif signifikan terhadap *familiarity* dan persepsi kualitas.Uji pengaruh persepsi risiko, *familiarity,* dan citra toko menunjukkan adanya pengaruh positif signifikan terhadap minat beli. Hanya hasil uji variabel persepsi kualitas yang menunjukkan hasil tidak signifikan pada minat beli konsumen produk *private label* Indomaret.

Kata Kunci :*private label, familarity, shelf space,* persepsi risiko, minat beli

ABSTRACT

This study aims to analyze the influence of risk perception, familiarity, perception of quality and store image on consumer purchase intention in Indomaret private label products in Yogyakarta. This study used 150 samples with nonprobability sampling method and using purposive sampling technique. Analyzer used in this research is Srtuctural Equation Modeling (SEM) by using program of AMOS Version 22.0.

Based on the analysis that has been done, the results obtained that the quality of service a significant positive effect on private label image. Measuring the influence of private label image on risk perception showed insignificant results. While the variable of familiarity have a significant positive effect on risk perception, the result of shelf space variable analysis showed significant positive result to the familiarization and perception of the quality. The influence test of risk perception, familiarity, and store image showed a significant positive effect on purchase intention. Only the result of quality perception variable test that showed insignificant result on consumer purchase intention of Indomaret private label product.

Keywords: private label, familarity,shelf space, risk perception, purchase intention