

ABSTRACT***THE EFFECT OF STORE IMAGE AND PRICE ON BRAND EQUITY******THAT IS MEDIATION BY PERCEIVED QUALITY***

*(Studied On Private Label Brand Consumers At Giant And Chandra Superstore
On Bandar Lampung)*

By

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The purpose of this research is to find out the effect of store image and price on brand equity that is mediated by quality perception. The object of this research is the private label brand product consumers at Giant and Chandra Superstore on Bandar Lampung with 100 respondents as the sample.

Retail companies do some strategies such as integrate the good store image with the responsible prices that can make a good quality perception, increase brand equity and also the company profit to face the fierce competition in this industry,.

Method of this research is primary data obtained questionnaires which is directly distributed to the private label brand products consumers of Giant and Chandra Superstore on Bandar Lampung. This research used path analyst with multiple regression and Sobel test to examine mediation effect..

The result of this research showed each of store image and price need quality perception as a mediated variable to influence the brand equity. It is based on the result of computation Sobel test with bootstrapping and manually had the same coefficient value. Coefficient value of store image which as an independent variable (X1) was 0,102 ; $t = 2,2087 > 1,66$ and coefficient value of price which as an independent variable (X2) was 0,115 ; $t = 2,9112 > 1,66$

Key words : Store image, price, quality perception, brand equity, private label brand