

## **ABSTRACT**

### **THE EFFECT OF PRICE AND PRODUCT ATTRIBUTES TO THE DECISION FOR BUYING PRODUCT OF INDOMARET'S PRIVATE LABEL.**

**(Case Study On Convenience Products Private Label Indomaret Soemantri  
Brodjonegoro , Bandar Lampung)**

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Globalization era has mad Indonesia as market target of many countries in the world. There are many Companies that broad market to Indonesia, one of theme is retail companies. Retail Companies are so fast developing in Indonesia, both Domestic Retail and Foreign Retail. Very tough competition Process has made retailers taking variety of sale strategies. One strategy used by the retailers is the private label strategy.

Private label is merchandise that uses the brand name of the distributor or retailer or a brand name that was created exclusively for the distributor or retailer. Retailers are issuing that these products in collaboration with the manufacturing company. Indomaret as one of the largest retailer in Indonesia also uses this private label strategy.

Based on the researchers want to find out the effect of price ( X1 ) and product attributes ( X2 ) on purchase decisions ( Y ) Indomaret's private label products , a case study in this paper the researchers did on Indomaret Soemantri Brodjonegoro , Bandar Lampung.

Methods of data collection are done through a questionnaire with a population of 100 people using non-probability sampling method with the type of purposive sampling. Processing the data to determine the effect of variables using partial significance test (t test), simultaneous significance test (test - f), multiple linear regression and the coefficients of determination (R<sup>2</sup>).

So that the t-test obtained significant value that t-count comparison with t-table are (X1) 29.554 and (X2) 4.468 > 1.985 or greater than t table t-count at significant level of 95%. At t-test, t-count is biggest price variable (X1). In the F-test together F-count 94.320 > F-table at 3.09 and at (R<sup>2</sup>) of 0.66 . It can be concluded that the effect of price and product attributes significantly influence

purchasing decisions Indomaret's private label products, so that the results of this analysis support the hypothesis that revealed that the price and product attributes influence the purchasing decisions Indomaret's private label products .

Based on the results obtained, the researchers suggest back to increase the marketing mix such as place, promotion, people, physical evidence and process. Variable price should be maintained, because the results showed in purchasing such products consumers prefer seeing in terms of price.

**Keywords:** Price, Product attributes, Private Label, Indomaret, and Purchase Decision